two river™
TECHNOLOGY TIMES

What's New

4 Tips To Get Projects Done On Time With A Small Team

1. Give Them The Tools And Resources They Need

We all need tools to get things done – project management software, content creation tools, messaging apps, virtual private network access and more. Have a conversation about what each team member needs to maximize productivity and work closely with them to meet that need.

2. Set Aside Time For Proper Research

Don't jump headfirst into a project without jumping into research first. Information is a powerful tool to get things done efficiently and effectively.

3. Assign Accordingly

Before the team goes to work, make sure assignments or responsibilities are delegated properly and check in with everyone on a regular basis to make sure things are going smoothly (or to see if they need help).

4. Plan And Plan Again

Plan out the project before you set to work. Give yourself and your team a map to follow as you work through the project. As with any project, expect obstacles along the way and be willing to update your map accordingly.

Small Business Trends, July 4, 2020

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This monthly publication provided courtesy of Frank M. DeBenedetto, President of TRTG.

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"

Employees Are Letting Hackers Into Your Network ...

What You Can Do To Stop It

Cyberthreats are everywhere these days. Hackers, scammers and cybercriminals are working overtime to break into your network – and the network of just about every business out there. They have a huge arsenal of tools at their disposal, from automated bots to malicious advertising networks, to make it possible.

But there is one "tool" that *you* may be putting directly into their hands: your employees. Specifically, **your employees' lack of IT security training**.

While most of us expect hackers to attack from the outside using malware or brute-force attacks (hacking, in a more traditional sense), the truth is that most hackers love it when they can get others to do their work for them.

In other words, if they can fool your employees into clicking on a link in an e-mail or downloading unapproved software onto a company device, all the hackers have to do is sit back while your employees wreak havoc. The worst part is that your employees may not even realize that their actions are compromising your network. And that's a problem.

Even if you have other forms of network security in place – malware protection, firewalls, secure cloud backup, etc. – it won't be enough if your employees lack good IT security training. In fact, a lack of training is the single biggest threat to your network!

It's time to do something about it. Comprehensive network security training accomplishes several things, including:

1. Identifying Phishing E-Mails
Phishing e-mails are constantly evolving. It used to be that the average phishing e-mail included a message littered with bad grammar and misspelled words. Plus, it was generally from someone you'd never heard of.

These days, phishing e-mails are a lot more clever. Hackers can spoof legitimate e-mail addresses and

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websites and make their e-mails look like they're coming from a sender you actually know. They can disguise these e-mails as messages from your bank or other employees within your business.

You can still identify these fake e-mails by paying attention to little details that give them away, such as inconsistencies in URLs in the body of the e-mail. Inconsistencies can include odd strings of numbers in the web address or links to YourBank.**net** instead of YourBank.**com**. Good training can help your employees recognize these types of red flags.

> **"Every device on your network should be firewalled and have updated malware and**

2. Avoiding Malware Or Ransomware Attacks One reason why malware attacks work is because an employee clicks a link or downloads a program they shouldn't. They might think they're about to download a useful new program to their company computer, but the reality is very different.

Malware comes from many different sources. It can come from phishing e-mails, but it also comes from malicious ads on the Internet or by connecting an infected device to your network. For example, an employee might be using their USB thumb drive from home to transfer files (don't let this happen!), and that thumb drive happens to be carrying a virus. The next thing you know, it's on your network and spreading.

This is why endpoint protection across the board is so important. Every device on your network should be firewalled and have updated malware and ransomware protection in place. If you have remote employees, they should only use verified and protected devices to connect to your network. (They should also be using a VPN, or virtual private network, for even more security.) But more importantly, your employees should be trained on this security. They should understand why it's in place and why they should only connect to your network using secured devices.

3. Updating Poor Or Outdated Passwords If you want to make a hacker's job easier than ever, all you have to do is never change your password. Or use a weak password, like "QWERTY" or "PASSWORD." Even in enterprise, people still use bad passwords that never get changed. Don't let this be you!

A good IT security training program stresses the importance of updating passwords regularly. Even better, it shows employees the best practices in updating the passwords and in choosing secure passwords that will offer an extra layer of protection between your business and the outside world.

If you or your employees haven't updated their passwords recently, a good rule of thumb is to consider all current passwords compromised. When hackers attack your network, two of the big things they look for are usernames and passwords. It doesn't matter what they're for – hackers just want this information. Why? Because most people do not change their passwords regularly, and because many people are in the habit of reusing passwords for multiple applications, hackers will try to use these passwords in other places, including bank accounts.

Don't let your employees become your biggest liability. These are just a few examples of how comprehensive IT and network security training can give your employees the knowledge and resources they need to help protect themselves and your business. **Just remember, you do not have to do this by yourself! Good IT training programs are hard to find, and we are here to help.**

Free Report Download: If You Are Considering Cloud Computing For Your Company, DON'T, Until You Read This…

INTRO TO CLOUD COMPUTING

"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud"

Discover What Most IT Consultants Don't Know Or Won't Tell You About Moving Your Company's Network To The Cloud

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report: **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."**

This report discusses in simple, nontechnical terms the pros and cons of cloud computing, data security, how to choose a cloud provider and three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated. **Even if you aren't ready to move to the cloud yet**,

Get Your FREE Copy Today by emailing your request to kmarquez@tworivertech.com

Shiny New Gadget Of The Month:

Ovo Portable Steam Iron And Garment Steamer

The **Ovo Portable Steam Iron And Garment Steamer** is much smaller than your average iron and yet capable of so much more. It's an iron *and* a steamer and the perfect companion for when you're traveling and want to look sharp. Or keep the Ovo at home to save space!

The Ovo fits easily in your hand. It's lightweight and won't take up much space in your luggage. Plus, it holds enough water to create up to 10 minutes of steam. You can quickly switch from the metal ironing plate to the brush attachment to add finishing touches to delicate fabrics (and remove any lint or pet hair). It even comes with a heat-resistant travel case. Learn more about this mini-marvel at **bit.ly/2CgQzJG**!

The Leader's Most Important Job

Can you guess what the most important trait is for effective leaders? You can probably guess all sorts of things: relationship building, communication, awareness, positivity, innovation … The list goes on. And you probably do a lot of those things too.

When I speak with leaders, I emphasize that a person's success as a leader doesn't come from what they do or how they do it — it's about *how often they do these important things*.

The Most Important Thing For Leaders: Focus Your Team

A leader's most important job is taking the time and effort to focus their team. Leaders must help their team members focus their time and expertise to complete the organization's most important work.

The most successful businesses are driven by **profit, innovation, efficiency and effectiveness.**

Your team's revenue and results are all driven by how people spend their time (effort) and expertise (knowledge and skills), and these are the keys to elevating your team's success. By doing these things and being a role model for your team, you can experience amazing results.

How To Elevate Your Team

1. Passion Creating a vision requires passion. This passion elevates your own commitment and helps both you and your team be productive. It's unlikely that a leader will be fully immersed in their role, their organization or their team if they are not passionate about what they are doing.

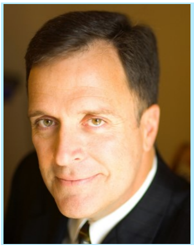
2. Time, Expertise And Motivation Everything is the by-product of time and expertise. When a leader invests both time and expertise into their team, the team grows. When time and expertise are invested wisely, the organization also achieves great success. By putting the time and expertise into your team members, you can motivate them to improve in their roles.

3. Focus This goes hand in hand with time and expertise. By focusing on the strengths (and weaknesses) of a team and learning how to constantly improve and grow, an organization can produce positive results. When a leader doesn't have this focus, the organization suffers. Mediocrity becomes the norm.

A great deal of time and expertise is wasted in companies where employees are doing low-priority work or work that shouldn't be done at all. When a team lacks an effective leader, it is difficult for them to know what they should be doing instead.

When a leader takes the time to show their team the importance of their work and how their work will achieve success, the whole organization grows. This commitment is what creates remarkable performances. You can learn more about this in my book *The Encore Effect: How To Achieve Remarkable Performance In Anything You Do*.

At the end of the day, it's most important for leaders to regularly take the time to focus on and elevate their team. Just as a conductor makes sure members of an orchestra are all playing the right music to the best of their ability, so does an effective leader do their job.



Mark Sanborn, CSP, CPAE, is the President of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the best-selling author of books like Fred Factor *and* The Potential Principle *and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series "Team Building: How To Motivate And Manage People" or his website, marksanborn.com, to learn more.*

Services We Offer

Cloud Services ~Managed Networking Services
Cybersecurity ~ Hosted Voice over IP

TRTG Happenings

TRTG earns a Seal of Compliance!

Two River Technology Group is pleased to announce that it has taken all necessary steps to prove its good faith effort to achieve compliance with the Health Insurance Portability and Accountability Act (HIPAA). Through the use of Compliancy Group's proprietary HIPAA solution, The Guard^{TM} Two River Technology Group can track their compliance program and has earned their Seal of Compliance^{TM}. The Seal of Compliance is issued to organizations that have implemented an effective HIPAA compliance program through the use of The Guard.

HIPAA is made up of a set of regulatory standards governing the security, privacy, and integrity of sensitive healthcare data called protected health information (PHI). PHI is any individually identifiable healthcare-related information. If vendors who service healthcare clients come into contact with PHI in any way, those vendors must be HIPAA compliant.

Two River Technology Group has completed Compliancy Group's Implementation Program, adhering to the necessary regulatory standards outlined in the HIPAA Privacy Rule, Security Rule, Breach Notification Rule, Omnibus Rule, and HITECH. Compliancy Group has verified Two River Technology Group's good faith effort to achieve HIPAA compliance through The Guard.

"With more and more of our clients handling PHI and with compliance as a solution becoming a growing need for our business, we are proud to not only partner with The Compliancy Group but to also achieve their seal of approval."

Clients and patients are becoming more aware of HIPAA compliance requirements and how the regulation protects their personal information. Forward-thinking providers like Two River Technology Group choose the Seal of Compliance to differentiate their services.

USB Drop Attacks

It's a common tendency to want to pick something up off the ground when we come across it. It could be an empty bottle you are looking to recycle or perhaps a coin or some currency. We all do it! Sometimes we are just being responsible and helpful, or maybe the object sparks our interest. This is the exact basis of how a USB drop attack works and why they are so effective.

Imagine you are walking into the office and you see a lonely USB drive positioned on the side walk near the entrance. You pick it up, walk inside and sit down at your desk. Curiosity sinks in and you begin to wonder what is on the drive. It could be very important. You plug in the device into the computer, intending to check a file or two to see who the drive might belong to. That simple action may have just installed a malicious software on your device which could spread throughout your network.

You maybe thinking, "nobody would fall for that!" But in a recent test, 300 trackable USB devices were dropped across a University Campus. 98% of the devices were picked up and 45% were plugged into a machine and had files opened.

These attacks are simple to construct for a scammer. All they need are a few inexpensive USB drives and their malicious code that will be run when triggered. Then the scammer simply waits until their curious victim takes the bait.

The Best Advice is to never plug an unknown USB drive into your machine. Turn this device into your supervisor or IT department.