

# InTech *Intelligencer*

*"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"*



"As a business owner, you don't have time to waste on technical and issues. That's where we *shine!* Call us and put an end to your IT problems finally and forever!"

- Leia Shilobod,  
President & I.T. Princess of Power

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## Your #1 Threat Of Being Hacked Is **INSIDE** Your Own Organization

Small businesses are the biggest targets of hackers and cybercriminals. They are targeted because they are less likely to have strong – or any – security in place. But in so many cases, hackers don't need to use malicious code or cracking skills to get what they want. Instead, they rely on your biggest vulnerability: your own employees.

The #1 threat to any business's IT security is its employees. It all stems from a lack of training. Employees don't know how to spot threats, or they don't know not to click unverified links in their e-mails. Most of the time, these actions are simple mistakes – but mistakes aren't excuses and can result in MAJOR costs to your business.

Here are three things you can do to turn your employees from your biggest IT threat to your biggest IT asset:

### **Establish Regular Cyber Security Training.**

First and foremost, get everyone in your business trained up on IT security. Wesley Simpson, the chief operating officer of (ISC)2, an international cyber security certification group, suggests thinking about IT education as "people patching." Just as you continually update and patch your software and security, ongoing education serves to update, or patch, your employees. He says, "If you don't get your people patched continually, you're always going to have vulnerabilities." But don't put the training solely on your shoulders. Work closely with a company that specializes in IT security. Doing it yourself can be stressful and time-consuming. An experienced IT firm is going to come in with all the education and

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resources you need to successfully train everyone in your organization on cyberthreats targeting your business today.

### Keep Cyber Security Top Of Mind.

While you may have training or educational sessions once a quarter or biannually (regular sessions are recommended), you still need to keep IT security in the minds of your employees on a weekly basis. During weekly meetings, for example, talk about a cyber security topic. Or, if you share news or links with your employees in a weekly, company-wide e-mail, for example, include a cyber security story or tips article. It's all about utilizing systems you already have in place to keep your team informed and this important topic at the forefront.

### Emphasize Safe Internet Usage Habits.

This should supplement regular training. Employees should always know the best practices when it comes to using the Internet, e-mail or anything else that brings them in contact with the World Wide Web.

**“The #1 threat to any business’s IT security is its employees.”**

Part of it involves keeping the lines of communication open. If an employee sees something out of the ordinary come into their inbox, encourage them to bring it to the team’s attention – whether they’re telling their direct supervisor, manager or you. The easier the communication between everyone on your team, the easier it is to identify and stop attacks.

The goal is to eliminate guesswork. If an employee isn’t sure about an e-mail, they should be trained to ask questions and verify. On top of that, you should have a policy in place that prevents employees from installing unverified software, which includes apps and app extensions (such as browser extensions), without permission. And one more thing – stress safe Internet usage habits not just in the workplace but at home as well. This is especially critical if your employees are bringing in their own devices. If that’s the case, you should absolutely have a “bring your own device” (BYOD) security policy in place. It’s just another wall between your business and potential threats.

How do you get all this started? Good question! It all starts with reaching out. If you’re ready to lock down your business and you’re serious about educating your employees and turning them into your best defense, we can help. The best IT security you’ve ever had is one phone call away.

Call today to schedule a Cyber Security Risk assessment for your business. 724.235.8750 or email [Leia@intechit.net](mailto:Leia@intechit.net).

### Free Report Download:

### Questions You Should Ask Any IT "Expert" Before Letting Them Touch Your Network

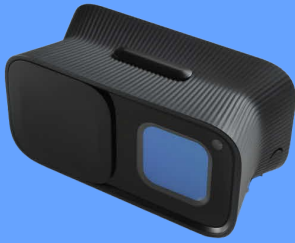


How can you tell if you are going to receive poor or substandard service? How do you know if your computer guy or network consultant is doing everything possible to secure your network from downtime, viruses, data loss or other frustrating and expensive disasters? Could your current provider actually be jeopardizing your network?

**This valuable Free Report Helps you avoid common pitfalls of choosing an IT Provider. Download yours today!**

**Claim Your FREE Copy Today at [www.intechit.net/whattoask](http://www.intechit.net/whattoask)**

## Shiny New Gadget Of



### NexOptic DoubleTake Binoculars

Binocular technology has remained the same for a long time – and for good reason! It works well. But now, one company has decided to bring binocular optics into the 21st century and give it a technological makeover.

NexOptic's DoubleTake blends binoculars with common smartphone technology. With 10x digital zoom and a wide field lens, DoubleTake delivers outstanding 4K video and high-resolution photos. Plus, it's packed with a powerful imaging processor to ensure your videos and photos look fantastic every time, and its compact size makes it ideal for travel.

DoubleTake's battery provides three hours of continuous use, meaning it will last most people several days or more before the next charge. Images are saved to an onboard memory card and can be sent over WiFi to your phone or other device for easy sharing or personal use. Learn more at [NexOptic.com/doubletake](http://NexOptic.com/doubletake).

## Anticipating Customer Needs

What is the best way to create a loyal customer base and, therefore, a more profitable business?

### Anticipate Customer Needs.

Anticipating needs is the best way to let your customers know that their success is your priority. When you deliver something customers need without asking, you create a sense of ease and let them know you have their best interests in mind – a proverbial "I have your back."

The most effective way to anticipate the needs of your customers is to know them well. How else will you know what their expectations are? You have to create a relationship with them to identify what their demands are and fulfill them before they even know what they wanted. So, how do we go about this? Here are just a few examples.

### Establish A Relationship.

In most of my books, I have a call to action. I ask readers to e-mail me to make their commitment to improving their businesses. Developing this dialogue with readers is an act of accountability on both of our parts. Moreover, it is a big leap of faith for some, and I am honored they trust me. They tell me why they are committed, and I let them know I am here and interested in helping them succeed. My hope is that they feel less alone in their struggles as business owners and more motivated to make the necessary changes they need for a successful business.

### Exceed Expectations.

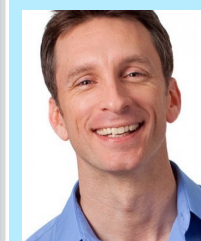
The responses from readers when they receive e-mails or videos from me has been overwhelmingly positive. It seems that most assume their e-mails will go into a black hole, never to be answered. Not only do I answer, but I also include a ton of resources that basically equal free coaching.



There is an FAQ, links to my Entrepreneurship Elevated podcast, links to find a Profit First Professional and become a Profit First Professional, links to Clockwork resources, links to Pumpkin Plan resources ... You get my drift. And while it could be interpreted as marketing, anyone who knows me knows I am out to empower others and help their businesses become more profitable. I often get e-mails from readers who are pleasantly surprised – they are getting answers to questions before they even knew they had them. See? Anticipating needs!

### Ask For Feedback.

I often request reviews of my books. Is this because I want to hear how great they are? No. I ask for reviews because I want that honest feedback. How the heck else will I know what to write next? How will I know what problems need solving and what business solutions entrepreneurs are seeking if I don't ask? Getting reviews enables me to focus on these key areas where business owners are trying to improve.



*MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book The Toilet Paper Entrepreneur. His newest book, The Pumpkin Plan, has already been called "the next E-Myth!" For more information, visit [MikeMichalowicz.com](http://MikeMichalowicz.com).*

### Preparing for the CMMC?

For businesses in the DoD Supply Chain who need to comply with DFARS/NIST 800-171 Security Protocols, InTech provides Risk Assessments, Security Audits, Compliance Audits, Plans of Action, and Remediation to bring YOU into compliance and assure you keep your contracts. Start the process today with a free, no obligation survey to get an idea of what you need to do to come into compliance. Go to [www.intechit.net/NISTassessment](http://www.intechit.net/NISTassessment) and take just 5 minutes to jump start compliance.

## Who Else Wants To Win A \$25 Gift Card?

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 Visa gift card Ready?



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- RETURN SERVICE REQUESTED -

The size of the computer's memory is measured by the number of:

- A) Memory Space
- B) Bytes
- C) RAM
- D) ROM

Email us right now with your answer!  
[info@intechit.net](mailto:info@intechit.net)



### "Best Crisis Strategy: Talk More"

I had the opportunity to jump on a call with author and consultant to scale-ups, **Verne Harnish** this week. His message for success in this time is to assure you aren't isolating yourself and to focus on holding key conversations.

Humans work out problems better when connected. Here are the key conversations you should be having right now:

**Conversations with clients.** Get your clients on the phone and find out how they are doing and how you can serve them better. Really LISTEN. Find ways to add value that may be outside of your primary business. I linked a client in Event Planning & Rentals (imagine the impact on their business!) with a company in Nashville that has successfully pivoted and is booming now. That's providing them more value than fixing their computers!

**Frequent calls with a confidant.** Dial up the calls to your confidant (that person who gets you and you trust) to have a life line during these challenging days.

**Reach out to someone else in your industry.** Jump on a call and brainstorm what they are seeing, challenges they are having and talk through ideas and solutions. They will have a perspective you don't and can give you valuable insights.

**Innovate as a team.** Most of us will have to pivot in some way. Huddle up with your team and review your Key Capabilities: What do you do really well? How can you pivot to laser focus those capabilities on the current needs of the marketplace right now?

We can choose to just 'hold our breath and hope we get through' or aggressively learn, grow, and adapt. I truly believe if we come together we will come out STRONGER on the other side. If you want to jump on a call and talk, call me: 724.689.2225. That's my mobile. I'm committed to our success!



InTech Solutions CEO, Leia Shilobod with author and consultant, Verne Harnish