



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

Understanding Cyber Security Compliance Standards

There is an endless number of things a business owner should do for their business to be successful. They must develop a product or service that can attract customers, hire and train a team to oversee day-to-day operations, implement marketing strategies and so much more. While all these tasks are essential for your business to be profitable, your business will never get off the ground if you aren't compliant with standards that affect your industry.

Compliance standards are guidelines or rules that organizations must follow to meet legal, regulatory or industry requirements. These standards are designed to ensure organizations ethically conduct business - by protecting the rights and interests of their customers, employees and other stakeholders. When an organization does not maintain its compliance standards, it will be met with fines, legal action and other penalties.

Many compliance standards that apply to most organizations involve sensitive information protection. Here are a few examples.

National Institute Of Standards And Technology (NIST)

The NIST is a nonregulatory agency of the United States Department of Commerce that promotes innovation and industrial competitiveness. As a business leader, you must be aware of the various cyber security standards and guidelines set by the NIST. One such standard is the NIST Cyber Security Framework, a voluntary framework that provides a way for organizations to better manage and reduce cyber security risks. It's built on the following five core functions:

- **Identify**
It's vital to understand the organiza-

tion's cyber security risks, assets and the people responsible for them.

- **Protect**
Implementing the necessary safeguards to protect the organization's assets from cyberthreats can shield companies from increasing risks.
- **Detect**
It's important to detect when a security incident occurs. This function includes activities like monitoring network traffic and reviewing logs.
- **Respond**
By responding to security incidents as they occur and containing the incidents, people can eradicate the threat and recover from it.
- **Recover**
After a security incident does occur, organizations must know how to re-

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store normal operations as well as their systems and data. This process often helps people understand the importance of implementing safeguards to ensure similar incidents do not occur in the future.

Health Insurance Portability And Accountability Act (HIPAA)

The compliance standards set by HIPAA are some of the most well-known as they pertain to protecting personal health information (PHI) in the United States. HIPAA requires covered entities, such as health care providers and health plans, to ensure the privacy and security of PHI. The Security Rule and the Privacy Rule are the two main sets of regulations under HIPAA that covered entities and their business associates must follow. The Security Rule sets standards for protecting the confidentiality, integrity and availability of electronic PHI and requires covered entities and business associates to implement certain administrative, physical and technical safeguards. On the other hand, the Privacy Rule sets standards for the use and disclosure of PHI

and gives individuals certain rights concerning their PHI – such as the right to access their PHI and the right to request their PHI be amended. Failure to comply with HIPAA can lead to significant financial penalties, reputational damage and, in some cases, the loss of a license to practice medicine.

Cybersecurity Maturity Model Certification (CMMC)

The CMMC is a relatively new set of compliance standards developed by the Department of Defense to protect Controlled Unclassified Information. The CMMC is mandatory for all DoD contractors and subcontractors that handle CUI. This is a tiered certification system with five levels of maturity. Each level has a specific set of practices and processes that organizations must implement to achieve certification. As a business leader, you should be aware of the CMMC and the specific level your organization will need to achieve to comply with the DoD contract requirement. CMMC certification is audited and managed by a third party. Keep in mind that getting this certification will take ample time and effort. You'll need to implement robust security protocols and practices that may not have been in place before.

These are just a few compliance standards that may be required in your industry. Complying with these standards will help protect your business, customers and employees.

“Your business will never get off the ground if you aren’t compliant with standards that affect your industry.”

Do You Safeguard Your Company’s Data And Your Customers’ Private Information BETTER THAN Equifax, Yahoo And Target Did?



If the answer is “NO” – and let’s be honest, the answer *is* no – you are leaving yourself and your company open to massive liability, *millions* in fines and lost business, lawsuits, theft and so much more.

Why? Because you are a hacker’s #1 target. They know you have access to financials, employee records, company data and all that juicy customer information – social security numbers, credit card numbers, birth dates, home addresses, e-mails, etc.

Don’t kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it’s only a matter of time before they destroy your business, scare away your customers and ruin your professional and personal life.

Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company And Protect Your Customers?

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully it will be ALL CLEAR and you can breathe easy. If your company, your profits and your customers are AT RISK, we’ll simply dig a little deeper to make sure you’re protected.

Don’t let this happen to you, your employees and your customers. *Reserve your exclusive CEO Dark Web Scan now!*

**Get your free Dark Web Scan TODAY
at www.TechSageSolutions.com/dark-web-scan**

Shiny New Gadget Of The Month:

Anker NEBULA Capsule II

There's nothing quite like watching your favorite movie under the stars. Now, doing so has become easier with the Anker NEBULA Capsule II Smart Portable Projector. This projector is great for indoor and outdoor use since it has a great picture and built-in speakers. It runs on Android TV 9.0, which allows you to access a wide range of streaming services – Hulu, YouTube and more – without needing an external device.



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This projector is as portable as it gets since the NEBULA Capsule II is only the size of a soda can. It is the perfect device for any situation, whether you're going camping, hosting an outdoor party or simply want a large screen for video games or movies.

EVERY COMPANY IS NOW A TECHNOLOGY COMPANY

Whether you sell shoes or run an accounting firm, you need some type of technology to operate. Today's companies aren't just in the business of selling their own goods and services anymore.

1. Technology Is a Critical Part of Business
2. Customers Expect an Excellent Digital Experience
3. Employees Need Devices to Drive Productivity
4. AI & Automation Help Companies Stay Competitive
5. Information Is Being Generated at a Rapid Pace
6. Vendors/Suppliers Are Leaving Legacy Systems Behind
7. It's Difficult to Grow Without Tech Innovation
8. Business Continuity Needs

How Recessions Benefit Great Companies

Recessions are bad for most people, and I won't make light of how horrible these times can be for the vast majority of companies and their employees. It's true that for most companies, recessions mean increased stress at work, stalled career progression or even layoffs, uncertainty, raised board and shareholder pressure, increased financial strain and extreme anxiety. It's no fun to wake up to that every day! But for great companies, people can turn things around and make recessions awesome.

So, what are great companies? They're the ones that make great products or deliver exceptional services to customers. They provide a wonderful work culture that attracts and retains talented people. And because they take good care of their customers and employees, great companies don't have a dangerous debt burden. They are profitable, can pay their bills to suppliers and deliver an attractive return to investors in dividends and equity appreciation.

Recessions are awesome for certain companies for the following reasons.

Losing The Cobwebs Of Complacency

"Success breeds complacency." Andy Grove, the legendary CEO of Intel, wrote that. And while I'm not here to suggest everybody embrace full-on "paranoia" in the workplace, I am suggesting that successful companies must keep hustling to stay on top. A recession provides an opportunity for a wake-up call to companies that may otherwise start coasting. Now is the time for them to get back on track.



Dr. Geoff Smart is chairman & 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.

Taking Customers And Colleagues From Undeserving Companies

I'm not sure why customers buy products or services from lesser companies. And I'm not sure why talented people work at lesser companies. Maybe it's due to convenience, connections or just habit. In any case, as lesser companies stumble during a recession (e.g., shutting locations, letting service and quality drop, highlighting dysfunction in the culture, etc.), it's the perfect time for great companies to pick up more of these customers and talented people.

Increasing The Rate Of Learning For Your Leaders

I don't know about you, but time seems to move more quickly for me during harder times than when things seem easy. This can enhance the learning curve of your up-and-coming leaders. Just remember not to make too many decisions for them that will stunt their growth. Allow your leaders to come to you with problems and solutions so you can aptly coach and support them. Let them test and learn various approaches to leading through uncertain times.

If you buy from a lesser company or work at one, the next recession is likely to be a bummer for a couple of years. But if you work at a great company, fear not. This will be an awesome opportunity to shake loose some cobwebs of complacency, take customers and colleagues away from lesser companies and increase the rate of learning of your leaders.

Happy Easter

MICROSOFT FORMS: ONE OF THE HANDIEST FREEBIES IN MICROSOFT 365

Microsoft 365 is one of the most popular cloud platforms in the world, with about 345 million paid seats. Users get a stable of over 20 different apps, including the core MS Office suite.

With so many different apps, it's not uncommon for some to go unused. Companies may not even be aware they have access to these other helpful tools.

One of the handiest apps you get with a Microsoft 365 subscription is Microsoft Forms.

What Is Microsoft Forms?

Microsoft Forms is a drag-and-drop form, quiz, and survey creator. It's simple to use and allows you to send out surveys via a link. Recipients can fill out your form online from any device.

How to Get Started in Forms:

1. Visit Forms.office.com and log into your Microsoft account.
2. Choose "New Form" or "New Quiz" from the top menu
3. OR you can choose to explore the built-in templates

4. Click "Add New" to add a new form field. You can choose from field types:
 - Choice (i.e., multiple-choice question)
 - Text
 - Rating
 - Date
 - Ranking
 - Choice (i.e., multiple-choice question)
 - Text
 - Rating
 - Date
 - Ranking
5. Enter your questions.
6. Once finished, click "Send" at the top. You can distribute the survey using the following options:
 - Link to a web form
 - Email
 - QR code
 - Embed in a web page
 - Via Facebook or Twitter
7. View responses on the "Responses" tab

Advantages of Using Microsoft Forms

It's Included in Microsoft 365 Subscriptions

If you already subscribe to Microsoft 365, then you automatically get access to MS Forms.

It Saves Time

No emailing attachments back and forth, and Forms collates survey responses automatically.

Get Charted Results

You can quickly see the results of the survey in meaningful graphs.

It's Easy to Use

There's a very low learning curve with Microsoft Forms. The interface is intuitive and simple, so just about everyone can jump in and start using it.

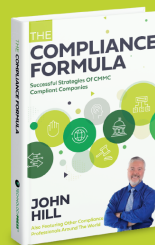
What Are Some Ways You Can Leverage Microsoft Forms?

- Annual Customer Satisfaction Survey
- Employee Security Awareness Quiz
- Change Readiness Survey
- Event Registrations
- Volunteer Registration Form

THE COMPLIANCE FORMULA



Successful Strategies of CMMC Compliant Companies
Featuring Other Compliance Professionals Around The World



This book is the **DEFINITIVE** guide to understanding and implementing CMMC. Inside is everything you need to know to Win DoD contracts and squash your company's vulnerabilities from hackers, data theft, and ransomware.

Buy the book on **March 30, 2023** and we'll give you over \$697 in **FREE** IT consulting services, templates, resources and information.

See www.techsagesolutions.com/book for more details.