

IT² TECHNOLOGY TIMES

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"

Cyber-Insurance

Do you have the right business insurance to protect your company? There are several types of business insurance on the market. Each one serving a different purpose.

Commercial Property and General Liability are two important policies to have, but have you considered Cyber-insurance? A Cyber policy offers protection should you fall victim to malware, cyberattacks and other digital threats. Basically if your business is connected to the Internet, you need extra protection.



Why Your Business Is The PERFECT Target For Hackers... *And What You Need To Do NOW To Protect Yourself*



Fall 2020

IT Squared Resource, Inc.
1201 Commerce Center Dr.
Franklin, OH 45005



IT Squared Resource, Inc.
Delivering Exceptional Results

**Your IT & Telecom Resource
since 1999.**

Our Philosophy: TO ADD VALUE TO ALL THOSE WE SERVE. To our clients as a trusted advisor and resource delivering exceptional results. To our employees, through continuous growth, opportunity and flexibility. To our partners and community as active contributors and involved supporters.

Many businesses get hacked, but not everything makes the evening news. We hear about big companies like Target, Home Depot, Capital One, and Facebook getting hacked. What we rarely hear about are the little guys – the small businesses that make up 99.7% of employers in the United States, according to the Small Business Administration. It's these guys who are the biggest targets of cybercriminals.

Basically, if you run a business, that business is a potential target. It doesn't matter what industry you're in, what you sell or how popular you are. Cybercriminals go after everybody. In 2018, a cyber security survey by the Ponemon Institute found that 67% of small and midsize businesses in the U.S. and U.K. were hit by a cyber-attack.

For the cybercriminal, casting a wide net makes the most sense because it

gets results. It puts them in a position where they are able to extort money, steal sensitive information and ultimately profit off of destroying the property, prosperity and reputation of others.

Why do cybercriminals love to target small businesses? There are a handful of reasons why small businesses make sense to attack.

1. **Small Businesses Are The Most Vulnerable.** Business owners, entrepreneurs and executives aren't always up-to-date on network security, current cyberthreats or best practices in IT. They have a business to run and that's usually where their focus is. Unfortunately, that means cyber security can take a back seat to other things, like marketing or customer support. This also means they might not be

Continued on pg.2

Continued from pg.1

investing in good network security or any IT security at all. It's just not top-of-mind or they may feel that because it's never happened to them, it never will (which is a dangerous way of thinking).

2. **Small Businesses Don't Take IT Security Seriously.**

Coming off that last point, it's true that many businesses don't properly secure their network because they feel that they *aren't* vulnerable. They have the mindset of "It hasn't happened to me, so it won't." Along those same lines, they might not even take password security seriously. According to research conducted by Trace Security, upward of 80% of ALL breaches come down to one vulnerability: weak passwords! Even in 2020, people are still using passwords like "12345" and "password" to protect sensitive data, such as banking information and customer records. Secure passwords that are changed regularly can protect your business!

3. **Small Businesses Don't Have The Resources They Need.**

Generally speaking, medium to large companies have more resources to put into IT security. While this isn't always true (even big companies skimp on cyber security, as the headlines remind us), hackers spend less time focused on big targets because they assume it will take more of their own resources (time and effort) to get what they want (money and



sensitive data). Many small businesses lack the resources like capital and personnel to put toward IT security, so hackers are more confident in attacking these businesses.

Just because you haven't had any major problems for years – or at all – is a bad excuse for not maintaining your computer systems. Threats are growing in number by the day. While many small businesses might think, "I don't have the time or resources for good security," that's not true! You don't need to hire IT staff to take care of your security needs. You don't need to spend an arm and a leg securing your network. IT security has come a LONG way in just the last five years alone. You can now rely on IT security firms to handle all the heavy lifting. They can monitor your network 24/7. They can provide you with IT support 24/7.

That's the great thing about technology today – while many hackers are doing everything they can to use technology against us, you can use it against them too. Work with a dedicated and experienced IT security firm. Tell them your business's network security needs, and they'll go to work fighting the good fight against the bad guys.

We support many SW Ohio SMB's and are here to help, give us a call at 937.428.5880 to learn more.

"67% of small and medium-sized businesses in the US and UK were hit by a cyber-attack."

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.

Download your FREE copy today at
www.it2resource.com/protect

SHINY NEW GADGET OF THE MONTH

Weber Connect Smart Grilling Hub

Grilling can feel like guesswork. You throw the food on the grill and keep a close eye on it, hoping for the best. Say goodbye to guesswork and overcooked steaks with the Weber Connect Smart Grilling Hub.

The Weber Connect takes the thermometer and timer into the WiFi era. It monitors your food and sends updates to your smartphone. It lets you know when to flip the burgers or steaks – and then notifies you again when it's time to take them off the grill. You can even have the Weber Connect tell you when your meat of choice has reached your ideal level of doneness. It's great for those who are new to grilling or don't grill often, and it works with every grill! See more at bit.ly/3eTL69Y!



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.

■ Back To Basics: Security

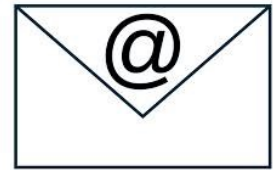
A lot of time is spent staying protected from the newest type of scam or the newest cybercrimes, but as is true with many things, remembering the basics is the entire foundation of making sure you, your company and your clients remain safe.

Everyone in the company or organization should know basic security principles. Security principles and policies should be documented and part of every new employee training. Strong password requirements, Internet usage guidelines and only connecting remotely over VPN are examples of some common security policy items. Strict penalties for violating the security policies should be detailed.

It's not a good habit to save files onto your computer if there is a location on the network or on your server where they can live. They're much less likely to be backed up on your computer, whereas they'll reliably and regularly be backed up if they are saved on the server.

If you use websites or software that do not require regular password changes, set a calendar reminder to change the password yourself every other month.

As with other things, a little prevention goes a long way - remembering the security basics, and asking about them if you don't know what they are, is the single best thing you can do to protect yourself and protect the company.



■ 3 E-mail Productivity Tricks You Need To Know

Turn Off Notifications. Every time you get a ping that you have a new e-mail, it pulls your attention away from what you were doing. It's a major distraction. Over the course of a day, you might get several pings, which can equal a lot of time wasted. Set aside a block of time for reading and responding to e-mails instead.

Use Filters. Many e-mail programs can automatically sort incoming e-mails. You define the sources and keywords, and it does the rest. This helps prioritize which e-mails you need to respond to soonest and which are most relevant to you.

Keep It Short. Most of us don't like to read e-mails - and so we don't. Or we quickly scan for relevant information. Your best bet is to just include the relevant information. Keep it concise and your recipients will appreciate it, and as a recipient, you'll appreciate it as well. *Small Business Trends*, April 23, 2020

INFRASTRUCTURE » SUPPORT » STRATEGY

Not a client yet?

Contact us today to learn how our **CompleteCaresm Managed Service** can protect and help your business grow.

937.428.5880

askIT2@it2resource.com

