

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

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We love technology and We love helping people.

Give me a call to find out whether we can help you better secure your data and get more out of technology.

-John Hill
Founder CEO

Do I Need A Compliance And Cyber Security Plan?

We talk a lot about cyber security and how incorporating the right practices can help fully protect your company from cyber-attacks, but there’s another term that’s often referenced when discussing cyber security that’s just as important: compliance. While it’s incredibly important for businesses to focus on maintaining the highest cyber security standards, they also need to ensure protocol meets compliance standards.

In regard to cyber security, compliance means creating a process to help protect the confidentiality and accessibility of information that’s stored, processed or transferred. There is not

an overarching standard for compliance when it comes to this. Instead, there are different guidelines and requirements for every industry, so it’s important to be aware of your company’s needs. If you’re not, you could be subject to fines and penalties in addition to being at greater risk for cyber-attacks.

Though they’re related, there are still some glaring differences between cyber security and compliance. Cyber security is practiced for the company’s own sake instead of to satisfy the needs of a third party. It’s also present to protect a business from the risk of constant threats and needs to

be continually managed and updated. IT compliance, however, is completed to satisfy external requirements and is driven by what the business needs more than anything else. Unlike cyber security, compliance is finished when the third party is satisfied with your process.

Compliance and cyber security work best when they’re aligned, so it’s extremely important that your business has a plan for compliance and cyber security. On its own, compliance is incredibly important for various reasons. The first is probably the most obvious since you can be fined or penalized if you fail to comply with

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include continuous monitoring and assessment of networks, devices and systems that your company uses in order to align with regulatory cyber security requirements. It also sets up an action plan if your business is ever breached, since you need to communicate news of the breach to any parties that could've been impacted.

Every business, regardless of size, is susceptible to data breaches. It's only with strong cyber security and IT compliance plans that you can hope to plug every hole hackers may look to exploit. Compliance is an important part of risk management, and it's essential for the future success of any business.

A compliance plan alone is a great start, but having cyber security measures in place as well will help you be prepared if you're ever audited by a third party.

Whether you have teams or individuals who oversee security protocols, they all need to know the requirements for cyber security compliance and exactly how protected the company is. If your company utilizes a firewall, which it absolutely should, your teams need to know exactly how protective that firewall is. They also need the evidence

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to back up their claims so they can prove the information they provide is accurate. Auditors want to see a handful of different documents, so make sure your team is prepared for any questions or requests.

Once you have the basics of your plans taken care of, you can focus on accurately documenting each step. From meeting notes to the list of items that an auditor may need, your entire team needs to document anything they do or see regarding cyber security.

There is another, much easier option to ensure your business stays compliant and is protected from cyberattacks. You can hire a managed IT services provider. With a managed IT provider, you will have a dedicated team that ensures your company's sensitive information is protected and all of your cyber security holes are filled. They'll also ensure your business stays compliant with any third-party regulating bodies in the process.

Though technology is ever-advancing, you shouldn't have to worry about cyber-attacks on a daily basis. With strong security protocol, or with the help of a trusted managed IT services provider, you can rest easy knowing your company's information is as secure as possible.

DO PASSWORDS POSE A SECURITY RISK FOR YOUR BUSINESS?

Password Awareness is way to promote better password hygiene across your organization and educating your employees. It's time to double down and prevent hackers from gaining access to your business network and stealing sensitive customer data.



Find out more by downloading the infographic at www.techsagesolutions.com/password-best-practices/



Airmoto

Imagine you're driving with your family on vacation in the middle of winter. All of a sudden, the road feels much bumpier, so you pull over and get out to check your tires. To your dismay, you discover one of your tires has gone flat. The closest gas station is over a couple of miles away, and your spare can't handle the adverse conditions. So, what should you do? With Airmoto, you never have to worry about this situation.

Airmoto is a rechargeable compact air pump that provides up to 120 psi. In only 10 minutes, you can inflate your car's tires to the proper tire pressure. Airmoto can be used to pump up balls, bike tires and even truck tires. It's practical, not very heavy and quite affordable. Airmoto is the perfect addition to any roadside assistance kit.

Marketing Automation Tools Every Small Business Needs

Throughout the pandemic, there have been many businesses that seemingly didn't miss a step. Some transitioned over to a remote environment flawlessly, and it's due in part to their use of marketing automation tools. If you want to prepare your business for any situation, you need to automate the following functions:

- Appointment booking programs like Calendly allow your customers more flexibility when it comes to scheduling meetings.
- Automating e-mail marketing systems can lead to greater lead generation.
- Customer relationship management software will help you support your customers and ensure they are receiving the best possible service.
- You can also automate customer service to provide an overall greater customer experience with programs like LiveChat.

8 Tips To Reach The Top



I've been consulting business leaders for well over 20 years now, and in that time, I've worked with some of the brightest minds across various industries. At ghSMART, we have helped many people reach the top of their field, and you may be wondering how we helped them. A professor taught me a tactic years ago that has helped me reach the top of my field. Now, I enjoy sharing this information with our clients. Essentially, there are three roles in every profession – rainmakers, doers and trackers. The trackers are those who track other people's work. They play an important role but will rarely leave a lasting impact on their field. Most people are doers, since they do the work that is provided to them by someone else. They're also important, but they probably won't reach the top of the field. Then there are the rainmakers. These are the people who are proactive and go above and beyond to achieve results. Rainmakers always push to reach their goals and often reach the top of their field in the process. Just being a rainmaker is not enough to leave an impact, though. If you follow these eight tips, you'll be well on your way toward success.

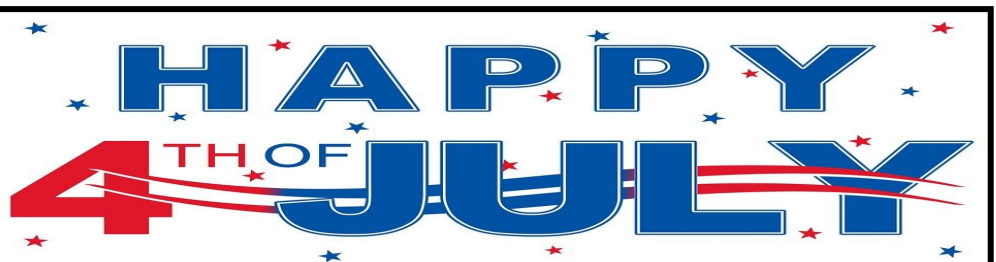
- Go to the best schools you can while achieving the highest grades possible and establish your technical skills. You don't necessarily have to attend the best school possible, but it does help.

- Spend 20% of your time building relationships. Try to spend a day each week learning what concerns are affecting customers in your industry and work toward solutions.
- Keep a list of your 50 most important relationships and rank them in order of importance.
- Don't do tasks or offer advice if it is outside of your area of expertise. If you don't deliver great results, you will push your clientele away.
- Improve your public speaking skills. On average, 95% of professionals are not confident when speaking in public, so the 5% who are confident usually shine on a regular basis.
- Learn how to hire and delegate. You can't do everything on your own, so you need to surround yourself with a team you can trust.
- Price yourself high, but don't get greedy. You know how much your work is worth and you know how much the competition charges. For desired results, clients don't mind paying a little extra for good work.
- Mentor others to become rainmakers. Your team will only grow stronger.

As a caring and courageous rainmaker, you will rise to the top of your field – while your peers who rest entirely on their technical skills will not.



Dr. Geoff Smart is the chairman and 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 best-sellers. He stays active in his community and has advised many government officials.



ARE TWO MONITORS REALLY MORE PRODUCTIVE THAN ONE?

When you see those people with two monitors, you may assume they do some specialized work that requires all that screen space, or they just really like technology. But having the additional display real estate that a second screen provides can benefit anyone, even if you're doing accounting or document work all day. According to a study by software developer Mavenlink, 73% of surveyed businesses say they spend over an hour per day on average just switching between different apps.

Productivity Research on Dual-Screens

Jon Peddie Research looked at the benefit of using two screens over several years. It found that overall, employees in all types of jobs **can improve productivity by an average of 42%**. The company's namesake put it simply by saying, "The more you can see, the more you can do."

What Are the Advantages of Adding a 2nd Screen? Do More in Less time

The biggest advantage to using a second monitor is that you can do more in less time because you're not struggling to get to the windows you need when you need them.

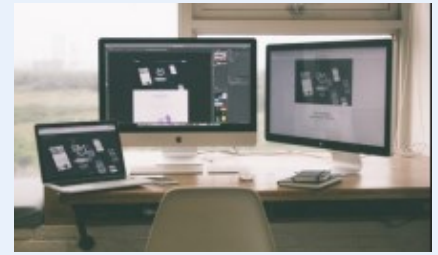
Expands Screen Space for Laptops

Connecting your laptop to a monitor can significantly improve the experience and make it like working on a normal desktop PC. You can either choose to mirror your entire screen or still make use of the laptop screen for some activities while using the larger screen for others.

Side-by-Side Comparisons Are Easier

There are a lot of tasks that require looking at data in two windows. With two monitors, you have the screen real estate you need to fully open both windows and have them right next to each other so you can easily do your work.

More Freedom During Video Calls



With dual screens, you can choose which screen you want to share during meetings, and still have apps open on the other screen that no one can see.

Fairly Inexpensive Productivity Booster

Purchasing another display is a fairly low investment when looking at technology. A monitor can be purchased for anywhere between \$125 to \$250 on average. And with a 42% average productivity boost, it can have a pretty sweet ROI.

Need Help Improving Productivity?

There are several productivity boosts that you can get using the right technology tools, and they don't have to cost a fortune.

Got Questions about Cyber Insurance?

Join Justin Reinmuth, CEO and founder of McCormich & Reinmuth Insurance and John Hill, CEO and founder on TechSage Solutions discussing Cyber Insurance and why it is a necessity.

If you missed it, below is the replay:

www.techsagesolutions.com/replay-cyber-insurance/

Save The Date: September 8th
(11:30-1:00 pm)

Guest speaker, Linda Ratner will be discussing components for building value in your business. More information to come.

This will be a seminar and lunch will be served.

Speakeasy Event at our Annual Sales and Marketing Boot Camp

