

CST Tech News

What's New

How much time do you spend throughout your workday dealing with problems YOU did not create? Honestly? Is it 30 minutes a day? An hour? Three hours? All of which is preventing you from getting your own work done AND giving you stress. Headache anyone?

Much of the struggles we face during the work week are, in fact, caused by either one of your employees or one of your vendors, i.e., your internet provider, phone provider, printer provider, software provider, electric provider, etc. THIS IS ONE OF THE BIGGEST REASONS YOU HIRED US! So you don't have to deal with this nonsense. No one wants to be on hold for 30 minutes waiting for someone to answer only to realize the person on the other end has no idea how to help you. So, you get transferred again, on hold again,

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What Makes A Strong Password? And Why Do I Need One?

Think about some of your private accounts right now. Chances are that you have an e-mail, social media accounts, bank account and more that are all password-protected. Do you share passwords across different accounts, and are your passwords strong enough to keep cybercriminals away from your private information? If not, it might be time to evaluate.

Passwords offer the first line of defense when someone tries to access your sensitive information. Without passwords, anyone could gain access to your social media account, which could provide them with personal information that could harm you. Even worse, bank accounts would be easily accessible to cybercriminals who are hoping to rob you of your funds.

While many personal accounts are password-protected, your business accounts also need to be properly secured. But this doesn't just exclusively apply to you - it needs to be understood on a company-wide level. Every employee needs to use passwords to keep sensitive business information secure. Think about the damage a cybercriminal could do to your business if they gained access. They would permanently damage your company's reputation while also putting your employees' and customers' private information at risk.

However, it's not enough to simply put a password in place. The passwords you choose need to be complex. But what makes a password complex? A complex password will utilize a mix of

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

Our Mission:

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

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Or give us a call at 877.954.4100

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uppercase and lowercase letters, numbers, punctuation and special characters. Additionally, your password should not be related to any personal information, nor should you use dictionary words. Your password should be incredibly difficult for someone to guess, even if they know you well, but you also need to ensure that your password is something you can remember.

In addition to that, even with a complex password, it's likely still not enough protection. Each of your accounts and devices should have a unique password that hasn't been used anywhere else. If you use the same password across all accounts and devices, you're opening yourself up to a pretty extreme cyber-attack if one of your accounts is compromised. All a cybercriminal needs to do is hack your Facebook page, and they will have the password for your bank accounts and e-mail.

You might think that it'd be impossible to remember so many different complex passwords, but software



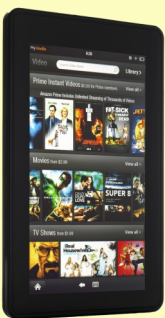
is available that can help. The best way to keep track of your passwords is to use a password manager. With a password manager, you only have to remember one master password, and the software keeps track of the rest. It will even help you create complex passwords for your different accounts to ensure that your information is as protected as possible.

If you oversee a team of employees, then it's vital that they understand why creating strong passwords is so important. Your team should have trainings on cyber security practices, including information on creating passwords. If just one employee fails to create a complex and unique password, it could open you up to a cyber-attack.

Creating strong passwords does not have to be difficult. If you're struggling to remember or create strong passwords, use a password manager. CST will be in touch with a great option we can add to your current package. Strong passwords will help keep your sensitive information protected and we will try to make it as easy as possible. Stay tuned!

“Each of your accounts and devices should have a unique password that hasn't been used anywhere else.”

Help Us Out And We'll Give You A Brand-New Kindle Fire For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So, instead of just wishing, we've decided to hold a special “refer a friend” event during the month of October.

Simply refer any company with 10 or more computers to our office to receive a FREE computer network assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free Kindle Fire of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!).

Simply call us at 877-954-4100 or e-mail us at sara@cstsupport.com with your referral's name and contact information today!

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and yet another person without the expertise to help. And this is only applicable if you can communicate the problem correctly. One wrong word and you get to start all over again.

Here's my point...we WANT to do this for you because ultimately, we make it easier for everyone. We not only understand the problem, but we also understand the hurdles we will face when talking to the wrong person. Working with your vendors is a MUST especially when there is trouble. It helps us with documentation and even learning the issues, so we don't have to call if the problem is recurring. The next time something "technology related" goes wrong, please call! It will save us all some time, energy, and stress.

As we step into October, we celebrate so much. Shawn and I celebrate our anniversary, his birthday, my birthday, and the Company's birthday all happen in October. Even Bella's birthday is in October. We couldn't have planned it any better.



As we celebrate life in this pivotal month, we are reminded how incredibly precious it all is. It is so easy to forget that and get caught up in the day-to-day workload. Celebrating each other is way more important than any business plan we have.

Please take a moment to appreciate everything you have in this life. We only get one and it is so incredibly important.

Lisa

"Passionate NOT Pushy"

Holding Your Team Accountable



Leaders often fail to hold their team accountable. During research for our book, *Powerscore*, we found that only 8% of leaders are good at holding people accountable. One of the main reasons that leaders fail in this area is that when it's done wrong, it makes things more difficult for everyone.

Here's an example: I was giving a keynote speech at a *Fortune* conference a few years back and asked the audience, "How many of you have goals for your teams that are written down?" Only 10% raised their hands. Failure to write down goals opens up the door to confusion. It becomes nearly impossible to hold someone accountable for delivering a result when you have failed to articulate what you're looking for.

In order to hold your team accountable, you need to be specific with goals and use numbers that others provide to measure performance. When I was still a young CEO with ghSMART, I struggled to hold a consultant accountable. She was brilliant and had great technical skills but failed to call clients proactively and didn't follow up with them. Many clients did not ask for her to come back as their trusted advisor.

I called her into my office and told her that she needed to work on her client relationships. She

disagreed and stated that her clients loved her work. I said, "Well, one client told me that although he values your work, he feels you treat him like 'processed cheese' and that you rush to finish projects with him and then you move on to your next client project." She said that her work spoke for itself, and the meeting abruptly ended.

This was a huge failure on my part as I failed to set specific, mutually agreed upon goals and used vague wording. I talked about this with a mentor, and he said, "Make sure you have clear goals, in writing, so your consultants know what 'great' looks like. Then have somebody other than you collect data on their performance. Then you can sit down as a coach to review their results vs. their goals."

It was great advice that I immediately put into practice. When you properly hold people accountable, high performers will know they are performing, and they will keep doing what they are doing. And lower performers will know they are not performing well, long before anybody has to sit them down to have a conversation.



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 bestsellers. He stays active in his community and has advised many government officials.

■ Leave An Impression On Your Employees And Customers With The Proper Gratitude

How many times do you thank people every day?

When a customer buys a product or service from you, you probably say, "Thanks for shopping with us. Please come again!" When a team member completes a task or helps out in any way, you probably also thank them.

But are your thanks to customers and coworkers being received as well as you hope? In a time when competitors are right down the street and employees are looking for a company culture that suits their

needs, gratitude becomes ever more critical.

It's essential that you work on your thanking skills so your gratitude is well received.

You can do three things when thanking someone to make sure your appreciation leaves an impression:

1. Always use their name so that they feel personally acknowledged
2. Include what you are specifically thanking someone for and
3. Thank people as soon as possible.

When your thanks are personalized, specific, and prompt, they mean much more to the person receiving them.



"Hello, tech support?"

CALLING ALL CREEPS

You may be too old to fear monsters, but we all know when you're laying in bed and accidentally hang your foot off the side, fear shoots through your body.

Whether you are afraid of the boogie man under the bed or what goes bump in the night, scary season is here, and the CST office is ready to participate.



To Kick it off, our loveable, seasonal worker is back and ready for action! That's right folks, Fred has awakened from his slumber and cannot wait to start visiting our clients. This year, however, Fred has made some requests. Since it is his third year with the company, we thought it only fair to oblige.

Fred would like to take some memorabilia with him so he can look back on who he has visited. Do you have stickers with your logo on them? Perfect, slap one on our loveable Fred to mark the occasion. No stickers, No problem!! He will bring a sharpie for your signature. We want to look back on Fred's time with us and see all the people he was able to see.

As we all know it is hard to travel around in the North Country once the snow falls so Fred is trying to visit with as many people as he can. Carrie will, of course, be chauffeuring Fred around since he doesn't have a license.

So keep sharp because where Carrie goes Fred will follow! #followfred

Happy Haunting Everyone. Jessica