

TECH BYTES SEPTEMBER 2021

A FLEXIBLE PARTNERSHIP with Tech Professionals

It's hard to see how investing in your company's IT services would be as incentivizing as other investments that might deliver a more tangible ROI. However, ensuring that your IT department has a competent team that's up-to-date on the latest cyber security knowledge and has access to the latest software to allow them to do their jobs well is a sounder investment than you might think.

Investing in your IT services is a little like buckling your seat belt before you drive to work in the morning. You're certainly not planning on getting in a crash that day, but you know that if you do, the seat belt will keep you safe, or at least mitigate the bodily damage the crash could cause.

We live in a world where it pays for companies to be on the forefront of cyber security. Even in just the past few years, ransomware and other cyber-attacks have become increasingly common, and they target antiquated IT systems that have yet to get with the times.

If hackers can infiltrate your company's servers and hold that data hostage, it could financially cripple your company to try to get it back – or shut it down entirely. It could also destroy your company's reputation and hurt your clients and customers.

You need an IT team that you can depend on to keep your company safe, but that still leaves the problem of cost. We get it: keeping your IT up-to-date is expensive, whether because you can't afford to hire the right number of IT professionals or because you can't afford the software necessary for keeping your company from getting hacked. That's why we believe co-managed IT is the best option for companies looking to protect their employees and their customers' sensitive data.

Co-managed IT is a means by which growing companies can have access to all the tools and knowledge necessary to protect their data without paying the full cost. It won't replace your current

Continued on pg.2



don't bug me

September is the month of the "bug" according to tech history. Computers having a "bug" is popular lingo because when the machines were literally the size of an entire room -- moths and flies were attracted to their warmth and would cause short circuits and crashes.

In the early days after operators had removed a moth and included it in their log, the corresponding entry reads: "First

actual case of bug being found."

The word went out that the crew had "debugged" the machine and the term stuck. And now you are one trivia question richer.



IT Professionals Day!

September 21st



Continued from pg. 1

IT team, and it's more than just a one-off project-based relationship with an outside IT service – it's a flexible partnership between your business and IT services that you can trust.

Say your existing IT team does a stellar job of putting out the little fires that inevitably happen throughout the workday, but they struggle to find time for building and updating company security systems and protocols that will keep your data safe in the event of a cyber-attack. Or your company is going through a period of rapid expansion, and you can't hire enough people for your IT department quickly enough to secure your ever-growing databases. Or perhaps your IT team does a stellar job of finding balance between the daily tasks and

preventive maintenance, but they lack the software tools to do so efficiently. In all these scenarios, co-managed IT can ensure that those gaps your IT team just can't fill on their own get filled through a collaborative effort.

Co-managed IT can be a great solution for a burnt-out IT team. If you don't know whether your IT team is getting burnt out or not, you can look for a few different signs. If they're constantly working late or on weekends, they're not getting projects done on time or correctly, they aren't creating any new security measures or they're showing signs of aggression or frustration at their job, you might be burdened with a burnt-out IT team. Ideally, a burnt-out IT team would welcome help with their responsibilities and see the benefits of the collaborative

effort between them and another group of experienced IT professionals.

Together, we can protect your company from hackers, if you're willing to invest in your IT infrastructure. With how common cyber-attacks are becoming, it could only be a matter of time before hackers hold your data for ransom and cost you everything.

With all this in mind, we strongly encourage you and your IT lead to schedule a diagnostic consultation with us to review your network. We'll help you understand how, moving forward, co-managed IT can save your company a boatload of money and trouble.



WHY CYBER ATTACKS ARE GETTING SO Dangerous

Cyber-attacks on companies are becoming increasingly common. As many companies adapted to the work-from-home culture that came with the pandemic, they left their systems vulnerable to hackers who could steal their valuable data or hold it for ransom.

Some organizations have been able to recover most of their data, but all too often, companies see massive, interruptions to their operations and make enormous ransom payments. In fact, in the

first quarter of 2021, ransomware attacks have increased a whopping 93% over the same period in 2020.

If it happened to them, it can happen to your organization. Create a security-conscious work culture, create data backups, keep systems up-to-date and hire security consultants to help patch up any holes. Cyber-attacks can happen to you, but you can reduce the risk. Your company does not have to become victimized and a hostage

of your own technology. Instead of building ransomware funding into the budget, organizations should focus on preparation and early defense.

Unlike other types of attacks, ransomware targets physical operations, which means companies need to think differently about risk and security. As attacks become more sophisticated, and their consequences more severe, the choice is clear to focus on preparation and safeguards.



What is the #1 Key to SUCCESS



Dr. Geoff Smart: The Key To Success Is Building A Talented Team

To start off, I'll tell you what the key to lasting success isn't. It isn't financially savvy, competitiveness, humility or even hard work. Lots of people embody those traits, so they won't cause you to stand out from the crowd. No, what it really takes to be successful is hiring a talented team. Successful leaders aren't successful just because of the things that they do on their own. They find success in hiring the right people for the right jobs.

That's ultimately what leaders do: they assemble talent and allocate it toward a worthy goal. They have to understand a person's strengths and weaknesses and perceive if and how that person will further the mission of the team, whatever that may be. With a stellar team in place, the decisions of one person become less and less important. If you don't think that hiring a talented team is the ultimate sign of your success as a business leader, then maybe I can convince you if I approach my point from a different angle. In my book *Who*, which I wrote with Randy Street, one of the first things we established was that one of the biggest problems facing companies today is unsuccessful hiring.

At the time, it cost companies \$1.5 million per year, and the average company had a success rate of just 50%. Wouldn't it make sense that solving this problem, which is arguably the most important problem many companies face, would be the key to lasting success?



Dr. Geoff Smart is the chairman and founder of ghSMART, which serves Fortune 500 companies and helps their CEOs make impactful, successful decisions. He is also the author of the New York Times best-selling book, *Who*, and many others.

Marshall Goldsmith is one of the most successful leadership coaches currently working. He is the only two-time #1 Leadership Thinker in the world, as ranked by Thinkers 50. He has written 42 books, many of which are best-sellers.

Marshall Goldsmith: The Key To Success Is Creating Lasting Positive Change In Yourself And Others

I would agree with Geoff that success isn't dependent on any of the common, pithy traits like trust, passion, honesty or engagement, but I don't think it necessarily has to do so much with a leader's team. I think that lasting success still starts when one person commits to make the most useful change that will bring about the most good for their business.

So, while having a talented team is important, at the end of the day, if you're not committed to changing yourself, then you won't be able to enact positive change in others when needed either. Your lasting success can only start with you, no matter how much talent you surround yourself with. That's why in my book, *What Got You Here Won't Get You There*, I emphasize so many different "behavior derailers," like passing judgment, making destructive comments, telling the world how smart you are, etc. Changing these things within yourself where lasting success begins.



COMFORT

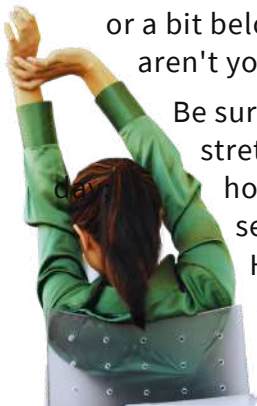
...here?



Office or Home Office: That desk chair is usually misery for your shoulders and back in either location. Let's try to ease that ache.

- Invest in an external, ergonomic keyboard.
- Use a headset if you're on the phone more than an hour per day - you will thank me.
- Keep your head and neck straight, shoulders relaxed (that's difficult to do at work, right?)
- Adjust your chair (with lumbar support) and have it reclining slightly at 100-110 degrees.
- Ensure your monitors are at the best height; w/ your eyes 2-3" below the top of your monitor.
- Your feet should either be flat on the ground or on a footrest.
 - Your knees should be level with your hips, or a bit below (you're checking right now, aren't you...?) What's the verdict?

Be sure to take a good 3-5 minute stretch a few times through the day holding each stretch for 10-20 seconds. Don't forget your neck. Hopefully you will feel better, sit better, sleep better, and work tasks will be more enjoyable. Happy spine health!



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OUR MISSION: To provide our clients with the same expert-level of support that we would expect ourselves; provide it in an understanding and compassionate environment; and, work to exceed your expectations.



Referrals

can equal \$500
Ask us how.



FREE SECURITY EXECUTIVE REPORT: 8 URGENT SECURITY PROTECTIONS Every Business Should Have In Place Now!

This report will outline in plain, non-geek speak, common mistakes that most small business owners make with their computer network that cost them thousands in lost sales, productivity & computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.



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