

# TECHNOLOGY TODAY



That's right:

## Fifty Bucks!

That's all you pay:  
Per user/per month.

**What do You get?**

UNLIMITED 24/7 Hel Desk remote maintenance and repair, and  
UNLIMITED onsite Technician visits.

**PLUS:**

Network & Server Optimization  
IT Budgeting & Road Map  
Cybersecurity Strategy  
Vendor Management  
Proactive monitoring  
Reporting.

See all of the details here:  
<https://itsupportla.com/flat-fee-it/>

Or call us at: 818-805-0909

## July 2020



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

Our vision is to pioneer a paradigm shift in the IT industry by redefining the customer experience through effective communication and positive interaction.



## How To Avoid Getting Hacked By Cybercriminals And Protect Everything You've Worked So Hard To Achieve

Cybercriminals are always looking for new ways to steal data and make a buck at the expense of someone they've never met. They don't care if they ruin someone's life or destroy a business in the process. This is why it's so important to stay up-to-date with the latest technology.

Cyber security threats are constantly evolving. If you let your software or hardware – or both – fall behind the times, then you put your business at serious risk. Five years ago, your malware protection might have been the best on the market. If you haven't updated since then, you need to change that. Here's what you can do right now to protect everything you've worked so hard to achieve.

**Stay updated.** After a while, developers and manufacturers stop supporting their old hardware and software. Many of them simply don't have the resources to keep updating older products. They need to make sure their current products are supported and secure. After five years, they may stop sending out security patches for their software. Or they might not offer help-desk support for a seven-year-old router.

If you run into this situation, you may need to invest in new equipment or software. It can be a tough pill to swallow, but it doesn't compare to the cost of dealing with a hack or data loss. Data loss can be devastating for a business. Some never recover and have to close their doors because the

Continued from pg.1

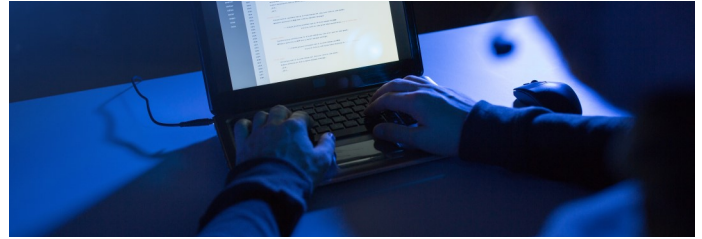
cost is so high – and customers don't want to give their money to a business that isn't going to keep their data secure.

At the same time, you need to update your existing equipment and software. Make sure everything has the latest security patches. Most hardware and software come with an option for automatic updates. If you're concerned that you'll miss an update, then keep this option on. It is a good idea, however, to check everything periodically to make sure the updates are being applied, just in case.

**Say yes to proactive monitoring.** Proactive network monitoring can be your best friend in the fight against cyber-attacks. Many IT security firms now offer proactive services. Basically, they watch your network 24/7. If a threat is found, they can stop it before it does any damage. They act *immediately* to stop those threats.

You can sign up for real-time reports or just get updates once a week to stay informed so you know what's going on with your network. Proactive monitoring can also make sure your systems are up-to-date (coming back to our first point). If they detect a vulnerability, then they can work to patch it. This means you have so much less to worry about so you can focus on what really matters: growing your business and taking care of customers!

**"If a piece of hardware fails or a hacker gets into your data, you may have to dig deep into your pocket to recover it or you may just lose it all."**



**Back up everything.** If you don't have data backups for your business, it's time to change that. Setting up a data backup system – whether it's local or cloud-based – can sound like a lot of work. You might have a ton of data, especially if you've been in operation for long. But not having a backup system can tear your business apart.

If a piece of hardware fails or a hacker gets into your data, you may have to dig deep into your pocket to recover it or you may just lose it all. There are a lot of scenarios where data can be lost.

Investing in a backup system, like a secure cloud backup, solves this. You can set up a secure system that backs up data daily (or nightly), weekly or whenever you need it. It's good to keep backups off-site just in case anything happens on-site (electrical surges, flood, fire, theft, etc.). If data is lost or your network falls victim to ransomware, then you can restore your data and continue operations!

These tips can seem like a lot, but when you partner with a dedicated IT services company, you can overcome a lot of hurdles. Working with IT specialists is how to keep your business safe in a world where cybercriminals are actively trying to break in. You want someone with the expertise to secure your network watching over your shoulders.

## Free Report Download:

### The Business Owner's Guide To IT Support Services And Fees

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Claim your FREE copy today at [www.itsupportla.com/buyersguide/](http://www.itsupportla.com/buyersguide/)

#### IT BUYERS GUIDE

What Every Business Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

Get More Free Tips, Tools and Services At Our Website: [www.itsupportla.com](http://www.itsupportla.com)  
(818) 805-0909



## PROTECT YOUR FOBS!

Hackers are waging war on your network. We often compare an office network to a Castle or a Military Stronghold – secure, with mighty defenses. In that vein, each and every worker that is connected to your network from their home is a Forward Operating Base, or **FOB**. Defenses are typically hastily employed, but much more vulnerable than the Main Base.

Hackers know this. They are not crazy, rabid Berserkers, they are smart: They always attack where their prey is the weakest.

Brand new Ransomware variants are following you and your employees home, where many weaknesses in hastily set up remote connections are surfacing. The newest variant, 'Black Kingdom' exploits flaws within Pulse Secure VPN software, entering through a doorway which Pulse Secure created to breach what they believed was a target. They get in by impersonating a legitimate task scheduled by Google Chrome.

This is only the latest in a rapidly expanding attack on the recent army of newly-remote workers, employing VPNs for enhanced security.

We have spoken to prospective clients who have moved most of employees to a Work-From-Home (WFH) status, but have no idea what a VPN is. Perhaps they patched the connections together through Google, and everything seems to be working fine.

And it probably is... until hackers get around to your company. It's not a matter of IF, but of WHEN.

Do not let a false sense of security lull you into overlooking the very real peril inherent in an office that is primarily dependent on remote connections. We will be happy to perform a FREE remote Security Audit of your system. We will let you know where you stand—with no strings or obligations:

Either call us at: **818-805-0909** or visit us at: [www.itsupportla.com/free-stuff/free-network-security-assessment/](http://www.itsupportla.com/free-stuff/free-network-security-assessment/)

# Do You Have A 'Ninja' Executive Assistant?

One of the best-kept secrets in business is the importance of having skilled executive assistants on your team. The role of an EA is often the first point of contact that a prospective client or colleague has with your company. Talk about brand impact! You might talk with this person more than anybody on your team. Poor performers make your customers angry, your team frustrated and your family lose touch with you. Great performers amplify your positive impact on the world as a leader, make the cash register ring and help you have more time with your family.

### How can I hire a ninja EA?

All great EAs are organized administrators, but beyond just organization, what "extras" do you value for this position? The ability to support your business development efforts by managing a pipeline of client opportunities? Great writing or editing skills if you write a lot? Social media and public relations skills if you are on a marketing push? Human resources or legal skills related to contracts or training seminars? Event management? Find an EA who can offer you what your company needs.

Select the right candidate by doing the same in-depth *Who* interview you would do for any other key role. Talk through all of their jobs, what they were hired to do, accomplishments, low points, what feedback they received from bosses and peers about their strengths and development areas and why they left their jobs. Do at least three reference check calls to verify what you heard.

But beware! Merely hiring a great EA does not mean your working relationship will achieve ninja status. The rest is up to how you work with a ninja EA.



### How should I work with a ninja EA?

When your new EA asks you questions, take a moment to provide context, review the bigger picture goals and ask what they would recommend you do. This onboarding exercise gives your EA a sense of your operating style and how you strategize and make decisions – whether you make risk-averse decisions, swift decisions or well-researched decisions.

Once your EA has been successfully "recommending" actions for a month that fit your preferences, consider moving your working relationship to the ninja level.

### What is my EA doing at the ninja level?

At the ninja level, your EA is *anticipating* your needs, conducting *proactive* research, *generating* opportunities, *deciding* (where appropriate) which opportunities to accept and which ones to decline, *solving* problems rather than coming to you with problems and concisely *summarizing* what you need to know.

If you support your EA and express gratitude about the great job they are doing, then they will stay loyal and perform at the ninja level for years and years, and you will enjoy more success in your career and in your life.



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 #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 B.A. in economics with honors from Northwestern University and a master's and doctorate in psychology from Claremont Graduate University.

### 3 Ways To Improve Productivity In Your Business

#### Are you located in the right spot?

Sometimes good businesses go under because they're in the wrong spot. They can't keep or even hire the right employees because those people don't want to live or work in the area the business operates. It's just not ideal for their career or interests. If you find yourself in this position, then it may pay to figure out a more optimal location or determine how you can entice the ideal people to come to you.

#### Are you as organized as you should be?

Are you relying on memory to track down the location of paper files? These days, there are exceptional software solutions that keep businesses organized and able to work from virtually everywhere in the world. Boost your productivity with digital, cloud-based filing. In fact, a copy of everything should be on the cloud.

#### Are you using automated systems?

If you or your employees find themselves having to do the same tasks every day or every week, then look into automating those repetitive tasks. DocuSign is a good example. It allows you to automate the signing process so you don't have to gather the relevant people in one room to take care of it. *Smallbiz Technology, Nov. 26, 2019*

### Use This Proven Leadership Trait To Instantly Strengthen Your Team

How can you be a better leader for your team? A lot of it comes down to how you manage relationships. But in managing your professional relationships, there is one thing you need to excel at: being empathetic.

Research shows that those who are empathetic can better recognize the emotions of those around them. In a workplace setting, this can be invaluable. Something might be

wrong, but it might not be communicated.

Practicing empathy and understanding others' emotions can help you identify when something needs to be addressed. Addressing it can be as simple as asking, "How are you feeling?"

Leaders who show they are empathetic can also build more resilient teams. Empathy shows you care, and people respond to that. Care builds trust, and trust builds stronger, more cohesive teams. *Inc., April 29, 2020*

### 3 Ways To Effectively Use Data In Your Business

1. Take inventory of the data you collect. Data is useless if you don't know what data you're collecting and why. Collect data with intention, review it, categorize it and make sure you understand it.

2. Focus on data that makes the most sense. In theory, you can track everything. The more you track, the more overwhelming it becomes. What data is most relevant to your business goals? What data can you really act on?

3. Share the data with your team. As data comes in and is analyzed, share it with your team. They should also have an understanding of the data you collect and why. If you need to, then have some training to read that data. This way, you can discuss the data together, bounce ideas around and collaborate on how to get the most out of that data. *Small Business Trends, April 17, 2020*

