CTTS TECH TALK

For Humans Not Geeks!

Your resource for the latest technology updates and opportunities for your success.

Make Cyber Security An Ingrained Part of Your Company Culture

Central Texas Technology Solutions

What's In This Issue?

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Your employees are your first line of defense when it comes to protecting your business from cyberthreats. Human error is one of the single biggest culprits behind cyber-attacks. It comes down to someone falling for a phishing scam, clicking an unknown link or downloading a file without realizing that it's malicious.

Because your team is so critical to protecting your business from cyberthreats, it's critical to keep your team informed and on top of today's dangers. One way to do that is to weave cybersecurity into your existing company culture.

How Do You Do That?
For many employees, cybersecurity is rarely an engaging topic. In truth, it can be dry at times, especially for people outside of the cybersecurity industry, but it can boil down to presentation. That isn't to say you need to make cybersecurity "fun," but make it interesting or engaging. It should be accessible and a normal part of the workday.

Bring It Home For Your Team.
One of the reasons people are often disconnected from topics related to cybersecurity is simply because they don't have firsthand experience with it. This is also one reason why many small businesses don't invest in cybersecurity in the first place – it hasn't happened to them, so they don't think it will. Following that logic, why invest in it at all?

The thing is that it will eventually happen. It's never a question of if, but when. Cyberthreats are more common than ever. Of course, this also means it's easier to find examples you can share with your team. Many major companies have been attacked. Millions of people have had their personal data stolen. Look for examples that

employees can relate to, names they are familiar with, and discuss the damage that's been done. If possible, bring in personal examples. Maybe you or someone you know has been the victim of a cyber-attack, such as ransomware or a data breach. The closer you can bring it home to your employees, the more they can relate, which means they're listening.

Collaborate With Your Employees. Ask what your team needs from you in terms of cybersecurity. Maybe they have zero knowledge about data security and they could benefit from training. Or maybe they need access to better tools and resources. Make it a regular conversation with employees and respond to their concerns.

> **"Creating a positive, educational, collaborative environment is the best way to make cybersecurity a normal part of your company culture."**

Part of that can include transparency with employees. If Julie in accounting received a phishing e-mail, talk about it. Bring it up in the next weekly huddle or all-company meeting. Talk about what was in the e-mail and point out its identifying features. Do this every time phishing e-mails reach your employees.

Maybe Jared received a mysterious e-mail and made the mistake of clicking the link within that e-mail. Talk about that with everyone, as well. It's not about calling out Jared. It's about having a conversation and not placing blame. The focus should be on educating and filling in the gaps. Keep the conversation going and make it a normal part of your company's routine. The more you talk about it and the more open you are, the more it becomes a part of the company culture.

Keep Things Positive. Coming from that last point, you want employees to feel safe in bringing their concerns to their supervisors or managers. While there are many cyberthreats that can do serious damage to your business (and this should be stressed to employees), you want to create an environment where employees are willing to ask for help and are encouraged to learn more about these issues.

Basically, employees should know they won't get into trouble if something happens. Now, if an employee is blatantly not following your company's IT rules, that's a different matter. For the day-to-day activities, creating a positive, educational, collaborative environment is the best way to make cybersecurity a normal part of your company culture.

Taking this approach builds trust, and when you and your team have that trust, it becomes easier to tackle issues of data and network security – and to have necessary conversations.

Need help creating a cybersecurity company culture that's positive? Don't hesitate to reach out to your favorite managed services provider, CTTS! We can help you lay the foundation for educating your team and ensure that everyone is on the same page when it comes to today's constant cyberthreats.

Your Tech Tip of the Month

4 Ways to Speed Up Windows

Tech Tip #222:
4 Ways to Speed Up Windows

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Does your computer feel sluggish? If your computer is slow and unresponsive, don't throw it away just yet, there are ways we can put a little pep back in its step.

Get Your Windows PC Running Faster With Our Top 4 Tips:
1. Reboot your system!
2. Check for and delete any unwanted startup apps.
3. Uninstall unnecessary programs.
4. Check for Updates.

If you have followed all these steps and your system is still holding you back from working sufficiently, do not hesitate to reach out to your favorite MSP, Central Texas Technology Solutions at (512) 388-5559. You can also read the full article here: bit.ly/Tech-Tip-222

Lead Like Your Life Depends On It

Becoming a leader does not require adopting a new persona; it means amplifying your true self with focus and discipline. The key is to be authentic—to draw from one's own experiences, values, and strengths.

Looking at the great leaders emerging today and those who will surface tomorrow, we see people who will lead in fundamentally different ways.

Some leaders teach others that they need to hide their vulnerabilities, imperfections or weaknesses in order to be successful. By putting on a metaphorical mask, we're only avoiding facing the real problems.

Let's talk about taking off the mask (pandemic aside!), but this isn't about any physical mask. It starts by identifying what mask is holding you back.

These are the four types of leadership concealing masks:
1. Saying Yes When You Could Say No
2. Hiding A Weakness
3. Avoiding Difficult Conversations
4. Holding Back Your Unique Perspective (Speaking Up)

What does authenticity have to do with masks? When you're wearing a mask, you are not being authentic – your true self.

So, how do you remove the mask? How do you become more authentic? Mask recovery comes down to three principles:

1. **Practice Rigorous Authenticity** — Be true to yourself all the time, no matter the cost.
2. **Surrender The Outcome** — Leaders are taught to obsess over outcomes; focus on what you can control.
3. **Do Uncomfortable Work** — With this emotional work, we need to take action that is good for us (saying no, difficult conversations).

When you focus on these three principles, you become more authentic. You are able to grow and become the leader for the future.

Build A Forward-Thinking Customer Culture In Your Business

How well do you know your customers and clients? If you want to deliver a stellar customer experience and have a forward-thinking customer culture within your organization, you need to know your customers. What makes them tick? What do they love? Why do they make the decisions they make?

More than that, you need to go after the customers who make the most sense to your business. As you grow, you have more opportunity to be picky, so be picky! Develop the customer base you really want. That makes it easier to market to them, because you're all on the same page.

Finally, when you know who you want to target, stay consistent in your messaging. The entire customer experience – from online marketing to your storefront – should all be uniform. Consistency helps build your brand and anchors customers to the overall experience.

How To Know It's Time To Start Scaling Your Business

Creating a business that is scalable isn't easy, but it's necessary if you intend to grow – and grow some more.

Scaling your business means you're able to handle an increase in sales, work, or output in a cost-effective and reasonable manner.

There are three simple ways to tell if you've created a business that is scalable.

1 **You Have Positive Cash Flow Figured Out.** You've successfully built a reliable month-to-month revenue stream or monthly recussing revenue. It's money that you can use to invest further into your business – whether it's to pay for additional employees, technology, systems and processes or all of the above.

2 **Everything Has Been Delegated.** Delegating is hard for many entrepreneurs. You want to have a hand in everything. But when your team keeps everything running – and everything runs even when you're not there – you're in a great place to scale up.

3 **You Have More Control Over The People You Get To Work With**. Basically, you can start to shape your client base. If there is someone you want to say no to (say you don't have the full resources to fulfill their needs or they're just not a great fit), you can move on guilt-free.

If you have these three things in place, you have the foundation to scale up safely and to create the business you've always wanted.

My mouse has stopped moving. What do I do?
If your mouse freezes, or the cursor disappears, it can be really tricky to do anything. Keyboard shortcuts to the rescue! Press "ALT" and "F4" together to open the shutdown menu, then restart your device. When it reboots, things should be working correctly.

How do I upload a Word document as a PDF?
Not a problem. In your Word document, select File > Save As. Click the drop down box at Save As Type, and select PDF. Then choose where you want to save the file. Now you have your PDF version.

My screen has turned blue and won't do anything...
Ah, the blue screen of death. You'll want to reboot your device. Hold down your power button for 5 - 10 seconds and it should turn off. Power it back up and things should be back to normal. If you have any prompts to install updates, do it as soon as you're back up and running.

A Missed Call Is A Missed Opportunity...

You deserve a reliable, professional, easy-to-use phone system, but there's a problem...

Choose the wrong phone system, and you could be plagued by dropped calls, poor sound quality and a number of other extremely frustrating and expensive problems.

With VoIP, you can cut your phone bill costs SIGNIFICANTLY, enjoy over 35 advanced features, and rest easy knowing your systems are being monitored 24/7.

A phone call is typically the first form of contact between you and a potential new customer. Lets make every conversation a good one; schedule your VoIP Assessment now to see what VoIP can do for you and your Team: **https://www.CTTSonline.com/VoIP-Services/**

Submit Your Question Here:
Marketing@CTTSonline.com

This is how you can get in touch with us:

call: (512) 388-5559 | email: info@CTTSonline.com
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