

## What's New

There are some aspects of running a business that require you to be fearless. I am confident I am not alone on this. CST has grown so much in the last couple of years as we expand in Northern NY and down the East Coast all of which has required me and my team to be fearless. Let's face it, growth can be scary and there are no guarantees that the decisions Shawn and I make will be a success. No pressure at all right?

As the first half of 2023 fades away, I reflect on the accomplishments we have achieved, of which there are many, and the mistakes we would have preferred to have avoided. The goal is to rinse and repeat those accomplishments all while avoiding the mistakes. Like most businesses, this is the challenge; weighing the pros and cons of growth.

In doing this, I am reminded of our now three-year-old grandson who has absolutely no fear. When Declan was two, he was given a John Deere ride-on tractor. An amazing gift but one that sends chills down my spine as he "drives", and I use that term loosely, across his parents 3 acres of property with absolutely no idea of the dangers that lurk. I would have felt better if the thing only had one speed, but nope, it had a "second" gear that was controlled with a lever. A lever he quickly learned how to control. It was significantly more fun going 4.5 mph than going 2.75 mph so

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## June 2023



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



CST Group Inc.

### Our Mission:

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



## Get Ready To Maximize Efficiency With Help From Co-Managed IT Services

IT services are necessary for every business in the country - IT companies help businesses protect their data, ensure day-to-day operations run smoothly, increase productivity across the board and keep up-to-date with the latest technology trends and updates. Without IT services, your business can fall prey to hackers and cybercriminals bent on stealing your company's and clients' personal information. But if you don't have IT services, where do you even start looking?

Many businesses choose to keep their IT services in-house with a dedicated team of IT professionals who are able to offer quick support in most situations. Others decide to outsource and hire a managed IT services provider, like CST Group, to handle all of their technology needs. Yet there's another option many are unfamiliar with that could help fill their needs. It's a hybrid of

in-house IT services and managed IT services called co-managed IT, and it truly provides business owners with the best of both worlds.

With co-managed IT services, you can outsource many of the IT tasks and responsibilities that prevent your in-house team from doing their best work. The outsourced team will watch over your network and address any issues before they become more significant problems. They'll also install the necessary protections to ensure your business is protected against hackers and cybercriminals. If more hands need to get on deck, your in-house IT team can step in and work to fix any issues that arise.

When you set up co-managed IT services in your business, you'll likely have a game plan to ensure every need is met. You can partner with CST to analyze your existing IT department to evaluate its skills,

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needs, resources and tools. This will tell you where you need the extra help. From there, you can determine which services you need to reach your company goals, regardless of whether they're related to IT or not. Then we will help you build a package to cover every base while staying within budget.

Co-managed IT services are truly a win-win for business owners. You can utilize CST for specific tasks while allowing the in-house IT team to tackle other projects. In most cases, your in-house IT team will retain control of administrative access while gaining the ability to use tools and resources provided by us. Utilizing a co-managed IT service takes tasks and responsibilities off your shoulders, as you won't have to check in on every single task we are managing. This means you can focus on other essential projects that directly impact your business. A co-managed IT service will also allow you to keep up with the latest technology and cyber security trends as they are released, and you'll be able to determine what you want to implement in your business. You get around-the-clock support, so even if your in-house team has people on vacation, you can keep up with your daily

responsibilities without worrying everything will come crashing down.

Another great feature of co-managed IT services is the sense of relief you and your team will feel about everything related to technology and cyber security. You don't have to worry about sensitive information getting leaked or passwords becoming compromised since you'll have two layers of defense. And all of your technology needs will be satisfied, so operations will rarely run into issues that put them at a standstill.

Now that you've read through the benefits of co-managed IT services and understand how beneficial it can be for your business, you're probably wondering what the catch is. The first obstacle is determining if a co-managed solution is the right fit for your company. There's also the cost associated with these services. You would be paying an employee as well as a third-party team, which can be expensive, depending on your needs. If you can manage the cost and partner with the right IT company, you'll reap the benefits almost immediately.

Getting IT services for your business is one of the best things you can do to ensure you stay protected.

Contact us today to figure out the best options available for your business!

**877-954-4100**

**"A co-managed IT service will also allow you to keep up with the latest technology and cyber security trends as they release, and you'll be able to determine what you want to implement in your business."**



## FREE 30-MINUTE WEBINAR

Join Lisa for a 30-Minute LIVE Webinar on

**Email Is Your Biggest Risk—How Are You Managing IT?**

**Wednesday, June 21st at 10am**

**You will learn:** What is BEC and why is it so important? Encryption options to secure your email. How to manage employee email. And much more....

**Who should attend:**

Small Business Owners who communicate via email and need to know the how's and why's to email protection to keep their business information safe.

Register **NOW** to reserve your spot: [www.cstsupport.com/webinar](http://www.cstsupport.com/webinar)

Get More Free Tips, Tools and Services At Our Website: [www.cstsupport.com](http://www.cstsupport.com)  
Or give us a call at 877.954.4100

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he was determined to bust out of the neighborhood with his curly red hair blowing in the wind. For all things holy, this tractor caused my blood pressure to rise to unhealthy levels. I never prayed so hard for the darn battery to die in this thing they call a toy.

Can you imagine how much we could accomplish if fear was non-existent? If doubt about failure were not in play, how many great, amazing things, could we accomplish? If the consequences were not something we had to consider or better yet, all consequences ended in a positive light?

I feel like the older I get, the more “cautious” I am. So, I think the remainder of 2023 needs to bring less caution and more fearlessness. As of right now, we are just shy of meeting our annual goals. Yes, I review them weekly, monthly and quarterly so I know exactly where we stand. I also share that information with the team so we can all be held accountable for reaching our goals. I hope you track your goals with just as much enthusiasm.

How are you doing with your goals? It’s time to take a few minutes and evaluate where you are. Be sure to share that with your entire team so they can help you achieve it. No business with a team succeeds based on one persons performance. I think we spend way too much time focusing on where we have been vs. where we are going. It’s time to take some chances and be fearless!

I am confident we will not only meet our 2023 goals but exceed them, but we will need to kick it up a notch and knock down some barriers like my grandson on his John Deere Tractor with his red hair blowing in the wind. Cheer’s to being fearless!



As Always “*Passionate NOT Pushy*”  
Lisa

## Are You A Great Remote Leader? Find Out By Answering 5 Questions



Business books from the 1980s encouraged managers to wander around the office, chat with colleagues and learn valuable information at the watercooler. Today, leaders of various organizations find themselves managing people remotely, which means it’s time to say goodbye to watercoolers and hello to Zoom.

My company, ghSMART, has been fully remote for over 25 years, and in that time, I have found a few essential qualities that great remote leaders often possess. Here are five questions you should ask to determine whether you’re a great remote leader.

1. **Are you great at setting goals?**
2. **Are you great at hiring?**
3. **Are you great at delegating?**
4. **Does your compensation system reward high performance?**
5. **Do you always do what you say you will do?**

You’re most likely a great remote leader if you answered “yes” to all five questions. In a remote setting, the importance of these leadership skills is amplified. Let me explain why.

If you set unclear goals, it’s easier to clarify them for those working in the same office. But if you are working remotely with a team, it’s vital that everyone understands your expectations and what they must accomplish. If you’re not great at hiring, you immediately notice the ill effects

of a hiring mistake in a traditional office environment. But when you work remotely, it’s harder to detect if you have made a hiring mistake, which can cost you time and money.

If you are not great at delegating, you might find that you can physically see if somebody is getting their work done and can pitch in to help them if you work in the same office. But you can’t really operate that way in a remote setting. Delegating effectively – and following up clearly and regularly – is critical in a remote environment.

Compensation is just one way to influence human behavior. In a traditional office context, peer pressure also affects human behavior, but that is less impactful in a remote context. Therefore, it’s extra important to ensure the compensation system rewards the right behaviors.

I believe building and maintaining trust is easier when you work in the same office as the team you lead. But if your teammates are spread around many locations, it’s imperative to build two-way trust with them to give them the confidence to make decisions and to ensure they stay rather than quit. Therefore, to amplify the trust with your team and empower them to operate remotely, do what you say you will do.



*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.*

## ■ The Secret To Successfully Recruiting Gen Z Employees

Young employees join the workforce for the very first time every day. Now that Zoomers are graduating from college, business owners need to prepare so they can successfully recruit them and provide a workplace where they want to work. If you research different ways to attract these individuals to your business, you'll see conflicting ideas, but one strategy will immediately draw in Zoomers and other applicants: clear communication.

People want to know about day-to-day responsibilities, company culture, industry specifics and, of course, compensation before they accept a job offer. Be sure to include these when posting a job opening and don't shy away from any questions an applicant might have during their interview. The applicant will quickly learn whether you were dishonest or unclear with your answers after they start working and may even resign if the issue is problematic enough. You can avoid this stress by being as clear as possible in all communication with employees and potential new hires.

## The Great Awakening!

For most of us June really is the kickoff to summer. School is over and vacations are being planned. We all look forward to relaxing in the warmer weather. Of course, a little yard work and cleaning out the house is inevitable but that never stopped anyone from enjoying a nice cold beverage simultaneously.

I think we can assume everyone is ready for a fun summer vacation. Use this warmer weather to your advantage! Find yourself a nice summer drink and get your summer started.

In my younger years I wouldn't be able to enjoy my summer in a messy house. If there were toys everywhere or dirty dishes in the sink, I would have to clean before I would go out and enjoy the seasons. The older I get the more I find myself ignoring the Cinderella call to clean. There will always be a list of house chores, but only so many days of great summer weather.

Now, I plan more activities outside with the kids. In fact, we recently got a camper so we can get the most out of our summer outdoors. And while I still feel it is important to keep my house clean, organized and decluttered, I don't stress about the list of to-dos as much as I used to. Get out and plan your next family vacation. Be sure to share with us on our Facebook page. You can be sure to see the CST staff enjoying our summer.

As always stay #cybersafe

With Love,  
Jessica

# June 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18 Father's Day	19 Juneteenth	20	21 1st Day of Summer	22	23	24
25	26	27	28	29	30	



*"Cancel that call to tech-support. This may be beyond their capabilities."*