

What's New

Developing Technology Professionals Into Leaders

The pandemic brought forward plenty of change in the worlds of technology and business. Even as the pandemic slows down, the use of technology will not. This has brought new importance to the role of chief technology officer. In fact, data suggests that 30% of current CTOs expect their next role to be as a CEO. Twenty years ago, we saw the rise of brilliant engineers who took on roles in the business field but lacked necessary leadership skills. They're attempting to avoid this with the brilliant minds in the technology industry. Many industries have partnered CTOs with CIOs in an effort to improve the CTO's relationship skills. As things become even more digital, technology will be at the root of most businesses. Developing your brightest technological minds will surely bring positive results to your business in the future.

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How To Prepare For Gen Z In The Workforce

Be Proactive And Update Your Cyber Security Practices

Technology has evolved leaps and bounds over the last 20 years. In fact, in the next few years, the first generation to grow up with smartphones and social media, will join the workforce. It might seem like Generation Z will be the most cyber-secure generation, considering they've always had the Internet and other advanced technologies at the tips of their fingers, but reports are starting to show that this is not the case. Many business owners fear that Generation Z's desire to share content online will lead them to accidentally reveal sensitive information that can cause financial, legal and branding damage to their business.

Forum, believes that organized criminal groups will begin posing as influencers in an effort to manipulate tech-dependent individuals into giving up sensitive information related to their employer. He's not the only business leader who's concerned either.

According to a study from the UK's advisory, conciliation and arbitration service, 70% of surveyed managers were concerned about Gen Z entering the workforce. Instant gratification, resistance to authority and poor face-to-face communication were listed as the main concerns. Additionally, *Entrepreneur* magazine has stated that many Gen Zers struggle to differentiate between friends they've made online and those in the real world. The National Cybersecurity Alliance's Annual Cybersecurity Attitudes And

Online scammers have surely taken note of the power that social media influencers have over their fans and followers. Steve Durbin, CEO of the Information Security



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!"

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Behaviors Report stated that millennials and Gen Zers are more likely to experience a cyberthreat. That report also stated that Gen Zers and millennials have had their identities stolen more often than baby boomers. There's good reason for business leaders to be concerned about the next generation entering the workforce.

If you're a business leader who's worried about cyber security and bringing the digital generation into your workplace, don't fret quite yet. There are plenty of things you can do to prepare your business and ensure it stays cyber-secure. You must be

proactive if you want your company to keep up-to-date with the best cyber security practices.

One of the first things you'll want to do is implement or update a cybersecurity training program. You need to have every member of your team buy into a cyber-secure culture, and the best way to get them on the same page is with a training program. That way there will be no questions, and cyber security practices won't change from employee to employee. When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train them on your processes.

Additionally, you want to ensure that all of your software is receiving its necessary updates. Failing to update software can leave your company

vulnerable to cyber-attacks since those updates usually fill any holes that hackers can exploit. When a new software update is released, try not to wait. If your employees use smartphones for work, make sure they have the proper security software installed – and that it stays updated.

Another great option to take care of all of your cyber security and IT needs is to hire a managed services provider. With an MSP, your business will have its data backed up, the reliability and quality of your computer systems will be improved and you'll save time that you can

reallocate elsewhere in the business. There's no better or more affordable way to improve your company's cyber security than by hiring an MSP to take care of all of your technological needs.

While the new generation will certainly come with their own set of challenges and obstacles, you don't have to worry about their cyber security practices if you're proactive. Use password managers, hire an MSP and start a training program as soon as possible to jump-start the creation of your cyber-secure culture. We've introduced new generations to the workforce many times before, and Gen Z shouldn't be more challenging than any of the others. There will just be slightly different challenges.

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Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

To receive a copy of this FREE report, email kmarquez@tworivertech.com

Shiny New Gadget Of The Month:



NeckRelax

Do you spend a lot of time hunched over your computer at work? Many people work on their computers for multiple hours a day and start to develop pain and stiffness in their necks because of it. While you can get a prescription to manage the pain or try to get a massage, these options aren't appealing to everyone. NeckRelax is the newest neck pain relief tool on the market and is working wonders for people who are using it. NeckRelax offers six distinct massage modes and infrared heat and also comes with a set of electrode pads to target specific muscles. NeckRelax sells for \$119 but often goes on sale on their website: NeckRelax.io.

Get out of pain and take back your life with NeckRelax.

Confidence



Confidence is an incredibly important trait in the world of business. You may think that all of the great CEOs and entrepreneurs of the last few decades never lose their confidence, but you'd be surprised. New CEOs usually have impostor syndrome and struggle with the idea that they're good enough for their role. Self-made billionaires often worry that their fortune will take an embarrassing hit. Even private equity investors look at the looming recession and grow concerned.

We often find that leaders are less confident when they obsess about things that are out of their control, rather than taking action in areas where they have some control. *The Wall Street Journal* recently reported that externally, most CEOs are most worried about a recession, global trade and politics. Internally, they're much more concerned about retaining top talent, dealing with disruptive technologies and developing the next generation of leaders. While it's good to be aware of the external issues, it's much more important to master the internal problems within your control.

In order to fully boost your own confidence, you must have a high level of confidence in your team. If you are already confident in your team, keep doing what you're doing to

hire and develop top talent. If you aren't confident in them, then you should work on hiring the right people. If you've found yourself in this position and you're simply not confident enough in your team, there are a few things you can do to boost your confidence.

Your first option is to invest your own time into hiring, training and developing your team yourself. You'll need to set ample time aside so you can truly master the necessary skills to see the best results. Additionally, you can hire a company like ghSMART to do it for you. There are options for an immediate fix that will help adjust your confidence while also building your team's skills.

Confidence is not necessarily an inherent trait we get from our genes. We can build and grow our confidence skills by taking care of the things we can control. There will always be outside pressures that are out of our control, and there's simply nothing we can do about it. Instead, focus on hiring and maintaining top talent, developing your company's digital capabilities and training the next generation of leaders. You'll see positive results before you know it.



Dr. Geoff Smart is the chairman and 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.

Services We Offer

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

TRTG Happenings

We're Growing! Meet our new advisors!

Meet Paul!

Meet one of our newest Technology Advisor, Paul Vanderstar! Paul has been working in the IT industry for over 20



years. Paul has already proven himself to be a great asset to our team by assisting us in a very large migration/onboarding project for one of our newest

clients. He has dedicated a lot of his time and effort to ensure they have great end user experience. As part of working in this industry for many years, Paul understands the urgency of getting our clients needs addressed. He is not afraid to jump in, even while learning our process. We greatly appreciate Paul's organized approach to problem solving and the professional image he maintains for us at Two River.

In his free time Paul enjoys fishing, riding his motorcycle and spending time with his family. He currently resides in Hazlet NJ with his wife Crystal and his dog (who thinks he is a cat) Alfie.

Meet Matt!

Meet our newest Field Technology Advisor, Matthew Santonocito! Matt



started his career in Technology 3 years ago working as an IT Manager for a Real Estate Investment Corporation. Matt's experience working with

the same technology solutions we use, has made it an easy transition for him to

start his career with us. He has been assisting our team in setting up new users and going out with our Senior techs in the field to assist in completing various open projects. Matt's very positive attitude and hard work ethic falls right in line with our core values, and we look forward to the bright future he has ahead at TRTG. Matt is currently enrolled at Brookdale Community College and attending evening classes to obtain his CompTIA A+, Security+ and Network+ certifications. In his spare time, Matt enjoys playing videogames, biking, playing ultimate frisbee and card games. He currently resides in Marlboro NJ with his brother and sister.

What to Do About Spam Text Messages

If you get a text message that you weren't expecting and it asks you to give some personal information, don't click on any links. Legitimate companies won't ask for information about your account by text.

If you think the message might be real, contact the company using a phone number or website you know is real. Not the information in the text message.

There are many ways you can filter unwanted text messages or stop them before they reach you.

On your phone: Your phone may have an option to filter and block messages from unknown senders or spam. Here's how to filter and block messages on an iPhone and how to block a phone number on an Android phone.

Through your wireless provider: Your wireless provider may have a tool or service that lets you block calls and texts messages. Check ctia.org, a website for the wireless industry, to learn about the options from different providers.

With a call-blocking app: Some call-blocking apps also let you block unwanted text messages. Go to ctia.org for a list of call-blocking apps for Android, BlackBerry, Apple, and

Windows phones.

How to Report Spam Text Messages

If you get an unwanted text message, there are three ways to report it:

- Report it on the messaging app you use. Look for the option to report junk or spam.
- How to report spam or junk in the Messages app
- How to report spam on an Android phone
- Copy the message and forward it to 7726 (SPAM).

Report it to the Federal Trade Commission at ftc.gov/complaint.

You've been HACKED!

What's the first thing you should do? No matter how diligent you are about security, there's always a chance you can get hacked. That's why you need to put a plan in place NOW to protect yourself and your CLIENTS, so damage is minimized. But what should you do if you find out you've been hacked?

First, contact your IT department (us) IMMEDIATELY. The faster we can address the attack – and determine the extent of the data, applications and machines compromised – the better your chances are of preventing much bigger problems. We'll go to work on containing the attack and conducting a full scan of your network.

Based on what we discover, we may advise you to contact the local FBI office and your attorney. Your legal responsibilities depend greatly on the type of data accessed. For example, if medical, financial or other confidential records were stolen or accessed, you are legally responsible for notifying those individuals that their data was compromised (your attorney can best direct you on what you need to do and how to do it).

