

# CST Tech News

## What's New

I have a love/hate relationship with travel. I love the idea of it, and I love the reasons for travel, but I am questioning the actual “traveling” part. Shawn and I prefer to get in the car and drive to events because it gives us the freedom to start and stop as we wish, and it provides us with some control over our time. We also get so much work done in the car that it is advantageous for both of us.

This is exactly what we did with our last cyber security training event held in Nashville in April. Yes, it was a 16-hour drive, but worth every second. This four-day event is one of our favorites as it puts us in the room with about 1200 of our peers. We spent time with Shark Tank stars Daymond John, Robert Herjavec and Kevin O’Leary where they provided valuable information on thinking bigger, knowing our numbers and managing growth. This is not the first time we have spent time with these three gentlemen and with each interaction, we learn so much. Robert Herjavec is founder of The Herjavec Group which is one of the largest IT and computer security companies in Canada with over \$200 million in annual revenue, so his input and guidance is priceless. Kevin O’Leary is, in fact, as blunt and forward in person as he is on TV, but the guy is amazing to listen to and Daymond John, oh my Lord, this man is inspiring. When talking about growing a company and the challenges you face as a small business owner, Daymond said that

*(Continued on page 3)*



## Work Smarter, Not Harder

### Harness The Power Of Technology To Improve Productivity

In today’s fast-paced world, it can be challenging to stay focused and productive. With constant distractions from social media, e-mail notifications and other online temptations, it’s no surprise that many people struggle to get things done. Fortunately, technology can also be an asset to help you stay on task and reach your goals, regardless of whether you’re trying to accomplish things in the workplace or in your personal life. By using the right tools and strategies, you can harness the power of technology to boost your productivity and stay focused on important tasks.

One of the most effective ways is to utilize the right apps and software. Countless productivity tools are available, each with unique features and benefits. Time-tracking apps like Toggl and RescueTime allow you to track how much time you spend on any given task. You’ll quickly identify where you’re wasting time and can make adjustments

to reclaim it. Productivity apps like Asana and Trello can help you create to-do lists and track progress toward accomplishing essential company tasks and projects.

Focus apps like Freedom and SelfControl are also worth looking into if you are continually tempted by distractions. These apps allow you to block access to certain websites for a specified amount of time, which will help you avoid social media platforms and news websites when you should be focused on your work. Some apps and tools are free, while others require a subscription or a onetime fee. To determine the best apps for your situation, you should consider various factors, including your work style, goals and your budget.

In addition to the many apps that are available, another key strategy involves cleaning up and managing your digital environment. If you use a computer for

*Continued on pg.2*

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*Continued from pg.1*

work, it's not uncommon for it to become cluttered over time. Clear out applications and documents from your home screen that are no longer needed, and disable those pesky pop-up notifications. Doing so will often boost your computer's processing power.

Organization is a crucial part of tidying up your digital workspace. If you're not already using a cloud-based platform, like Google Drive or Microsoft OneDrive, to keep your files organized, now is the time to do so. If you do use a cloud-based platform, when did you last go through it? Set some time aside every other month to go through your documents to ensure they're organized in a way that makes it easy to access them. Create subfolders and date everything to truly maximize your efficiency. These platforms will also allow you to share your documents with minimal effort. And if you're well organized, you won't get distracted while hunting for a specific document.

If you work remotely and find that your productivity suffers when you need to contact a co-worker, communication programs like Microsoft Teams, Zoom and Slack allow you to facilitate real-time collaboration and better connect with your team. Be careful, though, since communication apps can be a

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double-edged sword. Yes, they can improve productivity, but they can also redirect your focus if you get pulled into conversations that aren't work-related. If you find yourself constantly distracted by communication from other team members, set specific times to check your notifications.

As a final tip, if you need additional support when it comes to staying productive and focused, utilize a digital assistant like Amazon's Alexa or Apple's Siri. These assistants can be programmed to remind you about important tasks and deadlines before they get too close. They can schedule tasks, help you plan your day and even answer questions quickly.

We don't have to think about technology only as a distraction. Once you find the right apps and technological tools that fit your work style, you'll notice an immediate improvement in your productivity.



**FREE 30-MINUTE WEBINAR**  
Join Lisa for a 30-Minute LIVE Webinar on

**Websites? Yes/No or Never?**  
Wednesday, May 17th at 10am

Who should attend: Small Business Owners who have a website but have no idea how to manage it or what to look for if someone else is managing it for you. Maybe you don't have a website now but are interested in getting one. All the do's and don'ts and what you need to know before you get started.

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

(Continued from page 1)

where he grew up in Queens NY, an entrepreneur is “someone who would set your house on fire and then sell you a hose”. He is CEO and Founder of FUBU (“For Us, By Us”), a hip hop apparel company with a gross annual revenue of over \$350 million worldwide.

We also had the opportunity to listen to Nick Vujicic and if you haven't heard of this man, please visit his website at [nickvujicic.com](http://nickvujicic.com). If you need inspiration, this is the guy to seek out. He says, “We don't GO through things, we GROW through things” and he wants everyone to have a “Grid of Happiness” which includes Faith, Family, Friends, Fitness, Finance and Fun! Considering what this man has gone through as someone born with tetra-amelia syndrome, a rare disorder characterized by the absence of arms and legs, inspirational is not a big enough word to describe him. Shawn and I are blessed to have been in the same room as this gentleman and listen to him speak live.

After the trip to Nashville, we did a quick trip to Tarrytown, NY where we attended the New York Association of Mortgage Broker's Cyber Security Conference. You may be wondering why a Mortgage Broker's conference, but we were lucky enough to get an invite from clients Robert and Cindy Duquette who own Adirondack Funding Services in Peru, NY ([adirondackfunding.com](http://adirondackfunding.com)). With so many of you in the compliance industry, it was a perfect opportunity for us to listen to Rholda Ricketts who is the Deputy Superintendent of the New York State Department of Finance. I got firsthand information on compliancy requirements and what is coming down for anyone in the insurance, legal, accounting, and banking industries. We also got expert advice from a peer and friend, Al Alper, who is CEO and Founder of CyberGuard360 and Absolute Logic in Wilton, CT. We brought back a ton of information for our team and both events will expand our service to you, our client.

By the time you get this newsletter, Shawn and I will be working out of our Florida office and this time, we travel by plane – our least favorite form of travel. Although, it is a quick three-hour flight, it is completely dependent on the airline's schedule, cancellations, delays and that doesn't include, a cramped, uncomfortable seat with 100+ people you don't know in such close quarters, it sometimes makes for an interesting experience. But we are thankful the trip is short. Our goal is to prepare a

(Continued on page 4)

# They'll Love Your Reflective Skills

## How Reflective Listening Will Help You Accomplish Your Goals

How would you like to be 20% better at persuasion, improve your chances of landing your dream job and become more popular in social settings? All of this is possible by refining one simple conversation tactic: reflective listening. Reflective listening occurs when you show an understanding of what someone else is saying, feeling, aspiring to or worrying about.

For example, when your lunch partner says, “The energy stocks got hammered again today; my firm insists on staying the course, but I feel it's time to go in another direction,” you could reflect by saying, “It sounds like you had a hard day, and you feel trapped on a boat that's going in the wrong direction.” Your lunch partner will say, “EXACTLY!” and appreciate that you cared enough and were confident enough to explain their emotions.

Reflective listening is better than lecturing your friend by offering a premature solution off the cuff like, “Well, you should leave then.” It's better than saying something competitive like, “Well, I have been predicting further declines in energy this past year, and I've been right.” And it's way better than ignoring your lunch partner's turmoil and talking about something else on your mind, like “Cheer up – hey, did you catch the football game last night?”

Reflecting what you hear someone saying makes the other person feel like you are respectful, attentive, empathetic and willing to put yourself in their shoes. People who feel that you understand them and are an ally in helping them get what they want (in work and in life) are much more likely to listen to your persuasive idea, hire you for the job



of your dreams or want to spend time with you socially.

Reflecting is not asking new probing questions (which many strategy consultants, lawyers, accountants and other professionals do all too often). Probing questions are not at all related to what the person just said and are all about getting you the data you seek to advance your agenda. In contrast, reflecting is meeting the person where *they* are. It's furthering the conversation on a topic that is important to *them*. Reflecting is easier to do, extremely powerful and more about building trust and mutual understanding than collecting details.

I encourage you to dial up the reflective listening in your professional and personal conversations. You'll see how capable you feel when persuading someone to take action and notice how more people seem to gravitate toward you socially. They will love your skills of reflection.



*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.*

*(Continued from page 3)*

client who is moving into a new space with all the necessary network equipment to secure their business, meet with a few other clients who have small tasks for us to accomplish and get some time with our kids and grandkids. A win/win/win and certainly worth the plane ride.

One thing we have learned in the continuing educational sessions is that change is coming.

We are a bit upside down with our deployment of security protocol so be prepared for some updated information on how we are going to fix that. We will be paying close attention to security awareness training, multi-factor authentication and password management – all of which is currently near the bottom of our deployment process when in fact, it should be at the top.

As most of you know, we are now hosting monthly 30-minute webinars, so please try to attend those. You should be getting an invite in your email each month so if you are not getting those, please call the office and talk to Michelle. She can make sure your email is added. These webinars provide you with important information and I am getting better at keeping it to the 30 minutes. One more change on our webinars, we are moving the time to 10am. We have found that 2pm is just not realistic because it is difficult to stop your day midafternoon. You told us it was a problem, so we are hoping a morning session is a bit easier to schedule.

As always, the team is here to help you. If you have any problems, please reach out. We also want you to share our contact information with your entire team. We want to make everyone's day easier and we are just a phone call away.

To all of the Mom's out there, Happy Mother's Day. I pray your day is amazing and you get an opportunity to reenergize.

To everyone who has lost a loved one while serving in the United States Military, we honor them on May 29th. Let's try to appreciate those freedom's they so desperately defended.

As Always "*Passionate NOT Pushy*"

Lisa



## A LITTLE SELF-CARE GOES A LONG WAY:

For many, spring is the time for a massive spring cleaning. Drapes are washed. Carpets are shampooed. Planters are refreshed and reseeded. Spring is a time for regrowth and renewal! What about our mental health? Spring is a great time to do a little "spring cleaning" of some of the mental dirt we accumulate in our minds and hearts over the year.

- **Bad habits:** Take the time to eliminate bad habits that are counterproductive to your well-being. This can be something as minor as eating poorly. Just focus on one bad habit at a time, and take your time with it. Stay positive!
- **Negative talk:** Getting rid of any tendencies to gossip or constantly complain. Occasionally venting can be good for getting rid of stress, constantly complaining, and verbalizing this negativity only allows those feelings to continue to break down our mental health. Don't be the toxic friend who is always swimming in the negative.
- **Negative thoughts:** Spring is a good time to also get rid of any self-doubt. Often, our very own potential for greatness and possibility for achievement is ruined by our own thoughts. We don't express confidence in our abilities, and tell ourselves, "I can't," or "I'm not good enough." Nothing ever comes from this type of thinking other than a self-fulfilling prophecy of failure. Don't let negative thoughts get in the way of your dreams. Here at CST we have big goals for 2023 so no negative thoughts in this office!
- **Your physical space:** It's an old cliché. Clean house, clear head. But there's more wisdom to this old saying than it may seem. Too many things take up mental space. When we have a closet full of junk, we waste brain power on where to store things rather than on more important matters. The effort spent in repairing and cleaning takes up time and resources. Eventually, we find ourselves in a constant state of having to get stuff done, rather than having any free time to just relax.

So sit down in your lawn chair with a nice cold beverage and write out what you want this Spring. Goals, family plans or your to-do list. Remember to work on yourself first and the rest will fall into place.

