

CST Tech News

What's New

How far will you go for great service? How do you feel knowing your clients/customers/patients are taking time out of their day just get to you? How do you feel when that same person makes a referral and now you have their friend, and that friend makes a referral and so on and on and on?

A few months ago, I reached out to a friend in the health industry. She is opening a health and wellness center and I trust her opinion. I was looking for a personal trainer. We all have our struggles and mine is STRESS which is causing a few other health issues - all minor but if I don't get them under control, they will turn into a much more serious issue. So, I figured a personal trainer would hold me accountable and get me on track to a healthier lifestyle.

My friend did not know of anyone who could help me in the personal training area, but she did make a recommendation to see an Acupuncturist. Odd choice, I know, but because I trust this person, I said what to heck and scheduled an appointment with Five Elements Living. This business happens to be 45 minutes away so getting there and back does take time out of an already busy, stressful life, but I wanted to give it a try simply based on her recommendation.

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June 2022



Our Mission:

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

This monthly publication provided courtesy of Shawn & Lisa Brown, Owners

Why Gen Z Could Pose A Threat To Your Company's Security How To Prepare

As we progress through 2022, more and more Gen Zers will be entering the workforce. When millennials entered the workforce, we saw different attitudes and behaviors than ever before, and we should expect Gen Zers to come with their own uniqueness and differences. You may think that since they are the first full generation to grow up in the digital age they will be well-prepared for any technological challenges and security issues that arise, but that isn't always the case.

Since most Gen Zers grew up with a smartphone and social media, they're more likely to share information without any regard for security. According to Entrepreneur, many Gen Zers

struggle to distinguish between friends they met online and in real life. Cybercriminals could use this knowledge to carefully craft social media profiles to gain access to valuable information about the individual and possibly even their workplace.

There are many common issues that plague Gen Zers when it comes to cyber security. Password issues seem to be the most prevalent. According to a recent Harris Poll, 78% of Gen Zers use the same password across multiple accounts. That's up 10% to 20% when compared to millennials, Gen Xers and baby boomers. Other common issues include safe browsing habits and tracking basics.

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Over the next few years, there's a good chance that you will hire a Gen Zer for some role in your business. You're probably wondering how you can prepare your cyber security so it's ready to handle whatever the next generation brings. It's important that you're proactive in your strategy. Waiting until you already have Gen Zers in your workplace could leave your information unprotected or make your company open to cyber-attacks.

Before anything else, you need to develop an information security training program. It's imperative that your company have a well-established cyber-secure culture that everyone has bought into. That way, when you have new hires, you can put them through the same training while your other employees demonstrate proper techniques through behavior. Make sure your training is up-to-date and that you continue to update it whenever new software or technology is released.

Remember when I said that many Gen Zers struggle with password security and often use the

"78% of Gen Zers use the same password across multiple accounts."

same password for every account? If they continue to do that and use the same password for their personal and professional accounts, it could leave your business vulnerable. Start implementing password manager programs in your business as soon as possible to avoid this dilemma with any current or future employees. Password managers make more complicated and secure passwords that your average hacker can't crack.

If you truly want to keep your business protected from cybercriminals, you can hire a managed services provider (or just give us a call) to take care of your IT needs. MSPs are all about being proactive. You'll get around-the-clock monitoring, data encryption and backup, network and firewall protection, security awareness training and so much more. Basically, all of your cyber security concerns will be covered when you hire an MSP, and you won't even have to worry about the next generation making things more difficult.

As Gen Zers enter the workforce, it's important that business owners across the country prepare for their arrival. Don't wait for them to start at your business to make changes to your cyber security plan. Be proactive and do what you need to ensure that your business is fully prepared. We can help so give us a call!

Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at
<https://www.cstsupport.com/protect/>
or call our office at 877.954.4100

My first meeting with owner, Shelby Connelly, was nothing short of amazing! I had never experienced acupuncture before and was completely oblivious to all its benefits, but I was there to learn and that I did.

My point here is this, I travelled an hour and a half round trip to see Shelby and she made my experience well worth it. It got me thinking about how far my clients come and how far I will go to ensure every client gets a personalized experience. I believe we make buying decisions based on how that company or person makes us **feel**. If you have a bad experience or bad customer service, does it reflect how you will do business with them in the future? Side note, I have a sister that boycotted Walmart for years because she had a bad customer service experience. Did it affect them, absolutely not, but she was trying to make a point and not reward bad behavior.

I believe the tech industry is infamous for bad customer service. Most, not all, come across either arrogant, “geekie” or completely ignorant on how to talk to someone who is not tech savvy. I want every client to know that we really do care about your technology and the risks it poses your company when it isn’t working correctly. CST really does care! We are real people, with real concerns, with real lives. We are far from perfect and yes, we will make mistakes, but we will also do everything we can to make it right. We love that, although we are headquartered in New York, we have clients down the entire East Coast of the US. We are grateful for each and every client.

If you are happy with your decision to hire CST as your IT support, please make a referral or do a Google Review by visiting our website (cstsupport.com) and scroll to the bottom where you will find button to submit. Those have such impact and takes only a few minutes of your time. In turn, we will make referrals and do Google Reviews for you. Your opinion matters and it really does make a difference. Let us know and we will do everything we can to help you grow your business.

Lisa

PS: If you are interested in Five Elements Living, visit www.fiveelementsliving.com and let Shelby know I sent you.

3 Ways To Get Your Life Back



When first starting out in my career, I had a meeting with an executive where I worked that completely revolutionized how I viewed things. While sitting in her office, I noticed a small picture frame on her desk that had a note with the words “eat lunch” on it. I asked her why she had that sign, and she responded by saying that she’d become too busy to eat lunch most days. This scene absolutely horrified me. Work is not supposed to suck the life out of you.

After this experience, I decided to never be in a similar situation, and I wanted to make an effort to ensure that other business leaders never felt like their work controlled every aspect of their lives. I developed three ways for business leaders to reclaim their lives. While doing each one will help in its own way, in order to truly get your life back, you need to do all three.

The first thing you need to do is make personal goals. We’re always setting new goals when it comes to our businesses, but we also need to have goals for our everyday lives. These goals must line up with what you want to do when you’re away from the office. I know of one CEO who set a goal to be at home when his teenager was off from school at least four days a

week. Figure out what you want to accomplish at home or with your family, and make the necessary changes to ensure that reality.

Just setting goals might not be enough. You also need to schedule personal time. I called one of my colleagues recently, and when he answered, he asked a question about a diaper bag. I felt confused by this at first, but he clarified that he had taken the morning off to bring his family to the zoo since the kids returned to school the next day. Always leave time for yourself and your family. If somebody is trying to schedule your time over one of your personal commitments, tell them you are not available.

The final way to reclaim your personal life is the “delete, delegate, delay and do” method. When you first get a task, just don’t do it and delete it. If it’s too high of a priority, see if you can delegate it to someone else. If there’s nobody to delegate to, see if you can delay. If that’s not practical, then just do it.

If you follow these three tactics, you’ll see positive results in your personal and professional lives.



Dr. Geoff Smart is chairman & 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.

3 Big Technology Trends For Businesses In 2022

Many of the changes brought forth by the pandemic are here to stay and may even evolve further. The year 2022 is shaping up to be a big one for technology, and you'll want to stay informed if you plan to keep up with any changes in your business.

With more people working remotely than ever before, there's been a greater focus on Internet speeds and usage. Over the next year, we'll experience an increase in 5G coverage as well as rapid development for 6G. Additionally, we're likely to see some growth in the AI sector. It's also imperative that you pay attention to the Metaverse and any impending developments, as the Metaverse has the potential to impact a lot of industries.

Avoid These E-mail Marketing Tactics

E-mail marketing campaigns are performed by almost every company because they're a cost-effective way to reach a large number of potential customers. However, have you ever felt like your campaign was not getting the attention it deserves? Is it possible you did something that actually turned people away from your campaign? You'll want to reconsider your approach if you're doing any of the following:

- Using clickbait subject lines
- Using your e-mails only as a platform to sell
- Sending too many e-mails too often
- Failing to personalize any of your e-mails
- Focusing on company-related content instead of making it relatable



Happy June!

Many of us mark this month with the end of the school year. Have you started thinking about a summer get-away with the kiddos?

I think we can assume everyone is ready for a fun summer vacation. Find yourself a nice cabin in the woods or ocean front resort and relax in the sun. Either way, add some relaxation in there somewhere?

What will we be doing you ask? Well, you will still find us working hard in the office protecting your technology but also enjoying the new BBQ grill. A nice grilled lunch while sitting on our patio are a few of our favorite things.

So get out there and enjoy your summer! Find a way to destress and take a breath.

To all of the Dad's out there, Happy Father's Day!

Jessica



June Calendar

June 1st
National Go Barefoot Day

June 19th
Fathers Day / Juneteenth

June 21st
First Day of Summer