



# Technology Times

"Insider Tips to Make Your Business Run Faster, Easier and More Profitably"

## What's New

Stronghold I.T. is the premier Managed Services support Provider in London, Ontario; we are presently working with numerous organizations across South Western Ontario from many industry verticals.

Business IT Support plans include:

- Network Infrastructure monitoring
- Server and Workstation maintenance
- Next Gen Managed Endpoint Detection and Response (EDR)
- Backup Disaster Recovery Solutions
- Managed Security Appliance
- Cyber Threat Protection
- Service Desk

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Our Mission:

To create and build professional, valuable and exceptional relationships with our clients; to develop and implement the most appropriate and effective technology solutions and processes.



## What Compliance Standards Does Your Business Need To Maintain? Understanding HIPAA, NIST And CMMC

Compliance standards are some of the most important things a business needs to maintain to be profitable and well-respected while staying out of legal trouble. Failure to meet these standards will make your business susceptible to fines and legal action. You'll also take a hit on your reputation as customers, vendors and competitors may find your business to be untrustworthy. By enforcing compliance, you're working to promote ethical behaviour while protecting the rights of your employees, customers and other stakeholders. You must become familiar with privacy and other regulations that apply in Canada. Here are some of the regulatory acts in the US - many of these might apply to Canadian firms working with US clients.

But it's not always obvious which compliance standards apply to your industry or specific business. While most businesses need to ensure they're following Occupational Safety and Health Administration standards for

workplace safety, they must also meet Environmental Protection Agency regulations for protecting the environment. There are also compliance requirements that have to do with the information you store and share. Here are three other compliance standards that you should know about if you're a business owner or leader.

### Health Insurance Portability And Accountability Act (HIPAA)

You probably already know about HIPAA if you've been to any doctor's appointment in the past two decades. This law was enacted in 1996 to protect the privacy of individuals' personal health information and to ensure the security of that information. HIPAA only applies to "covered entities," which include health care providers, health plans and health care clearing houses. These entities must comply with the rules set forth by HIPAA when handling protected health information. They must have the necessary administrative, technical and physical

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safeguards in place to ensure the confidentiality, integrity and availability of the information.

There's been confusion in the past relating to HIPAA, especially during the Covid-19 pandemic. When employers requested vaccination status from their employees, many claimed that this violated HIPAA, which is false. HIPAA only applies to covered entities. It's essential that you know the ins and outs of HIPAA if you work in the health care industry. Non-compliance can lead to fines, legal trouble and, in some cases, the loss of your licence to practise medicine.

### **National Institute Of Standards And Technology (NIST)**

The NIST is a non-regulatory agency of the United States Department of Commerce that develops and promotes standards, guidelines and best practices for ensuring the security and privacy of information systems. NIST compliance is vital for any organization that handles sensitive information, such as personal data, financial information or intellectual property. It becomes even more important for heavily regulated industries like health care, finance and government. NIST compliance can help organizations protect against cyberthreats, data breaches and other security incidents. It also helps organizations meet regulatory requirements set by HIPAA.

**“By enforcing compliance, you’re working to promote ethical behavior while protecting the rights of your employees, customers and other stakeholders.”**

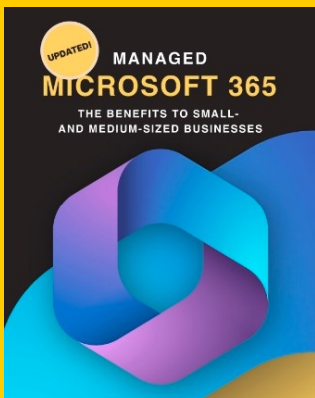
When you adhere to NIST standards, you'll easily identify vulnerabilities, improve incident response plans and prioritize security measures. The NIST has created a helpful framework and various publications that provide guidelines for various systems and scenarios. If you're looking for a specific publication or are interested in other NIST resources, head to their website, NIST.gov, for more information.

### **Cybersecurity Maturity Model Certification (CMMC)**

The CMMC is a framework developed by the US Department of Defense to assess and certify the cyber security practices of organizations that work with the DoD. This framework includes a set of controls and processes that organizations must implement to protect sensitive information and systems from cyberthreats. The CMMC framework applies to all organizations that work with the DoD and handle Controlled Unclassified Information. This often includes defence contractors, suppliers, subcontractors and organizations that provide services to the DoD, such as IT, logistics and engineering. Businesses that support the defence supply chain, including manufacturers, technology firms and professional service providers, also need to adhere to CMMC guidelines. Failure to achieve CMMC certification can result in being unable to bid on or win DoD contracts.

Compliance is something every business needs to be aware of, regardless of industry. Start by investigating HIPAA, NIST and CMMC to see if their rules and regulations are applicable to your business, then look to other organizations. Doing so will help set your business up for success.

## **Microsoft 365: Productivity Tools That Get Work Done**



- Having anytime-anywhere access to office productivity applications is far more critical than most small-business owners realize
- Many people are not acquainted with all of Microsoft 365's collaborative features
- We discuss tips for saving money with Microsoft's subscription model

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## Backup: Don't forget your mobile devices

Some organizations' important data may be going unprotected if an application on someone's mobile device creates it and then it sits there without being backed up. If the device is lost or stolen, the data is gone.

**Physical sync:** One option that some people still use is syncing a phone to another device like a laptop and then backing up that device. This is less-than-optimal, starting with the fact that the user has to remember to do it, which means it won't happen very often, if ever. And from an IT perspective, there is no control over the process, so there's no good reason for an IT department to adopt it.

**Mobile device backup:** There are services and software that specialize in backing up mobile devices. The challenge with them is they typically can access only the core apps on iOS or Android devices.

**Cloud sync:** The most common way people back up mobile devices is to make sure they use only apps that sync their data to the app vendor. That's better than nothing, but you still need to be careful. Look for software that provides centralized notification of each user's synchronization status. That way if a sync fails, action can be taken to correct it so the data they've created doesn't exist only on the mobile device.

**Mobile device management (MDM):** Mobile device management is the option that most organizations prefer if there is corporate data on a device. Corporate apps where a user would create data inside or on top of the MDM app, which controls what happens to the data. This includes encrypting it while it's stored on the phone and replicating it to a central location to be protected using other means.

# Impress Any CEO In 3 Easy Steps

You have a meeting scheduled with a CEO. Your goal is to convince them to either spend \$1 million on your product or service, hire you or invest in your idea. What's your strategy?

Many people "show up and throw up" and push a lot of information at the CEO, either verbally or by PowerPoint. A CEO will not hire you simply because you show that you know what you're talking about. Another flawed approach is to phrase your request as a "we ought to." CEOs don't decide to do things just because other people say they should do something. Worse yet is when people only talk about why they want something to happen, ignoring the CEO's wishes, concerns and perspective.

So, how do you successfully convince a CEO?

1. **Seek first to understand the CEO's perspective.** That is Stephen Covey's advice. It needs no further explanation. Your first step in discussing a topic with a CEO is to put all your energy into asking probing questions, listening and learning what the CEO thinks about a topic and why. Forget about your agenda or your needs for a moment.
2. **Reflect the CEO's perspective to their satisfaction.** This step is tricky. Most people cannot objectively reflect or restate another person's perspective about a topic without putting their own slant on it. I first learned this step during my psychology Ph.D. training during a class on conflict resolution. At this step, you must restate the CEO's perspective on the topic, simply and without putting words in their mouth or trying to spin it in your favour. You know



you have succeeded once the CEO says the magic word, "exactly." This means that the CEO believes you understand their perspective. Then, and only then, have you earned permission to move to the final step.

3. **Propose your idea as a way to help the CEO achieve their goals.** The mindset for this step is not that you are about to trick or fool a CEO into doing something that's not good for them. Your mindset is that you are about to convince a CEO to do something that *is* good for them. (And by the way, if what you are about to propose is not in the CEO's best interests, then don't propose it!) A simple way to present your idea is to say, "Your goals are X, your concerns are Y, so I propose you do Z."

Contrary to popular belief, great ideas don't sell themselves. It takes a skilful leader to successfully convince a CEO, and now you have the tools to do so.



*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.*

## ■ Are You Addicted To Work? 2 Ways To Help Take Your Life Back

Many business owners and entrepreneurs will dedicate their entire lives to their businesses to ensure success. They'll regularly work 60- to 80-hour workweeks, sacrificing their free time to focus on their business. In many ways, it's an addiction that can be incredibly damaging to an individual's mental health. Recent studies have shown that those who work too much are more susceptible to burnout, chronic stress and strained relationships. If you find yourself spending too much time in your business, there are a few things you can do to fight your work addiction.

### Reassess Your Goals.

Why are you working so hard? What do you want to achieve? Is it actually possible, or are you working yourself into the ground

for an unobtainable dream? These are questions you need to ask yourself if you feel you're working too much. Reflect on your goals and determine if they're still what you want for yourself and the business. If not, or if your goals are not feasible, it's time to readjust and create new ones.

### Trim Your Task List.

Working too long every day usually stems from trying to accomplish too much daily. Take a step back and think about what you can truly accomplish in eight to 10 hours. Don't put too much on your plate because you'll feel like you need to complete everything before you head home. Delegate the less important tasks if you have a team supporting you. You don't have to do everything in one day on your own.

## ■ Why Aren't My Employees Reading My Emails?

How often do you send out emails to your employees? Have you ever talked with an employee about prior communication you sent, but they tripped their way through the conversation? It happens all the time across various industries. Employees don't always read communications from upper management, and you're left trying to figure out why. Sure, you could blame it on the employees just not wanting to read, but there's often a deeper issue involved. Here are a few reasons your employees are ignoring your emails.

- **Improper Timing:** Your employees are less likely to read your emails if you send them out at the end of the day.
- **Information Overload:** Emails with too much information cause your employees to take too much time from their other tasks. Only put the information that's absolutely necessary in your emails.
- **Unclear Expectations:** Are your employees required to read your emails? They might just ignore the emails if they don't think they pertain to their job or provide relevant information.



*"The computer's acting funny."*