



Seven Deadly Technology Sins

This National Cybersecurity Awareness Month we are all encouraged to own our role in protecting cyberspace, stressing personal accountability and the importance of taking proactive steps to enhance our cybersecurity.

To help guide you and your company toward a more productive and cybersecure future, we've put together a list of the top 7 Deadly Technology Sins to Avoid:

7. **Not Updating Your Computer** – Updates patch security vulnerabilities.
6. **Not Rebooting Your Computer** – Reset your system and apps to start fresh.
5. **Not Having a Modern Antivirus** – You could be leaving your systems open to infection or invasion.
4. **Bad Password Security** – Having little to no password security is asking for trouble.
3. **Not Backing Up Important Data** – Regularly back up data and test restores.
2. **Putting Insecure or Unapproved Devices on Your Company Network** – Make sure any new devices are approved.
1. **Not Having an IT Support Team in Place** – Keep your business technology on the straight and narrow.

Would you like assistance with changing these sinful behaviors? From free employee technology training opportunities to all your cybersecurity questions answered, call CTTs now at (512) 388-5559.



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Employees Are Letting Hackers Into Your Network ... Here's What You Can Do To Stop It

Cyberthreats are everywhere. 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.

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 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.

2. Avoiding Malware Or Ransomware Attacks

One reason 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.

“Every device on your network should be firewalled and have updated malware and ransomware protection in place.”

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 CTTs is here to help: (512) 388-5559.



**Bring Data
BACK FROM
THE DEAD**

or even worse, it is stolen, you need to make sure you can recover that data so your business can continue to thrive and grow without losing Clients.

The very thought of businesses not being able to progress for weeks on end is sure to give any owner sleepless nights. Unfortunately in the current cybersecurity climate, this is the grim reality that numerous businesses, especially small and medium-sized ones, are grappling with.

From tax records to client information, your data is essential in running your business. When it's lost because of an unanticipated natural disaster or even worse, it is stolen, you need to make sure you can recover that data so your business can continue to thrive and grow without losing Clients.

How long can you afford downtime in your business? Use our free Recovery Time Calculator: www.CTTOnline.com/RTO/

To safeguard and defend your business, CTTs will ensure that your data is well organized, your employees are cybersecurity trained and knowledgeable, and that all of your devices and applications are well protected and monitored 24/7. Equip your business with a solid Data Backup and Recovery Plan today, because without a data backup plan in place, you aren't ready.

Call CTTs now to talk to an expert: (512) 388-5559

Get More Free Tips, Tools and Services At Our Web Site: www.CTTOnline.com
(512) 388-5559

**eliminating racism
empowering women**

ywca

Greater Austin

area, the Young Women's Christian Association was originally founded in 1885 to provide social and religious opportunities for women students at the University of Texas at Austin.

Since dropping the religious affiliation and incorporating in the state of Texas as "YWCA Greater Austin" in 1907, they have been fighting for equality and justice for everyone in our community. Now serving over 4500 women, girls, and their families annually, YWCA continues to predominately focus on women, but their services are open to all genders and ages.



From desegregation and voting rights, to violence prevention and healthcare reform, YWCA has continually focused on empowering the community through their supportive counseling and referrals, their volunteer and training institute and ongoing advocacy.

Client Services

The YWCA Greater Austin Counseling and Referral Center (YWCRC) provides services such as mental health therapy and support, consultation, referrals, Care Coordination, life skills, personal empowerment programs and professional development training. The Care Coordination team works with clients to provide information and connections to resources as well as skills and educational development.

YWCA Greater Austin offers counseling for individuals, couples, families, and groups at reduced fees using a sliding scale. Thanks to sponsor funding, no-cost therapy is available for women veterans and their families and the Asian and Pacific Islander community. Right now, there is no wait for services! Call today to schedule a counseling or Care Coordination appointment: 512-326-1222.

Client Spotlight: YWCA Greater Austin



Raising Hands & Turning Heads

YWCA Greater Austin's first documented education and training experience dates to 1920. Now as a regionally recognized volunteer and training institute, they provide workshops for the community on a variety of topics. They offer workshops (currently virtual) built around social change to eliminate racism, empower women, and bring light to issues such as economic disparities, gender and racial discrimination, and implicit bias.

Their next big event is not one to be missed! With at least 30 sessions and 40 speakers, YWCA Greater Austin will be providing the "Not JUST Mental Health Symposium" to highlight the multiple layers of oppression generated through racist patriarchal ideologies and the impact on society's mental health. Starting Tuesday, October 27th and continuing through the 29th, the goal is to have as many different voices heard as possible and to highlight diverse stories. Tickets are on sale now. It's easy to register and you can find out more about this event here: https://Whova.com/web/mhsnj_202010/

YWCA GREATER AUSTIN PRESENTS
A VIRTUAL SYMPOSIUM:

NOT JUST MENTAL HEALTH:

THE IMPACT OF SOCIOCULTURAL, ENVIRONMENTAL & SYSTEMIC FACTORS

TUESDAY, OCT. 27 - THURSDAY, OCT. 29, 2020
9 AM - 5 PM CST

SPONSORED BY

Client Spotlight: YWCA Greater Austin

Following their symposium, YWCA Greater Austin will hold their Monthly Dialogue on Issues of Racism and Discrimination. Since 2014, YWCA Greater Austin has held these Monthly Dialogues on the last Friday of every month. October's will be focused on voting rights. The dialogues offer a safe space to engage with others in frank discussions, reflection, and contemplation of the psychological and emotional impact that racism/discrimination have on the individual and the community.



Whether the issues are local, statewide, nation, or global YWCA Greater Austin's Monthly Dialogues are a space for all voices to be heard. People often share resources and information about events, there are calls to action, petitions, and simply an open platform for discussion. You can register for upcoming dialogues here:

<https://ywcaatx2020.eventbrite.com>.

Advancement Through Advocacy

Advocacy, as defined by YWCA Greater Austin, is highlighting inequities and uplifting the voices of those marginalized by racist and discriminatory systems. This work is accomplished through calls for legislative action and policy change as well as through their programs and events which address the root causes of gender and racial injustice from the personal to the professional and institutional.

Recently the City of Austin declared racism a public health crisis. Effective July 2020, YWCA Greater Austin, established an advocacy committee to enforce the continuous efforts of advocating for the health of their clients, engaging in awareness campaigns with the community about mental health issues at large, and providing equity driven data to support our city's statement.

While advocacy is all about initiating social change, this cannot be achieved in just one conversation, or through one donation. Social change is time-consuming, requires immense planning, and thrives on small actions from many people, rather than big ones from a few.

From large platform discussions and education through training, to social media posts, newsletters and campaigns, YWCA Greater Austin promotes racial justice and civil rights in a variety of ways on behalf of numerous individuals and groups within our community.

Teaming Up with Technology

A Client with CTTS since 2012, we are proud to help manage the various technologies that keep the YWCA Greater Austin up and running. When the stay-at-home order was enacted, CTTS assisted their transition to a remote work environment. With new laptops, Microsoft Teams, an existing VoIP solution, and proactive monitoring software for easy maintenance, system statistics and reports, CTTS can make sure all their important data is safe, secure, and easily accessible in the event of a disaster situation.

Recently, when an unexpected hardware failure caused their server to be unbootable, CTTS was able to quickly migrate their local domain to Azure AD, a cloud-based Active Directory system. We also auto piloted their systems so that, when they do return to the office or change computers, they simply need to sign in.

Keeping the Hope Alive

Like all nonprofit organizations, it is the volunteers and interns, donations and sponsors that help to support their mission and keep YWCA Greater Austin alive and well. The easiest way to become involved and show your support is to sponsor or attend an event, like the upcoming mental health symposium:

https://Whova.com/web/mhsnj_202010/.

There are many volunteering opportunities as well, and while most of their volunteers and interns are college aged or postgraduate, any age is welcome – from high school to the retirement community. Now that YWCA Greater Austin has gone virtual, they need help with social media content creation, reception, grant applications, event planning, and more.

For more information on YWCA Greater Austin events, opportunities, programs, and services, visit their website here: <https://YWCAaustin.org/> or call 512-326-1222.



You Have Been Challenged!



We could all use an uplifting change in our lives and what better way to lift the spirits than by playing a friendly bowling game?

Let's make it interesting though, in our CTTs Charity Bowling Challenge, we each play for a local charity, and the winning Team's charity will receive \$100 from CTTs. (and we pick-up the tab for the bowling.)

It's a win-win!



Last month, we challenged our friends at Capitol City Janitorial, a locally owned and operated janitorial services

company that offers commercial cleaning services for businesses all over Central Texas. While we both played our best, Capitol City Janitorial came out on top and beat the CTTs Team. Watch the special video to see us all in action here: <http://bit.ly/CTTS-vs-CCJ>

Their charity of choice, BeLydia, is an Austin nonprofit organization that fights human trafficking. This is a very worthy cause, you can match our donation by visiting their website here: <https://www.belydia.org/>

If you're up to the challenge, pick 4 players from your organization for your bowling team and a nonprofit or charity to potentially receive the winning prize. Then, call us to schedule your CTTs Charity Bowling Challenge game: (512) 388-5559

The Leader's Most Important Job

Can you guess what the most important trait is for effective leaders? Many things come to mind: 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

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.

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.



AMark 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.



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.

Do These 3 Things To Protect Your Business From Getting Hacked

1 Train Employees. Your team needs to know how to identify and handle today's IT security threats. Cybercriminals often rely on your employees' lack of training to break into your network. Ongoing training gives employees tools and resources to overcome this and many other IT security challenges. Make training a top priority!



2 Hold Employees (And Yourself) Accountable.

Training and company guidelines don't mean much without accountability. When you set rules, follow them, just as you follow industry and government rules and regulations when operating your business. Be willing to hold anyone who does not accountable.

3 Have A Disaster Recovery Plan. Things happen. When you store sensitive data, you need to have a plan in place to recover and restore that data should anything happen. This doesn't just include data loss from malicious attacks but other types of disasters, including hardware failure, fire and flood. How is your data being backed up and saved? Who do you notify in the event of a breach? Who do your employees call in the event of disaster?

SmallBiz Technology, Dec. 26, 2019

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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Tech Tip #190:
Don't Get Doxxed!

Tech Tip of the Month: **Don't Get Doxxed!**

Are you being exposed Online? While this fad has been around since the 1990s, doxxing continues to threaten the privacy of anyone who uses the internet... To help keep you safe, here are your top 5 doxxing questions answered.



By Josh Wilmoth

Read it Here: <http://bit.ly/Tech-Tip-190>

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