CST Tech News

What's New

Technology is NOT a one and done! It is NOT install it and forget it! It should NOT involve daily prayers or pleas that it all works today!

You know I like to take real life, real situations, real issues and present them here. This is two-fold for me. It gives me the ability to educate you and it allows you time to process and apply it to your real situation. No one knows how your office functions better than YOU. If you are an existing client, we got YOU! You have everything in place to keep your technology functioning and protected. Congratulations for understanding how important your technology is to your business.

But for those that have not yet made the decision to have proactive protection on your technology….

Let's talk tech. What I have found in talking to small business is you just want your technology to work. If it is, you don't think about it until something goes wrong and let's be honest, it always goes very, very wrong when you are on a timeline to get something important out the door. If anyone understands this, it is us. CST's goal is to be PREVENTATIVE! We want to prevent there from being any issues in the first place and on the occasion, there is,

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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.

Back To School!
The 4 Cyber Security Trainings You Must Do With ALL Employees

It's back-to-school season! Soon, our kids will return to the classroom, where they will relearn the information from the prior school year to ensure that they were able to retain that knowledge. There's nothing wrong with needing a refresher, and this is true for both students and your employees.

If your staff has not had a refresher course on your company's cyber security practices sometime in the last year, now is the perfect time to get them up to speed. After all, they can't defend themselves from cyberthreats if they don't know how. That's why it's so important that your team has bought into a cyber-secure culture and is aware of potential threats that could impact your business.

Cyberthreats come in all shapes and sizes, but an overwhelming majority of successful cyber-attacks can be attributed to human error, which is the main reason your employees need cyber security refresher training at least once a year. A lack of training can open your business up to hackers and other cyber-attacks by way of phishing e-mails, weak passwords, unsafe browsing and more – which jeopardizes your entire company. Additionally, in many cases, insurance won't cover your claims if your employees have not undergone regular training. Finally, customers usually don't want to do business with a company that isn't keeping their information protected.

It doesn't matter how big or small your business is – you must make an effort to ensure that all of your employees have gone through cyber security training. However, if you've never trained your team on cyber security

and are unsure of which topics to cover, don't worry because we've put together a list of the most important topics to discuss.

Password Security

Nearly every employee at every company has their own login to access the company's systems, data or Internet. When selecting the passwords for this login, employees need to use strong, unique passwords that utilize letters, numbers, punctuation and other special characters and are not shared between accounts. You should also ensure that your employees regularly change their passwords. For an extra layer of security, you can utilize multifactor authentication so you'll know that those logging into an account are who they claim to be.

E-mail

Your employees should be cautious of any e-mails that come from addresses outside of the company. When your employees go through their e-mail, they should not open e-mails from people they don't know or have not communicated with in the past. Unless they know exactly

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where the e-mail has come from, they should not open any links or attachments within it.

Social Media

An employee's personal accounts should never be set up through a company e-mail address. When posting on social media, your employees should be cautious about what they post in regard to work. They shouldn't disclose private information about your company or your clients on social media. If they did, it could be devastating to your company's reputation as well as your cyber security.

Protecting Company Data

At the end of the day, your cyber security practices are in place to protect company and client data, and your employees have a legal and regulatory duty to protect sensitive information. A reckless disregard for protecting company information can quickly cause your company to go under and has the potential to bring forth lawsuits.

Establishing strong cyber security practices and ensuring your team is aware of them through training is the best way to protect your business from cyberthreats. By implementing training on these four topics, you'll be on your way to developing a cyber-secure culture.

Get More Free Tips, Tools and Services At Our Website: www.cstsupport.com
Or give us a call at 877.954.4100

we want to act and resolve quickly.

You can only get this type of result with constant monitoring and maintenance. Every day hackers are developing code that they automate to try to get into networks around the world. They are not sitting in front of their computer manually trying to see who in the world is out there they can get at. It is a bot, aka…code, automated and often polymorphic (ability to continually change its code to evade detection), to attack whoever is vulnerable. They aren't physically looking at your data or physical size for that matter, they are looking for a way in!

If you think you are excluded from this just because you are a small business and having a "who would care about my business" attitude is simply ignorant. They don't care about your size or what information you hold. They simply care to be disruptive and if they happen to get something from you…i.e. data, passwords, online accounts or money, they've accomplished their goal. Why do you think many of their targets are older people. Senior Citizens are easy to sway, and they prey on them on a regular basis. So, if you cannot operate without a computer, laptop, internet access – this applies to YOU. If you are perfectly ok with unplugging your technology and having zero access to the Internet and your business would still run and make money and pay your bills, then skip this article and move to the next because it doesn't apply to you.

Here's the thing, we hate having to work in CRISIS MANAGEMENT mode which brings me to the constant attention your technology needs to ensure it is performing every single day! We want to prevent those bad guys from even considering you as an option for attack. We want to protect, monitor, and scan every second of the day because that is how long it would take for a hacker to gain access.

Ok, I know I am being harsh, but we've had a few new clients join us because they didn't take their technology serious and yes, they came to us in a CRISIS…which we hate! We hate that their data is gone, including the financials. We hate that they stopped functioning, no longer making money, no longer able to do what they love. We hate not being able to data retrieve because there was no secured backup. We hate all of it because all of it could have been prevented with ZERO work from them.

The Most Important Word In Business

"What's the most important mindset for success in business?"

I was recently asked this question by a video podcaster, and I carefully thought about my response. At first, I didn't think it was possible to identify the single most important mindset. I find questions that ask for "one thing" tend to oversimplify things. I considered that success usually depends on a number of factors and can't be broken down into one single mindset, but suddenly, it dawned on me: the one mindset that I have observed in successful vs. unsuccessful entrepreneurs countless times is generosity.

Oftentimes, you will see companies place honesty as their top mindset value, but in my opinion, that's putting the stakes a little too low. Companies shouldn't have to remind their employees not to be dishonest. You may also hear businesses putting kindness first, but kindness doesn't actually bring any value to their customers' lives.

Companies that put respect as their mindset are on the right path but still fall short of the benefits that generosity brings. To show someone generosity, you are giving them respect while also giving them something valuable. When you actually think about it, leaders who succeed are often generous. They're able to treat their employees, their customers, their shareholders and the community with a sense of generosity that brings them success. Those who fail to show generosity rarely succeed over the long term. Throughout my experience, I have met many business owners who have seen success and failure through their use of generosity.

I once talked with the CEO of a mortgage company who implied that his business succeeded by "tricking" low-income homeowners into signing up for mortgages that had hidden terms that were unfavorable to them. Once the housing crisis hit in 2008, which was caused by bad players, this guy's company and career were snuffed out under a pile of lawsuits.

In contrast, I remember talking to Ted Waitt, one of the co-founders of Gateway. I was blown away that a guy like Ted, a cowboy sporting ripped jeans, could create a multibillion-dollar computer manufacturing company in the middle of South Dakota. Ted loved making technology less stressful for his customers while giving people good value for their dollar. His spirit of generosity was reflected in his company culture.

We often think that we need to do everything in our power to bring in more money, but adopting a mindset of generosity is better if you want to see success in life and your career.

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.

Improve Your Company's Culture By Maintaining Employee Happiness

There are certain businesses you walk into that just feel different. Everywhere you look, the employees are engaged, which is reflected in the way business is conducted. And their quarterly profits usually show just how much business is booming.

These businesses stumbled upon the secret that one great employee is often worth three average employees, and it's cheaper to pay these superstars 150% or more of the average industry wage to keep them around. These employees are flexible problem-solvers who can weather any storm.

However, you may have employees who quit because they weren't happy or adding value in their roles. How do you keep your other employees from following in their footsteps?

One way is to set up an open exit where your employees give you a six - to eight-week warning that they are looking for another job. You can use that time to fill their role and train the new hire so there is no lapse in the transition period.

You can also pay your employees a better wage and offer benefits to keep them happy and engaged. When you work with these employees to make their lives easier, their flexibility becomes a gift rather than a burden. Unhappy employees can spell doom for your business, so do everything in your power to keep your team happy.

It's time you look at your technology as an ASSET that needs to be protected. Like an insurance policy for those "just in case" scenarios. We all hate having to pay it every year, but we do…because we all need the peace of mind for those just in case moments. Make sense?

For every single client…we thank you every day for allowing us to take care of your technology. We appreciate you!

If you know of someone that has technology that is imperative to their business, please pass along this newsletter. I think they need the reality check.

Passionate NOT Pushy
Lisa

PS — As the kids return to school, please be sure to monitor their Internet access. This is also something that is not a one-and-done! Don't just give them access and forget they have it. Kids are creative and the Internet is a scary place with lots of scary people who are doing scary things.

Please set boundaries and monitor what they are doing on a regular basis. We must keep the kiddos safe!

Seasons Are Changing!

Just last night the crickets changed their song and the leaves started to turn.

You felt it too. That moment when nature shifts. It gets cooler, and the leaves slowly change, then all at once. Autumn is coming!

This, of course, makes us start thinking about the many things on our "to-do" list that haven't gotten done yet.

Of course, there are the "must-dos" such as taking the snowblower in for maintenance and closing the pool. But fall makes me think more about all the things I'd like to do.

I mean, it's September so I should really get my yard cleaned up. And while I am thinking about things on my list, I should take the AC units out and stored. Of course, switch out the summer clothes for fall ones. And what about those shelves I keep saying I'm going to build to organize the basement? September will be perfect for organizing the house.
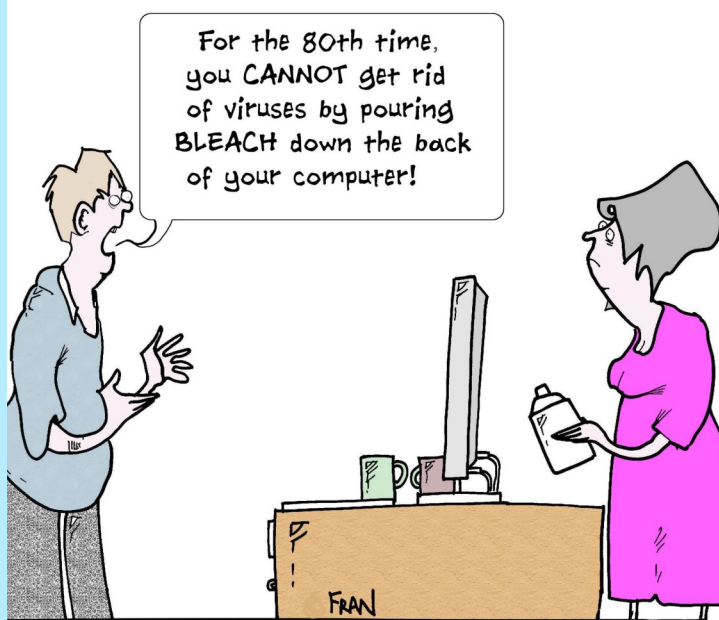
When it comes down to it though, all I really want to do is watch the leaves change color and listen to the sounds of nature while I lounge on my deck, blanket over my lap, having a hard cider.

I don't know if it's the golden light, a nice breeze on warm days, or all the jewel-tones, but Autumn is my favorite time of the year.

There's something about September that makes me want to slow down, take long walks in the woods, and enjoy mother nature.

Really, with the holidays approaching and the rush of the school year starting, September is the perfect time to slow down and appreciate the world around us. Let's take time to check some of those "want-to-dos" off our list and let the "must-dos" lie for a little while longer.

Jessica

For the 80th time, you CANNOT get rid of viruses by pouring BLEACH down the back of your computer!

FRAN

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