



The Tech chronicle

What's New

We are pleased to announce our new cybersecurity training program: PII Protect. PII Protect provides ongoing training to help keep your team up to date on cybersecurity threats and how to identify them. The program comes with a variety of other features including a monthly security newsletter, ongoing simulated phishing campaigns, an Employee Vulnerability Assessment, & more!. In this security climate, where the bad guys are constantly changing their attack techniques, the one constant continues to be a relentless attack on the human component . Give us a call to learn more about PII Protect and how it can help strength your cybersecurity defenses!

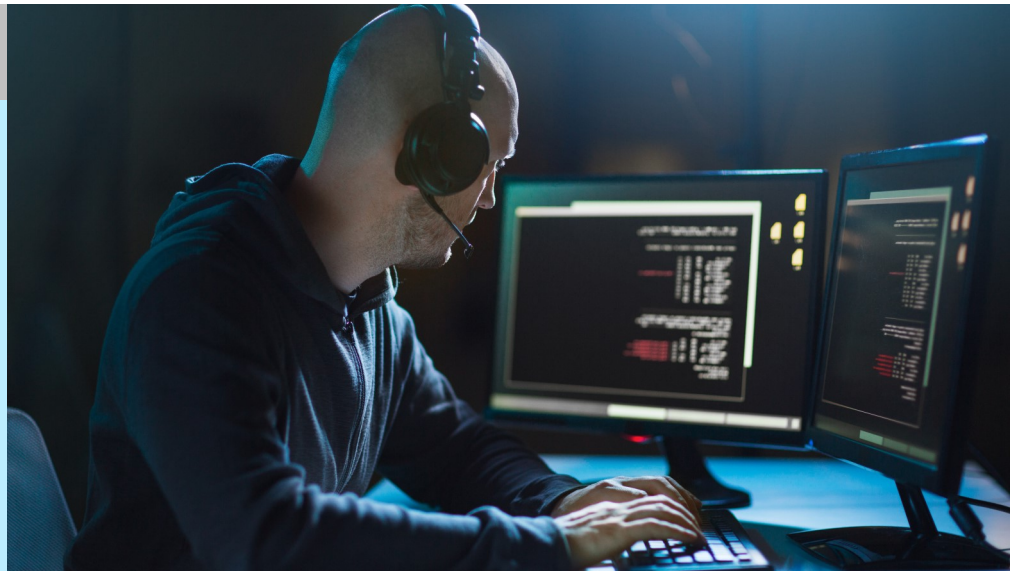
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Our Mission

To enhance our customers quality of life and the health of their business.



How To Avoid Getting Hacked By Cybercriminals And Protect Everything You've Worked So Hard To Achieve

Cybercriminals are always looking for new ways to steal data and make a buck at the expense of someone they've never met. They don't care if they ruin someone's life or destroy a business in the process. This is why it's so important to stay up-to-date with the latest technology.

Cyber security threats are constantly evolving. If you let your software or hardware, or both, fall behind the times then you put your business at serious risk. Five years ago, your malware protection might have been the best on the market. If you haven't updated since then, you need to change that. Here's what you can do right now to protect everything you've worked so hard to achieve.

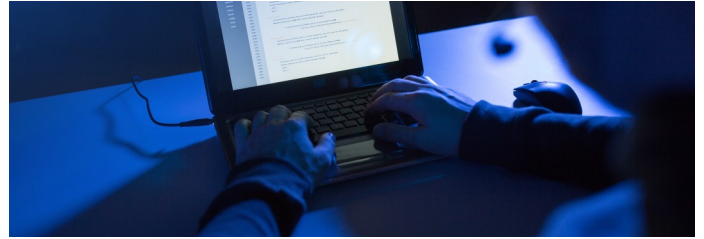
Stay updated. After a while, developers and manufacturers stop supporting their old hardware and software. Many of them simply don't have the resources to keep updating older products. They need to make sure their current products are supported and secure. After five years, they may stop sending out security patches for their software. Or they might not offer help-desk support for a seven-year-old router.

If you run into this situation, you may need to invest in new equipment or software. It can be a tough pill to swallow, but it doesn't compare to the cost of dealing with a hack or data loss. Data loss can be devastating for a business. Some never recover and have to close their doors because the

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cost is so high – and customers don't want to give their money to a business that isn't going to keep their data secure.

At the same time, you need to update your existing equipment and software. Make sure everything has the latest security patches. Most hardware and software come with an option for automatic updates. If you're concerned that you'll miss an update, then keep this option on. It is a good idea to check everything periodically to make sure the updates are being applied, just in case.



Say yes to proactive monitoring. Proactive network monitoring can be your best friend in the fight against cyber-attacks. Many IT security firms now offer proactive services. Basically, they watch your network 24/7. If a threat is found, they can stop it before it does any damage. They act *immediately* to stop those threats.

You can sign up for real-time reports or just get updates once a week to stay informed so you know what's going on with your network. Proactive monitoring can also make sure your systems are up-to-date (coming back to our first point). If they detect a vulnerability, then they can work to patch it. This means you have so much less to worry about so you can focus on what really matters: growing your business and taking care of customers!

Back up everything. If you don't have data backups for your business, it's time to change that. Setting up a data backup system, local or cloud-based, can sound like a lot of work. You might have a ton of data, especially if you've been in operation for long. But not having a backup system can tear your business apart. If a piece of hardware fails or a hacker gets into your data, you may have to dig deep into your pocket to recover it or you may just lose it all. There are a lot of scenarios where data can be lost.

Investing in a backup system solves this. You can set up a secure system that backs up data daily, weekly or whenever you need it. It's good to keep backups off-site just in case anything happens on-site (electrical surges, flood, fire, theft, etc.). If data is lost or your network falls victim to ransomware, then you can restore your data and continue operations!

"If hardware fails or a hacker gets into your data, you may have to dig deep into your pocket to recover it or you may lose it all."

These tips can seem like a lot, but when you partner with a dedicated IT services company, you can overcome a lot of hurdles. Working with IT specialists helps you keep your business safe in a world where cybercriminals are actively trying to break in. You want someone with the expertise to secure your network watching over your shoulders.

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

PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

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 www.ccmgtech.com/protect or call our office at (215) 723-4881.

A Proven Leadership Trait to Instantly Strengthen Your Team

How can you be a better leader for your team? A lot of it comes down to how you manage relationships. But in managing your professional relationships, there is one thing you need to excel at: being empathetic.

Research shows that those who are empathetic can better recognize the emotions of those around them. In a workplace setting, this can be invaluable. Something might be wrong, but it might not be communicated.

Practicing empathy and understanding others' emotions can help you identify when something needs to be addressed. Addressing it can be as simple as asking, "How are you feeling?"

Leaders who show they are empathetic can also build more resilient teams. Empathy shows you care, and people respond to that. Care builds trust, and trust builds stronger, more cohesive teams.

Inc., April 29, 2020



Do You Have A 'Ninja' Executive Assistant?

One of the best-kept secrets in business is the importance of having skilled executive assistants on your team. The role of an EA is often the first point of contact that a prospective client or colleague has with your company. Talk about brand impact! Poor performers make your customers angry, your team frustrated and your family lose touch with you. Great performers amplify your positive impact on the world as a leader, make the cash register ring and help you have more time with your family.

How can I hire a ninja EA? All great EAs are organized administrators, but beyond just organization, what "extras" do you value for this position? The ability to support your business development efforts by managing a pipeline of client opportunities? Great writing or editing skills if you write a lot? Social media and public relations skills if you are on a marketing push? Human resources or legal skills related to contracts or training seminars? Event management? Find an EA who can offer you what your company needs.

Select the right candidate by completing the same in-depth *Who* interview you would for any other key role. Talk through their jobs, what they were hired to do, accomplishments, low points, feedback they received from bosses and peers about their strengths and development areas and why they left their jobs. Do at least three

reference checks to verify what you heard. Beware! Merely hiring a great EA does not mean your working relationship will achieve ninja status. The rest is up to how you work with a ninja EA.

How should I work with a ninja EA?

When your new EA asks you questions, take a moment to provide context, review the bigger picture goals and ask what they would recommend you do. This onboarding exercise gives your EA a sense of your operating style and how you strategize and make decisions – whether you make risk-averse decisions, swift decisions or well-researched decisions.

Once your EA has been successfully "recommending" actions for a month, consider moving your working relationship to the ninja level.

What is my EA doing at the ninja level?

At the ninja level, your EA is *anticipating* your needs, conducting *proactive* research, *generating* opportunities, *deciding* (where appropriate) which opportunities to accept and which ones to decline, *solving* problems rather than coming to you with problems and *summarizing* what you need to know.

If you support your EA and express gratitude about the great job they are doing, then they will stay loyal and perform at the ninja level for years and you will enjoy more success in your career and in your life.



Geoff Smart is chairman and founder of ghSMART. Geoff is co-author of the New York Times best-selling book *Who: A Method For Hiring*. Geoff co-created the Topgrading brand of talent management. He is the founder of two 501(c)(3) not-for-profit organizations. Geoff earned a B.A. in economics with honors from Northwestern University and a master's and doctorate in psychology from Claremont Graduate University.