TECHSAGE Monthly Newsletter

Tech News YOU CAN USE

Tips & Awesome Info for Technology

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Your monthly newsletter provided by John Hill, President and CEO of TechSage Solutions

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DIR Dept. of Information Resources

Cyber-security Readiness saves only 1 of 23 local TX governments from mass ransomware attacks

On the morning of August 16th, 23 local Texas government information systems were put to the test. An anonymous, ransomware attack struck the computer systems of 23 different county and city governments throughout the state, and only 1 of these governments was positioned to handle such an attack.

In case you didn't know, ransomware attacks are designed to deny access to a computer system until a ransom is paid. According to a Cyber-Security industry-leading company, SonicWall, there have been 110.9 million ransomware attacks across the world between January and July of 2019, and this is an increase of 15% over the same period from last year. Many of these attacks have been on smaller municipalities and businesses because the attackers view them as an easier target to breach. Fortunately for Lubbock County on the morning of August 16th, a prepared I.T. department was ready to respond to this malicious attack.

According to the Wall Street Journal, the Director of Technology and Information Systems in Lubbock County immediately determined that the abnormal activity registering on their monitoring tools was from a potential ransomware attack. The Director instructed his staff to remove the infected computer and deploy a new computer for the affected employee. From start to finish, the entire threat was identified, managed, and resolved within 40 minutes. This response of the Cyber-Security ready Lubbock County stands in great contrast to the response of the other 22 victims. While other counties and cities spent days and weeks recovering from the crippling attack, Lubbock County was able to prevent potentially hundreds of thousands of lost dollars and lost hours of work by being prepared. So, what can a small or medium sized business/ municipality do when they themselves don't have an I.T. department or a dedicated Cyber-Security employee? Well, they can bring in the expertise of a full-time Cyber-Security professional by contracting a client relationship

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with a Managed Service Provider.

At TechSage Solutions, we have decades of combined experience in securing information systems for businesses of all sizes. We also have cutting edge tools to monitor and combat the security challenges of today's internet. Every day, we check on the integrity of our client's systems and networks to ensure our ability to respond to attacks is maintained. Utilizing a team of I.T. professionals and a suite of technologies from a custom-tailored toolkit, we take proactive actions to seek out threats on our client's businesses. While we are confident in our current tools and services, we are always on the lookout for new technological trends that can enhance the security we provide. The former CEO of British Petroleum, John Browne, wrote in his latest book *Make, Think, Imagine – Engineering the Future of Civilization*, "Engineering is like a head with two eyes. One looks to the fruit of discovery, one looks to the demand of commerce and customers." This is the philosophy we adhere to at TechSage Solutions when we think about Cyber-Security. Our solutions will keep our client's business needs in mind while also looking for new ways to enable our client's businesses to prosper. A statistic that gives us concern, and an area to improve in, is that 91% of successful cyber attacks on businesses start when an employee inadvertently clicks on a fraudulent web link in an email message. This means that no matter what security precautions are taken, the first line of defense, our client's employees, can act in a way that circumvents many of our security solutions. While the response to an incident is something that is entirely in our control, unfortunately, the ability to prevent an incident in the first place is not always in our control. This means that employee Cyber-Security training is an area that needs to be focused on and enhanced. Working with our technology partners, we are developing courses and simulations that will greatly improve the day-to-day readiness of our client's employees. At the end of the day, a business owner must be concerned with many different aspects that affect their businesses operation, and I.T. can often be an afterthought amongst these many different responsibilities. But with the ever-increasing likelihood of cyber attack in the climate of business affecting businesses of all sizes, Cyber-Security and I.T. can no longer be disregarded. The most up-to-date solution for Cyber-Security must be the default for all businesses. The clients of TechSage Solutions benefit that we take Cyber-Security seriously and employ both the team and technologies necessary to deliver protection. As the years go on, having the right team and technologies is the only way to be fully prepared.

By: Warren Hylton

> **"Just 1 of 23 Texas Municipalities prepared for Ransomware Cyber-Attack "**

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

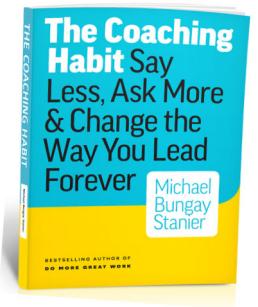
This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial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

Download your FREE copy today at
https://www.techsagesolutions.com/protect/

The Coaching Habit:

Say Less, Ask More & Change The Way You Lead Forever

By: Michael Bungay Stanier



Do you coach your team? Do you coach them every day? In Michael Bungay Stanier's, *The Coaching Habit,* he gives you practical and accessible tools to turn coaching into a real habit from getting to the point in any conversation to understanding interpersonal issues.

It all comes down to asking the right questions, and Stranier has specific questions you should be asking: the Kickstart Question, the AWE Question, the Focus Question, the Foundation Question, the Lazy Question, the Strategic Question and the Learning Question—seven questions that will help you become a better coach.

New
Gadget Of The Month:

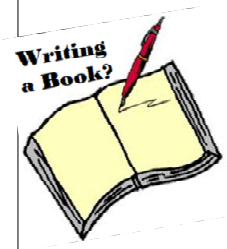
TC1200 Flashlight

Having a reliable flashlight can make a big difference, whether you're on the job or just at home when the power goes out.

Meet the TC1200 Pro Tactical Flashlight, a flashlight designed with incredibly high standards. Made with aircraft-grade aluminum, it's durable (it survived a 21-mile fall to Earth) and has a powerful beam is 25 times brighter than an ordinary flashlight (it boasts five modes: low, medium, high, strobe, and SOS — the strobe feature can even temporarily blind an animal or person, if necessary).

At 1200 lumens, this flashlight can shine a light on any situation. It uses three AAA batteries or 1 Li-ion rechargeable battery. Learn more at **bit.ly/2NGAGB5**!

Do This First



Many entrepreneurs will have written a book at some point in their lives. It's a great way to connect with prospects and clients and to grow your business. But you need to ask yourself a few questions before you sit down.

Why am I writing the book? Understand your purpose and the story you want to convey. Once you know why you're writing, you can focus on what you're trying to say rather than wasting precious time and words.

Who is the book for? You've identified your "why", now you need to know your audience. By finding out who you're writing to, you can make sure that you don't get lost in translation along the way, giving you a better response.

Do you need help writing? Not all of us are authors (or have time). This is where ghostwriters come in. Many entrepreneurs rely on experienced ghostwriters to get their message across while capturing your voice and delivering your message. *Forbes.com 6/20/2019*

How can you build your confidence as a CEO, investor or entrepreneur? New CEOs have imposter syndrome. Private equity investors who just raised another $1 billion-plus fund read newspaper headlines about the coming recession and quietly gulp. Self-made billionaire entrepreneurs worry that their fortunes will take an embarrassing hit. Newly elected government leaders worry about whether their results will live up to their campaign promises.

We find that leaders are less confident when they obsess about things they can't control, rather than taking action in the areas they can control.

The *Wall Street Journal* reported the results of a new survey (6/16/2019) by the Conference Board regarding what is on the minds of 800 CEOs.

External Hot-Button Issues

1. Recession
2. Global trade
3. Politics

Internal Hot-Button Issues

1. Attracting and retaining top talent
2. Disruptive technologies
3. Developing the next generation of leaders

What this survey says to me is this: it's good to be aware of issues that are outside of your control – recession, global trade, politics. But it's even more brilliant to master the things that are within your control – hiring and retaining top talent, developing digital capabilities and developing the next generation of leaders.

HOW MUCH CONFIDENCE DO YOU HAVE IN YOUR TEAM?

If you have a high degree of confidence in your team, then keep doing what you are doing to hire and develop them.

But if you don't have a high degree of confidence in your team, then you should focus on hiring, developing and retaining more of the right people who fit your strategy – who can achieve the results you seek. How?

There are three ways to build confidence in your team. You can invest the time to master the skills and best practices around hiring, developing and retaining top talent yourself. Or you can engage ghSMART to do it for you. Or, what most of our clients do is engage ghSMART to solve this problem immediately and build your skills in this area for your long-term success. (A quick side note – I'm very proud to report that my colleagues achieved 99% "high" client-reported satisfaction over the past 12 months. So, to go with this confidence theme, I have a very high degree of confidence that my team will help you solve your #1 problem!)

A great way to build confidence in yourself as a leader is to build your confidence in your team. If you are the CEO of a $1 billion-plus revenue company or have raised at least a $1 billion fund, please reach out if you would like my team to help you build confidence in your team to deliver the results you want to achieve for customers, employees and shareholders.

Geoff Smart is chairman and founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times *best-selling book,* Who: A Method For Hiring, *and the author of the No. 1* Wall Street Journal *best seller* Leadocracy: Hiring More Great Leaders (Like You) Into Government. *Geoff co-created the Topgrading brand of talent management. He is the founder of two 501(c)(3) not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring, and the Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a BA in Economics with honors from Northwestern University, and an MA and PhD in Psychology from Claremont Graduate University.*

6 Ways To Protect Your Business From Getting Hacked…
Are You Doing All Of These?

1. Know your data AND your risk. What kind of data are you storing? Knowing your data can inform you of your risk, and when you know your risk, you can respond with a plan to secure that data.

2. Have backups. Losing data cripples businesses. Always schedule regular backup so you never have to worry about losing it.

3. Encrypt your data. Encryption helps to ensure that only those who have permissions can access and read your data.

4. Get better passwords. Most people use bad passwords or use the same passwords for every website. Cybercriminals take advantage of this. Use strong passwords, two-factor authentication, and a different password for EVERY website.

5. Maintain defenses. Malware lurks in e-mails or unknown links on the web. It can harm your equipment, give hackers access to your data and hurt your business. Antimalware software coupled with a firewall can help block these threats.

6. Educate. Your team can be your best defense. They should be educated on cyberthreats and what to do/not do when it comes to their "digital responsibility" within your company. *CPO Magazine, 6/12/2019.*

3 Ways Working Harder Can Slow The Growth Of Your Company

1. You're not delegating. When you work too hard, it becomes easy to "take over" projects. You become a micromanager who loses sight of the team and doesn't play to the strengths of the experts you hired to carry the load. If you're not delegating, projects move less efficiently and you miss important details.

2. You're not thinking creatively. Because you miss crucial details, you lack perspective, and a lack of perceptive makes it hard to think creatively, as research confirms. When a problem comes your way, you may not be able to solve it to the best of your abilities and you will end up creating a bigger problem.

3. Your business suffers. One person can do only so much and one person cannot scale a business successfully. If you want your business to grow, you MUST hand over much of the responsibility to others. Your business must be able to run without you in the building. *Small Business Trends, 2/12/2019.*

Six Flags Fiesta Texas SAN ANTONIO

Refer a friend

From July 2019 to October 31, 2019:
Receive 2~*Season Passes to Six Flags Fiesta Texas*

How the Contest Works:

1) Call or email us with your referral information and receive $25 gift card.
2) We will call your friend to schedule an appointment. If an appointment is made, we will send you a $50 gift card.
3) After the appointment we will add your name into the drawing for ***2~Season Passes to Six Flags Fiesta Texas!!!***
4) If your friend becomes a client and spends $1,000 or more, we'll send you a check for $100. As a bonus, we'll also give your friend a $100 discount off our services!

What makes a good referral for TechSage Solutions?

A business owner who has 5 or more PC's and needs help with their network, data backups, phones, email, data security, etc. or is just interested in having a second opinion on how they are doing things now. We provide service to the San Antonio area and surrounding cities.

Send email to info@techsagesolutions.com or call (210)-582-5814

Welcome Warren Hylton To TechSage Solutions

We want to announce our newest team member at TechSage Solutions, and the importance that Warren will bring to the company. Warren will be our face and voice that will be instructing our Clients about our company and what we are able to do to help you.

A little bit about Warren.

- Life-long San Antonian
- Young, technology enthusiast
- Excited to join the TechSage Solutions team as a Client Relationship Specialist
- My goal is to bring exciting, innovative solutions to our clients, as well as get to know our client's businesses and what makes them a success.