

# 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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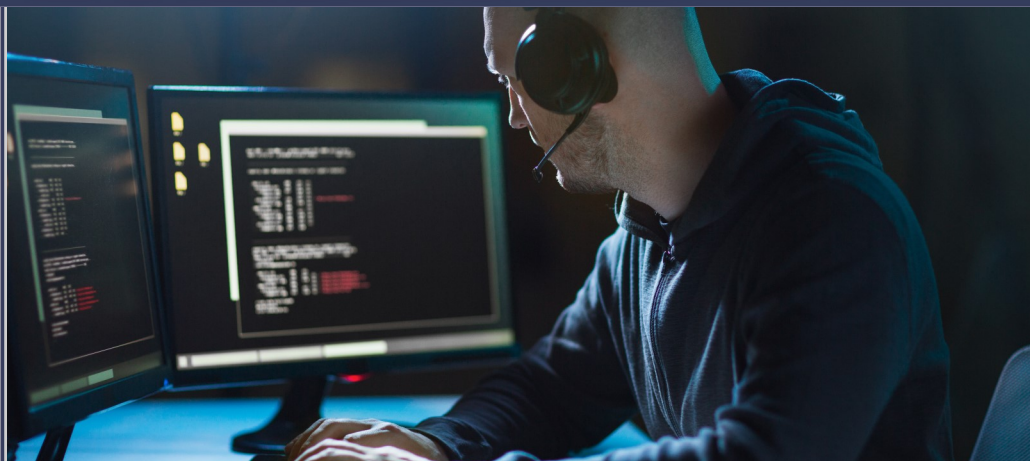
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## 3 Critical Cyber Security Protections EVERY Business Must Have In Place NOW To Avoid Being Hacked

Five years ago, you might have had state-of-the-art security protecting your business and network. You had the latest malware protection, highly rated firewalls and a great data backup plan. Maybe you even had a handbook on how to address cyberthreats. You were set. But then you forgot to do one crucial thing: you didn't stay up-to-date with your IT security policy.

This is a trap countless businesses fall into. They invest in great cyber security once. Five years ago, this was fantastic. The problem is that cyberthreats are constantly evolving. Methods used by hackers and cybercriminals have come a long way in the past five years. Criminals stay on top of what's going on in the IT security industry. They are always looking for new ways to steal your data and make a quick buck at your expense. What can you do to stay up-to-date in an ever-changing digital world? Here are three things every business must do to protect itself.

### Understand The Threats

It's easy to assume that hackers are trying to get into your network the "old-fashioned" way. You might picture them hacking your network trying to get your passwords and usernames or breaking through your firewall protection. While some hackers will do this (it's easy for them if you use simple passwords), many of today's cybercriminals rely on social engineering.

The most common form of social engineering is the phishing scam. The criminal sends you or your employees an e-mail, hoping someone will click a link or open an attached file. Cybercriminals have gotten VERY sophisticated. These e-mails can mimic the look of a legitimate e-mail from a legitimate business, such as the local bank you work with or another company you buy from (or that buys from you). Social engineering is all about tricking people.

This is why you need a cyber security handbook - one that is regularly updated. It's something you can reference. Your

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team needs to know how to identify a phishing e-mail, and you need to have procedures in place for what to do if a questionable e-mail shows up. This helps keep your employees from becoming the weak link sophisticated. These e-mails can mimic the look of a legitimate e-mail from a legitimate business, such as the local bank you work with or another company you buy from (or that buys from you). Social engineering is all about tricking people.

This is why you need a cyber security handbook – one that is regularly updated. It’s something you can reference. Your team needs to know how to identify a phishing e-mail, and you need to have procedures in place for what to do if a questionable e-mail shows up. This helps keep your employees from becoming the weak link in your security setup.

**Update, Update And Update**

From software to hardware, you must stay updated. There is no such thing as “one-and-done” when it comes to network security. Something as simple as a wireless router can DESTROY your security if it’s not regularly updated. Hackers are always looking for vulnerabilities in both hardware and software, and when they find them, they WILL exploit them. What happens when a piece of hardware (like a router) is no longer supported by the manufacturer? This occurs all the time, particularly as hardware ages. Manufacturers and developers drop support for their older technology so they can focus on their newer products. When they drop support for a product you use, this is a good indicator that you need to replace that piece of hardware. The same applies to software.

**“Proactive monitoring means your network is being watched 24/7.”**

You might balk at the cost of buying new technology, but in the long run, the cost is well worth it. Think of the cost of buying a new router versus the cost of cleaning up after a data breach. Some small businesses never recover after a hack – it’s just too expensive. Keep your malware software updated, keep your firewall updated, keep your cloud backups updated and keep all your devices and software UPDATED!

**Invest In Proactive Network Monitoring**

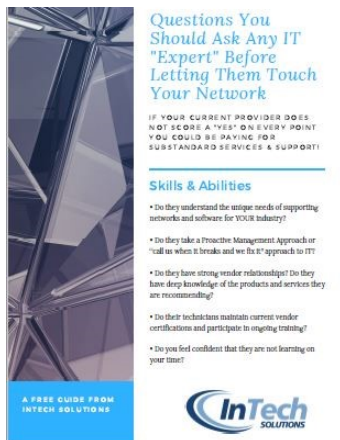
When it comes to the security of your network and overall business, being proactive can make a huge difference. Proactive monitoring means your network is being watched 24/7. Every little ping or access to your network is watched and assessed. If a threat is found, then it can be stopped. The great thing about proactive network monitoring is that you can customize it. Want to know about every threat? You can request a real-time report. Only want updates once a day or once a week? That can be done too! This approach means you have one less thing to think about. Someone is always keeping an eye on your network, making sure the bad guys stay out.

You might think, “How am I going to do all this?” You don’t have to go it alone – and you shouldn’t. Work with an IT services firm. Work together to find the best solutions for your business. When you work with IT specialists, you can rest assured your team will be updated on today’s threats. You’ll know your network – and everything connected to it – is updated. And you’ll know someone is watching over you. That’s the ultimate peace of mind.

**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. Down load yours today!**

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

## Shiny New Gadget Of The Month:



### FitTrack – A Smart Scale That Does More

The bathroom scale isn't always the most useful device in the home. FitTrack is a smart scale that aims to change that. It's a different kind of bathroom scale that gives you much more than a single number.

Traditional bathroom scales don't tell you anything about what's happening in your body. FitTrack does. It gives you an "inside look" into what's going on inside your body. It measures your weight, body fat percentage, body mass index, muscle and bone mass, hydration and more. In fact, it tracks 17 key health insights.

The advanced scale pairs with the FitTrack app, which you can download to your smart phone and connect to the smart scale. All you do is step on the scale with your bare feet – the scale actually reads electrical signals from your body – and it sends the results to your phone. Simple and useful. Learn more about FitTrack at [bit.ly/2VOg7Vs](http://bit.ly/2VOg7Vs).

# Building Confidence As A Business Leader

How can you build your confidence as a CEO, investor or entrepreneur?

My colleagues and I at ghSMART see many talented people work hard to build their confidence.

New CEOs have imposter syndrome. Private equity investors who just raised another \$1 billion in funds read newspaper headlines about the coming recession and quietly gulp. Self-made billionaire entrepreneurs worry that their fortunes will take an embarrassing hit. Newly elected government leaders worry about whether their results will live up to their campaign promises.

**We find that leaders are less confident when they obsess about things they can't control, rather than take action in the areas they can control.**

Like what?

The Wall Street Journal reported the results of a Conference Board survey (Jan. 16, 2019) of what is on the mind of 800 CEOs.

#### External Hot-Button Issues

1. Recession
2. Global trade
3. Politics

#### Internal Hot-Button Issues

1. Attracting and retaining top talent
2. Disruptive technologies
3. Developing the next generation of leaders

What this survey says to me is this: it's good to be aware of issues that are outside of your control –

recession, global trade and politics. But it's even more brilliant to master the things that are within your control – hiring and retaining top talent, developing digital capabilities and developing the next generation of leaders.

#### How much confidence do you have in your team?

If you have a high degree of confidence in your team, then keep doing what you are doing to hire and develop them.

But if you don't have a high degree of confidence in your team, then you should focus on hiring, developing and retaining more of the right people who fit your strategy and who can achieve the results you seek.

#### How?

There are three ways to build confidence in your team. You can invest the time to master the skills and best practices around hiring, developing and retaining top talent yourself. You can engage ghSMART to do it for you. Or (what most of our clients do) you can engage ghSMART to solve this problem immediately and build your skills in this area for your long-term success. (A quick side note: I'm very proud to report that my colleagues achieved 99% "high" client-reported satisfaction over the past 12 months. So, to go with this confidence theme, I have a very high degree of confidence that my team will help you solve your #1 problem!)

**A great way to build confidence in yourself as a leader is to build your confidence in your team.**

If you are the CEO of a company that generates over \$1 billion in revenue (or has raised at least a \$1 billion fund), then please reach out if you would like my team to help you build confidence in your team to deliver the results you want to achieve for customers, employees and shareholders.



Geoff Smart is chairman and founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling book *Who: A Method For Hiring* and the author of the No. 1 Wall Street Journal best seller *Leadocracy: Hiring More Great Leaders (Like You) Into Government*. Geoff co-created the Topgrading brand of talent management. He is the founder of two 501(c)(3) not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring, and the Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a BA in Economics with honors from Northwestern University, and an MA and PhD in Psychology from Claremont Graduate University.

## Need NIST 800-171/DFARS Compliance?

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 -

What do we call a collection of two or more computers that are located within a limited distance of each other and that are connected to each other directly or indirectly?

- A) Internet
- B) Intranet
- C) Local Area Network
- D) Wide Area Network

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



## “Pressure Is A Privilege”

Last week I had the privilege of being put under pressure by the man who was personal trainer to Kobe Bryant and Michael Jordan, Tim Grover.

I felt this was so timely and relevant, as we have ALL experienced massive amounts of pressure these last 4 months. Some of us have risen to the occasion, some of us have caved to pressure, some of us have encountered a little bit of both.

Grover does not mince words. He says, “Pressure is a privilege. If someone puts you in a pressure situation, they believe in you. Everything valuable comes from pressure. Don’t back away from pressure.”

Nothing worth doing is easy. We wouldn’t be where we are now if we were just coasting. But to see pressure as a privilege is a big step – also a potential game-changer.

It shifts us from a mindset of bearing through the pressure and looking forward to a day when its gone, to welcoming it with open arms and understanding that if we use that pressure, we will sparkle like diamonds.

Nassim Taleb refers to things that get stronger under pressure as being “anti-fragile.” Think of the muscles in your body. You work them hard and they GROW.

**Welcome pressure. Be anti-fragile. GROW!**

To Your Success,



Leia Shilobod, CEO, InTech Solutions discussing being under pressure with Tim Grover