

TECHNOLOGY TODAY

Courting Disaster

Missed deadlines account for 40% of malpractice claims against litigation attorneys, according to the ABA Lawyer's Professional Liability Committee. If your law office isn't using LawToolBox, your staff is still manually entering deadlines into calendars and double checking those calendars against emails as they come in from the courts. Some deadlines don't apply, some do, depending on court rule changes, which your caseworkers also have to painstakingly keep track of and constantly cross-reference, making sure all concerned members of your practice are apprised. One slip could cause major damage to a case and potentially cause a malpractice claim.

Take that old deadline tracking system and put it with the rotary phones and mimeograph machines. LawToolBox365 allows your staff to view and share deadlines amid the flow of court correspondence, with rule changes automatically noted, making Outlook the best, most inexpensive assistant a law firm can have.

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This monthly publication provided courtesy of Yuri Aberfeld, CEO of IT Support LA.

IT Support LA creates the possibility of focusing on business goals and priorities by providing a trusted technology partnership to small businesses.



Employees Keeping Your Data Safe? ... Don't Count On It

In any business, big or small, employees can be your biggest IT threat, and they might not even realize it. Businesses already face countless cyberthreats, like data breaches, cyber-attacks, online viruses and malicious e-mails. But despite all these outside threats, the real problem can come from the inside.

One of the biggest threats to your business's security is simply a lack of awareness on the part of your employees. It comes down to this: your employees just aren't aware of current threats or how to safely navigate e-mails and the web. They might not be aware when they connect to an unsecured WiFi network or if they're using a firewall. They may be haphazard in all things IT. *There are a lot of variables.*

Your best defense, in this case, is training. Get all of your employees on the same page. Look at your current training and find the gaps, or start putting together training if

you don't have it. You want a training program that covers all your bases and gives your employees the knowledge and tools they need to keep themselves and your business secure. (Don't know where to begin? Work with professional IT specialists. They know what your employees NEED to know!)

Another major security threat is phishing e-mails. On any given day, you and your employees can be on the receiving end of dozens, if not hundreds, of fraudulent e-mails. Data from Symantec shows that 71% of targeted cyber-attacks stem from phishing e-mails. While awareness regarding phishing scams is better than ever, it's still far from perfect. And it doesn't help that phishing e-mails have gotten more advanced.

Phishing e-mails are typically disguised as messages from a legitimate source, such as a

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The problem is, you never know who is watching or if the public

Don't know where to start? Don't worry - one phone call and we can help get you started. Don't wait. Let's secure your business today.



**"71% of targeted
cyber-attacks stem from
phishing e-mails."**

Free Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now



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

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.

**To get started and claim your free assessment now,
call 818-797-5300**

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Don't Be Fooled!

Tricks and scams are not that cheap if they work, at which point they get very expensive. Ransomware wholesalers are marketing a new development kit that incorporates fake but official looking email phishing scams that appear to be originating from the FBI and the IRS: the type of emails that certainly command one's attention. The issue is, that it's a difficult thing to check up on, so the inclination is to click whatever link they provide in the email. **DON'T!** Any time you receive an out of the ordinary email that you don't understand, forward it immediately to your IT provider; they will let you know if it's a scam or not.

Attacks aimed at consumers demand only a few hundred dollars, but what about your employees handling company business remotely? When employees are in the field working from their phone or tablet, they tend to dispatch business with perhaps less thought than when at their desks. If they're connected to the office network and click on a phishing scam, it not only encrypts their phone, but the home network as well, a considerably weak link in your protection.

The world of the cyber thug is as busy as an anthill, with crooks tunneling constantly in every direction, testing new threads, avoiding the new remedies for earlier versions. They don't skimp on the R & D budget.

We always advise 3 basic things: Strong backups, constant updating and user training.. For help in any of these areas, or for a FREE, no strings security audit please call us at 818-797-5300 or visit us at www.itsupportla.com

Creating The Perfect Team



Google has collected endless amounts of data, conducted countless studies, spent millions of dollars and logged thousands of hours all in the name of trying to better understand their employees. One initiative was to try and understand what makes a team effective. Specifically, **Google wanted to know why some teams excelled while others didn't.** The study was called Project Aristotle, and they gathered up some of Google's best talent to try and understand, codify and decipher how to create high-functioning teams.

The results of Project Aristotle may forever change how you go about assembling a team. Before the study, Julia Rozovsky, Google's people analytics manager, felt that the best teams came from compiling the best people. The "best of the best" would surely be the way to go. As she later stated, *"We were dead wrong."*

Google assembled organizational psychologists, sociologists, statisticians, engineers and researchers to attack this issue. For over two years, Project Aristotle studied 180 Google teams and analyzed over 250 different team attributes, looking for the magic dream-team formula, but they came up empty. Nothing was standing out to ensure you would be putting together an outstanding team.

They stumbled across some research by psychologists and sociologists that focused on what are known as *"group norms"*: the traditions, behavioral standards and unwritten rules that govern how teams function when they work together. Following this new line of thought, they went in search of behaviors that magnified the effectiveness of a team and found five key characteristics of enhanced teams. Julia Rozovsky listed their findings as follows:

1. DEPENDABILITY: Team members get things

done on time and meet expectations.

2. STRUCTURE AND CLARITY: High-performing teams have clear goals and have well-defined roles.

3. MEANING: The work has personal significance to each member.

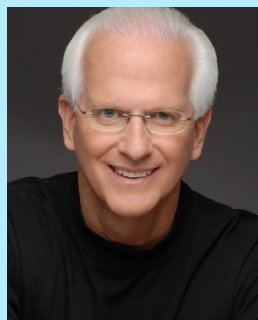
4. IMPACT: The group believes their work is purposeful and positively impacts the greater good.

But #5 is the most important of all of them:

5. PSYCHOLOGICAL SAFETY: Imagine a setting where everyone is safe to take risks, voice their opinions and ask judgment-free questions; imagine a culture where everyone can let down their guard. That's psychological safety. Google found that teams with psychologically safe environments were more successful.

Psychological safety is dependent on team dynamics. There is no concern about authority or power. Everyone is focused on the clearly defined goal and *open* to whatever will help them obtain it. They are comfortable with the people on their team. The chemistry is proactive. They chat, they laugh, they have fun and they enjoy each other's company. There is no pecking order, no interest in titles, power or credit.

If you want an effective team, focus more on chemistry, diversity, balance and camaraderie. Then stir in talent, subjective and objective people, introverts and extroverts, fast and steady people, young and old and some brilliant nerds. A team full of quarterbacks will never win a Super Bowl.



Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys and 52 Essential Habits For Success, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.

■ 3 Ways To Make Your Business Grow

Invest In Advertising: Look at what's available and what makes sense for your niche. Need to go local? Newspapers combined with Facebook ads may make sense.

Online advertising through Google and Facebook are a crucial way to reach customers, local, regional or global. It can take some experimenting to get it just right.

Invest In Training: As the world changes, so does business. Ensure your employees are at the top of their game when it comes to both industry standards and the way you do business. Keep them educated on best practices and make sure training is consistent across the board.

Invest In Your Team: Your employees make your business work. You want to make sure they're operating at their best. Offer a healthy work environment

that promotes their well-being. It can be as simple as offering great perks like flexible hours, remote work, professional development, catered lunches – the list goes on. Happy employees are the best employees. *Smallbiz Technology*, 2/12/2019

■ Are You Making These Mistakes When Texting In Your Business?

Do you text clients? Do you text clients after business hours? A recent report by Carphone Warehouse found that 73% of respondents had no problem texting with clients after business hours. However, this can lead to serious issues, namely when it comes to drawing the line when communicating with clients (or employees). It breaks the professional barrier. After-hours texting says you're available 24/7. It can intrude on your personal life, and when you don't text back, it can harm that professional

relationship. If you must text, treat it like an email: stick to working hours and keep it business-focused.

Don't open doors to unprofessional behavior. Texting is a very casual form of communication, and it's easy to forget you're chatting with a client or employee. You must be careful about what you say, especially if you're in a management position. Keep it professional and courteous. *Small Business Trends*, 7/8/2019

■ Use These Top Tips To Fuel Your Productivity

Stress can be a burden on your productivity, but there are ways you can use it to your advantage and turn it into something positive. Here are three tips to do just that:

- 1) Recognize your stress. You must come to terms with the fact that you need to manage your stress. If you don't, you won't be able to fuel your productivity.
- 2) Change your mindset. Most of us view stress as a negative. Instead, remind yourself you can manage your stress. It's not a brick wall but rather a door you can open to new possibilities.
- 3) Find new motivation. With a new outlook on stress, you can use it to take action and get things done. Tasks and deadlines will always be there, and when you feel stress, you can buckle down to get those tasks done, because once you are done, you will feel great.

Inc., 7/19/2019



"You know, in the tech world being disruptive is seen as a positive."