CST Tech News

What's New

What makes your heart happy? We should all have something, right? Some of us may have a few things, some personal, some professional, but we all should be able to identify what they are.

I had a conversation the other day with a business we are nurturing in hopes of them becoming a client (I am confident they will). As I was explaining what CST does, because honestly, most people have no idea, he was shocked that a company like mine, who offers our level of service, even exists in the tech world. I might have been a little excited about my explanations. At the end of the conversation, he wanted to know how it was possible that something so frustrating to most, made me so excited. It was at that point that I realized two things:

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Our Mission:

To provide outstanding technology services to our customers allowing them to focus on their business.

Keep Your Business Compliant
By Following These Tips

Compliance is incredibly important for any business. A failure to remain compliant can spell doom for any business, regardless of size. Being compliant is the act of following certain established rules, regulations, laws and guidelines. But what many business owners don't realize is that compliance and security go hand in hand. Compliance is in place to prevent security breaches and give guidelines for what to do if a breach does occur.

Your company won't become compliant on its own, though. It often takes plenty of time, effort and money to ensure that your business stays compliant, especially given how rapidly technology advances. Twenty-five years ago, you wouldn't have had to worry about many of the issues that plague business owners these days because the Internet was nowhere near as developed as it is now.

But times have changed, and your business has to change with it or you will fall victim to cyber-attacks. Before you spend time and money trying to figure out if your business is compliant or not, you should ask yourself some questions.

- Does my business have antivirus software and is my network protected by a firewall?

- What data is my business encrypting?

- Do I have a system in place to manage network-connected devices?

- Are there disaster recovery plans in place, and do I use backup solutions?

- Is there a business continuity strategy?

- Do I have employee training in regard to security?

After you've answered these questions, you'll have a better idea of what needs to be done to ensure your business stays compliant. You may be thinking you need to rush out and buy the necessary technology and equipment to fill any holes, but you should focus on your team more than anything else.

According to a study by IBM, 95% of cyber security breaches stem from human error. We've talked at length about the importance of training your employees to be cyber-secure, but the reality is that employees who have not bought into a cyber-secure culture are putting your business at risk. You must have some type of employee training in place so they can learn all they can about cyber security and keeping your business protected. Without proper training, you cannot expect your employees to be inherently cyber-secure.

After you've fully trained your employees, you can put more focus into bringing in the proper technology and equipment to plug any lapses in your compliance plan. If you don't have antivirus software or firewalls, you should invest in them before anything else. Once those are in place, you can focus on a few specific pieces of technology to make your business more compliant.

One of the best investments you can make is to put an e-mail spam filter in place. Though your employees will

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be trained and hopefully well-versed in cyber security, mistakes can still happen. E-mail-based phishing attacks are one of the easiest ways for a cybercriminal to gain access to your company's valuable information. All it takes is one click on the wrong link to compromise the entire network. With a filter, you won't have to worry about your employees accidentally clicking on a sketchy e-mail because it will never make it to their mailbox in the first place.

Additionally, you should also introduce strong security password practices as well as multifactor authentication. Part of your training for your employees should include tips and strategies for creating strong passwords. Oftentimes, people will use the same passwords for every account, which can leave your business vulnerable if one of their other accounts is compromised. Multifactor authentication takes this step to the next level since your employees will also receive a text message authorizing their login into their e-mail or other accounts. It's a simple way to ensure your bases are covered.

Staying compliant is an extremely important part of your business. It helps protect you and everyone who works for, or does business with, your company. However, it takes time to put these practices into place. If you feel like you don't have time to get your cyber security measures in place or if you simply need more information about managed services providers, give us a call at 877-954-4100. We would be glad to help you with your cyber security or compliance needs.

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1. Most everyone loves technology **but only when it works** – and people don't call us because it is working! And….more importantly…
2. Technology and solving your technology related problems, makes my heart happy!

That is my professional superpower (after all, April 28th was Superhero Day)! My whole team has the power to make your technology problems go away and yes, it makes their heart happy too.

On a personal note, spending any time with family makes my heart happy. I love crazy get-togethers where nothing but chaos ensues.

I hope all of you can identify what makes your heart happy!

Now, there are things that do NOT make my heart happy. One of those is the resistance I get when insisting you implement better security. If I could, I would take on all the hassles of having to ensure your technology and accounts are secure and for the most part, we do. But, there are things that you need to do to help us out.

In the coming months, we will attempt to get you to implement some new security protocol for your entire office(s). After working with you for as long as we have, I am more successful if I do a few things first.

1. Warn you….if I let you know something new is coming it does seem to break your fall….heads up, this is your warning.

5 Tips To Spot Candidates With The Right And Wrong Stuff

I recently had the opportunity to sit down with Carter Cast, the author behind *The Right – And Wrong – Stuff: How Brilliant Careers Are Made And Unmade.* Hiring success has a great influence on career success, and we discussed five negative archetypes that confront employers while filling a job opening. Together, we discovered some telltale signs that your interviewee may fall into one of these categories.

Captain Fantastic
While it might seem like "Captain Fantastic" would be a vital part of your team, they often cause division. Someone who is a Captain Fantastic is usually overambitious and has no qualms about stepping on others to get ahead. If you're interviewing a candidate and they mention that their greatest accomplishments revolve around beating others rather than delivering value or developing teams, you probably have a Captain Fantastic on your hands.

Solo Flier
Have you ever worked with someone who thinks their way is the best and only way to do something? It's very frustrating. While this type works well individually, they can be detrimental to a team environment. They usually claim to have no time or were too busy to accomplish their tasks; in reality, they may fail to hire and delegate properly. I've met with many people who fit this category and end up leaving their job due to burnout after taking on too much work.

Version 1.0
Change is a necessity in the workplace, but sometimes people prefer to stick to their routines. To spot these people in interviews, listen to their stories and pay attention if they mention changes in the workplace and how they responded. If they stayed on the same path, that's a red flag. I knew a manufacturing executive who failed to adapt to new technologies. This caused him to lose some of his biggest clients, and the business fell into a tailspin.

The One-Trick Pony
These people usually get stuck in a rut because they rely on their greatest strength to solve *all* problems. They will often aim for lateral moves rather than trying to broaden their horizons. I interviewed a one-trick pony recently who wrote amazing copy but struggled when meeting with clients in person. His communication skills weren't strong enough to work with clients or lead large teams. His career became stagnant even though he was eager to grow and move up.

Whirling Dervish
Energetic employees improve morale and production in a workplace but sometimes lack the follow-through needed to complete projects. You can usually spot these people in interviews if you notice them avoiding your questions. They often come up with excuses for why they didn't achieve results. Great ideas and strong morale do not make up for a lack of completion.

With knowledge of these archetypes, you can avoid hiring the wrong candidate for your team and instead focus on finding the perfect fit.

Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best-sellers. He stays active in his community and has advised many government officials.

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2. Make changes in smaller steps – I think most of you prefer to take baby steps than for us to recommend a ton of changes all at once. However, if you would rather just rip the Band-Aid off and implement everything at once, then heck YEA, we can make that happen too.

3. Implement changes as smoothly as possible. Let me be honest in saying it is sometimes painful!!!! Some of you may have experienced some of this pain because your office was such a mess (my technical term), that it takes a lot to get you to the base level we need to keep you secure. Sorry about that, but there is no way around it. We all hate change so any new stuff is painful. No worries, either way, we got you!

One of the first things we are going to recommend is adding multi-factor authentication (MFA) (also called two-factor authentication-2FA) to ALL your accounts. Basically, every place that requires a login and password. I can hear the groans, but it is important to keep your accounts safe from unauthorized access. As we move forward, we will work on getting this done.

For now, that will be our focus— remember, baby steps! We will be adding additional security protocol and hopefully by the end of the year, you will have implemented enhanced security measures at the employee level to keep you secure.

As another reminder, please schedule your Quarterly Business Review so we can stay on track and on task with all that is happening in today's cyber security climate. A lot is changing, so get that appointment scheduled.

I hope to see our NY clients at our Customer Appreciation Day, May 13th and to all the Mom's out there—Happy Mother's Day!

Lisa

◼ Improve Your IT Security By Making IT Part Of Your Company's Culture

Many business owners who are trying to improve their company's IT security look at fixing potential hardware and software problems. No matter how many holes owners fill or barriers they put up, hackers can still find their way to important information. The simple truth of the matter is that you cannot single-handedly control and monitor your business for security risks. You must ensure that your entire team is on board and dedicated to maintaining a secure culture in the workplace.

Start with the top and make sure your leadership team has bought into the culture. They'll help influence the rest of the team. You also need to incorporate IT security training into your onboarding process. This will ensure that everyone who is hired understands the expectation. Continue this training with your current employees by having an annual refresher training. If your team buys into the security culture, you will have much less to worry about. We can help, so give us a call to get started.

THANK YOU!!
Let's Celebrate with a
CUSTOMER APPRECIATION DAY!
May 13 from 12pm—3pm

The weather is finally warming up and we cant wait to get out and see everyone.

To kick off the season we would like to invite you to stop by our office. As you know, our NY headquarters moved last fall. To celebrate this new chapter, and more importantly, all of our wonderful clients, we would like to invite you to a Customer Appreciation Day on May 13th at 12pm.

Come see the new office and enjoy the warm weather on our back patio. An afternoon of food, fun and good company is just what we all need after a very long winter.