

# The Tech chronicle

## What's New

Did you know that our management services include a secure password manager? Passwords are digital keys and should be a top priority for you and your employees when it comes to security. A password manager makes it easier for your team to use strong, unique passwords for every account. Unique passwords are critically important, that way, in the event of a breach there will not be a cascading effect as each account becomes compromised. You can also easily share passwords with coworkers and control access to your passwords. Reach out today to learn more and begin the process of protecting your passwords!

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### Our Mission

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



## What Makes A Strong Password? And Why Do I Need One?

Think about some of your private accounts right now. Chances are that you have at least one e-mail account, social media accounts, a bank account and more that are all password-protected. Do you share passwords across different accounts and are those passwords strong enough to keep cybercriminals away from your private information? If not, it's time to evaluate your password use and creation strategy.

Passwords offer the first line of defense when someone tries to access your sensitive information. Without passwords, anyone could gain access to your social media account, which could provide them with personal information that could harm you. Even worse, bank accounts would be easily accessible to

cybercriminals who are hoping to rob you of your funds.

While many personal accounts are password protected, your business accounts also need to be properly secured. But this doesn't just exclusively apply to you - it needs to be understood on a company-wide level. Every employee needs to use passwords to keep sensitive business information secure. Think about the damage a cybercriminal could do to your business if they gained access. They could permanently damage your company's reputation while also putting your employees' and customers' private information at risk.

However, it's not enough to simply put a password in place. The passwords you choose need

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to be complex.

But what makes a password complex? A complex password will utilize a mix of uppercase and lowercase letters, numbers, punctuation and special characters. Additionally, your password should not be related to any personal information, but it could include random, unrelated phrases (for example: Flower#Small01!@Gre@t). Your password should be incredibly difficult for someone to guess, even if they know you well, but you also need to ensure that your password is something you can remember.

In addition to that, even with a complex password, it may not be enough protection. Each of your accounts and devices needs to have a unique password that hasn't been used anywhere else. If you use the same password across accounts and devices, you're opening yourself up to a pretty extreme cyber-attack if one of your accounts is compromised. All a cybercriminal needs to do is hack your Facebook page, and they will have the password for your bank accounts and e-mail.

**“Each of your accounts and devices should have a unique password that hasn't been used anywhere else.”**

accounts to ensure that your information is as protected as possible.

If you oversee a team of employees, then it's vital that they understand why creating strong passwords is so important. Your team should have trainings on cyber security practices, including information on creating passwords. If just one employee fails to create a complex and unique password, it could open you up to a cyber-attack.

Creating strong passwords does not have to be difficult. If you're struggling to remember or create strong passwords, use a corporate password manager. Strong passwords will help keep your sensitive information protected.



It does seem like an impossible task to remember so many different complex passwords, but fortunately software is available that can help. The best way to keep track of your passwords is to use a password manager. With a password manager, you only have to remember one master password, and the software keeps track of the rest. It will even help you create complex passwords for your different



## Are Your Passwords Already Compromised Request Your **Free** Dark Web Scan Today

Our 100% FREE and 100% confidential, Dark Web Scan is your first line of defense. To receive your report in just 48 hours, visit the link below and provide us with your name and company e-mail address. Hopefully it will be clear and you can breathe easy!

<https://www.ccmgtech.com/dark-web-scan>

## Make Your Meetings More Productive

You're probably in meetings every day if you're a business owner. They can quickly become time-consuming if there is not a solid plan beforehand. When you are leading a meeting, here are a few things you can do to ensure it will be as productive as possible:

- Invite only the necessary individuals or teams to the meeting. There's no point in having every employee attend every meeting.
- Create an agenda to keep the meeting from going off the rails. Send the agenda to the relevant people before the meeting and make it conversational with a step-by-step plan.
- Set a start and end time to keep everyone on track. This tells your employees that you believe their time is valuable.
- Set the meeting for a time when everyone will be alert and ready to discuss the topic at hand. Also, utilize a note keeper so your team can reflect later on what was discussed in case they miss something.
- Set deadlines and create an action plan for your team during the meeting. This sets up accountability so you can ensure everyone will pay attention and play their part.

## Holding Your Team Accountable

Leaders often fail to hold their team accountable. During research for our book, *Powerscore*, we found that only 8% of leaders are good at holding people accountable. One of the main reasons that leaders fail in this area is that when it's done wrong, it makes things more difficult for everyone.

Here's an example: I was giving a keynote speech at a *Fortune* conference a few years back and asked the audience, "How many of you have goals for your teams that are written down?" Only 10% raised their hands. Failure to write down goals opens up the door to confusion. It becomes nearly impossible to hold someone accountable for delivering a result when you have failed to articulate what you're looking for.

In order to hold your team accountable, you need to be specific with goals and use numbers that others provide to measure performance. When I was still a young CEO with ghSMART, I struggled to hold a consultant accountable. She was brilliant and had great technical skills but failed to call clients proactively and didn't follow up with them. Many clients did not ask for her to come back as their trusted advisor.

I called her into my office and told her that she needed to work on her client relationships. She disagreed and stated that her clients loved her work. I said, "Well, one client told me that although he values your work,



he feels you treat him like 'processed cheese' and that you rush to finish projects with him and then you move on to your next client project." She said that her work spoke for itself, and the meeting abruptly ended.

This was a huge failure on my part as I failed to set specific, mutually agreed upon goals and used vague wording. I talked about this with a mentor, and he said, "Make sure you have clear goals, in writing, so your consultants know what 'great' looks like. Then have somebody other than you collect data on their performance. Then you can sit down as a coach to review their results vs. their goals."

It was great advice that I immediately put into practice. When you properly hold people accountable, high performers will know they are performing, and they will keep doing what they are doing. And lower performers will know they are not performing well, long before anybody has to sit them down to have a conversation. This also provides ownership to employees and creates a collaborative workspace.



*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 bestsellers. He stays active in his community and has advised many government officials.*