

## What's New

Signed into law as a federal holiday on June 28, 1894, by President Grover Cleveland, Labor Day was founded to be a true workingmen's holiday. Labor Day continues to pay tribute to the contributions and achievements of American workers each September and this year we celebrate you! We offer our sincere thanks to you and your employees. Whether you're a client, a vendor or a fellow business owner – we are grateful for your continued efforts to work along side of us and our communities as we enter autumn and the close of another year!

## September 2022



This monthly publication provided courtesy of Craig Covington co-owner Canon Capital Technologies

### Our Mission

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



## 4 Cyber Security Trainings All Employees Should Take

It's back-to-school season! As children and teachers return to the classroom one of the first things they do is review information from prior school years to ensure they were able to retain that knowledge. There's nothing wrong with needing a refresher, and this holds true for both students and your employees.

If your staff has not had a refresher course on your company's cyber security practices sometime in the last year, now is the perfect time to get them up to speed. After all, they can't defend themselves from cyberthreats if they don't know how. That's why it's so important that your team has bought into a cyber-secure culture and is aware of potential threats that could impact the business.

Cyberthreats come in all shapes and

sizes, but an overwhelming majority of successful cyber-attacks are a result of human error, which is the main reason your employees need cyber security refresher training at least once a year. A lack of training can open your business up to hackers and other cyber-attacks by way of phishing e-mails, weak passwords, unsafe browsing and more – which jeopardizes your entire company. Additionally, in many cases, insurance won't cover your claims if your employees have not undergone regular training. Finally, customers usually don't want to do business with a company that isn't keeping their information protected.

It doesn't matter how big or small your business is – you must make an effort to ensure that all of your

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employees have gone through cyber security training. However, if you've never trained your team on cyber security and are unsure of which topics to cover, don't worry because we've put together a list of the most important topics to discuss.

### Password Security

Nearly every employee at every company has their own login to access the company's systems, data or Internet. When selecting the passwords for this login, employees need to use strong, unique passwords that utilize letters, numbers, punctuation and other special characters and are not shared between accounts. You should also ensure that your employees regularly change their passwords. For an extra layer of security, you can utilize multifactor authentication so you'll know that those logging into an account are who they claim to be.

### E-mail

Your employees should be cautious of any e-mails that come from addresses outside of the company. When your employees go through their e-mail, they should not open e-mails from people they don't know or have not communicated with in the past. Unless they know exactly where the e-mail has come from, they should not open any links or attachments within it.

### Social Media

An employee's personal accounts should never be set up through a company e-mail address. When posting on social media, your employees should be cautious about what they post in regard to work. They shouldn't disclose private information about your company or your clients on social media. If they did, it could be devastating to your company's reputation as well as your cyber security.

### Protecting Company Data

At the end of the day, your cyber security practices are in place to protect company and client data, and your employees have a legal and regulatory duty to protect sensitive information. A reckless disregard for protecting company information can quickly cause your company to go under and has the potential to bring forth lawsuits.

Establishing strong cyber security practices and ensuring your team is aware of them through training is the best way to protect your business from cyberthreats. By implementing training on these four topics, you'll be on your way to developing a cyber-secure culture.

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## Free Cyber Security Audit Could Reveal Where Your Computer Network Is Exposed & How To Protect Your Company Now



At no cost or obligation, our highly skilled team of technicians will come to your office and conduct a comprehensive cyber security audit to uncover loopholes in your company's IT security.

When the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for resolving any security problems quickly. This report and action plan could be a real eye-opener! Nearly all of the businesses we've completed this for discover they are exposed in a number of areas.

**To get started and claim your free assessment now, call our office at 267-381-2025.**

## Improving Company Culture by Maintaining Employee Happiness

There are certain businesses you walk into that just feel different. Everywhere you look employees are engaged, which is reflected in the way business is conducted.

These businesses stumbled upon the secret that one great employee is often worth three average employees, and it's cheaper to pay these superstars 150% or more of the average industry wage to keep them around. These employees are flexible problem-solvers who can weather any storm.

However, you may have employees who quit because they weren't happy or adding value in their roles. How do you keep your other employees from following in their footsteps?

One way is to set up an open exit where your employees give you a six- to eight-week warning that they are looking for another job. You can use that time to fill their role and train the new hire so there is no lapse in the transition period.

You can also pay your employees a better wage and offer benefits to keep them happy and engaged. When you work with employees to make their lives easier, their flexibility becomes a gift rather than a burden.

Unhappy employees can spell doom for your business, so do everything in your power to keep your team engaged!

# The Most Important Word In Business

"What's the most important mindset for success in business?"

I was recently asked this question by a video podcaster, and I carefully thought about my response. At first, I didn't think it was possible to identify the single most important mindset. I find questions that ask for "one thing" tend to oversimplify things. I considered that success depends on a number of factors and can't be broken down into one single mindset, but suddenly, it dawned on me: the one mindset that I have observed in successful vs. unsuccessful entrepreneurs countless times is generosity.

Companies often place honesty as their top mindset value, but in my opinion, that's putting the stakes a bit low. Companies shouldn't have to remind their employees not to be dishonest. You may also hear businesses putting kindness first, but kindness doesn't bring any value to customers' lives.

Companies that put respect as their mindset are on the right path but still fall short of the benefits that generosity brings. When showing someone generosity, you are giving them respect while also giving them something valuable. When you actually think about it, leaders who succeed are often generous. They treat employees, customers, shareholders and the community with a sense of

generosity that brings them success. Those who fail to show generosity rarely succeed over the long term. Throughout my experience, I have met many business owners who have seen success and failure through their use of generosity.

I once talked with the CEO of a mortgage company who implied that his business succeeded by "tricking" low-income homeowners into signing up for mortgages that had hidden terms that were unfavorable to them. Once the housing crisis hit in 2008, which was caused by bad players, this guy's company and career were snuffed out under a pile of lawsuits.

In contrast, I remember talking to Ted Waitt, one of the co-founders of Gateway. I was blown away that a guy like Ted, a cowboy sporting ripped jeans, could create a multibillion-dollar computer manufacturing company in the middle of South Dakota. Ted loved making technology less stressful for his customers while giving people good value for their dollar. His spirit of generosity was reflected in his company culture.

We often think that we need to do everything in our power to bring in more money, but adopting a mindset of generosity is better if you want to see success in life and your career.



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