LoyalITy
it's our word.

TECH TALK
NEWSLETTER

WHAT'S NEW

- We have been keeping a secret...something is coming! Keep an eye out for a new product offering coming October 2023!

- Talk to your vCIO about our Dark Web Scan and how we can help you take the steps to see if you have ever had credentials stolen.

- To foster growth and development among our employees, we've initiated a quarterly book club. Our current selection, the Phoenix Project, is captivating our team and inspiring us to embark on a journey of continuous improvement.

This monthly publication is provided courtesy of Kari Renn, President of LoyalITy.

Our Mission: To make IT work at work so our clients can focus on their company goals without interruption.

Co-Managed IT Services:
Get Ready To Maximize Efficiency

IT services are necessary for every business in the country – IT companies help businesses protect their data, ensure day-to-day operations run smoothly, increase productivity across the board and keep up-to-date with the latest technology trends and updates. Without IT services, your business can fall prey to hackers and cybercriminals bent on stealing your company's and clients' personal information. But if you don't have IT services, where do you even start looking?

Many businesses choose to keep their IT services in-house with a dedicated team of IT professionals who are able to offer quick support in most situations. Others decide to outsource and hire a managed IT services provider to handle all of their technology needs. Yet there's another option many are unfamiliar with that could help fill their needs. It's a hybrid of in-house IT services and managed IT services called co-managed IT, and it truly provides business owners with the best of both worlds.

With co-managed IT services, you can outsource many of the IT tasks and responsibilities that prevent your in-house team from doing their best work. The outsourced team will watch over your network and address any issues before they become more significant problems. They'll also install the necessary safeguards to ensure your business is protected against hackers and cybercriminals. Should the need for further assistance arise, the support services can be expanded and optimized to ensure alignment with established best practices and standards.

HAPPY FALL Y'ALL!

Continued from pg. 1

When you set up co-managed IT services in your business, you'll likely have a game plan to ensure every need is met. You can partner with a third-party organization and analyze your existing IT department to evaluate its skills, needs, resources and tools. This will tell you where you need the extra help. From there, you can determine which services you need to reach your company goals, regardless of whether they're related to IT or not. Then you can build a package to cover every base while staying within budget.

Co-managed IT services are truly a win-win for business owners. They can utilize the third party for specific tasks while allowing the in-house IT team to tackle other projects. In addition, your in-house IT team will retain control of administrative access while gaining the ability to use tools and resources provided by the third-party team. This means you can focus on other essential projects that directly impact your business.

A co-managed IT service will also allow you to keep up with the latest technology and cyber security trends, and you'll be able to determine what you want to implement in your business. You get around-the-clock support, so even if your in-house team has people on vacation, you can keep up with your daily responsibilities without worrying everything will come crashing down.

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Another great feature of co-managed IT services is the sense of relief you and your team will feel about everything related to technology and cyber security. You don't have to worry about sensitive information getting leaked or passwords becoming compromised since you'll have two layers of defense.

Now that you've read through the benefits of co-managed IT services and understand how beneficial they can be for your business, you're probably wondering what the catch is. The first obstacle is finding the right co-managed IT service partner for your business. Make sure you have a deep understanding of your organizations IT strengths and weaknesses to ensure you pick the right provider for your needs. There's also the cost associated with these services.

You have to pay for an in-house and a third-party team, which can be expensive, depending on your needs. Manage the costs by ensuring your internal team continues to be productive and efficient with their time.

Getting IT services for your business is one of the best things you can do to ensure you stay protected and allocate your budget as efficiently as possible. Contact us today to figure out the best options available for your business!

Give Your Business The Protection It Needs With Cyber Insurance

Being at risk for cyber-attacks is a growing concern among small-business owners. Cybercriminals often target small businesses because they hold sensitive information and have weaker security infrastructures than larger businesses. For this reason and more, it should be no surprise that 88% of small-business owners feel vulnerable to a cyber-attack, according to a recent survey conducted by the U.S. Small Business Administration.

To protect your business and your customers, you must implement strong cyber security practices in your business but you can give your business an extra layer of protection with cyber insurance coverage.

Cyber insurance, often called cyber liability insurance, covers the damage your business suffers if you're the victim of a cyber-attack or data breach. Here are a few areas where having cyber insurance can help.

Ransomware Attacks

Imagine that a cybercriminal gains access to sensitive information, such as your employees' Social Security numbers or your customers' credit card numbers. You know the release of this information could cause irreparable harm to your business, and you're willing to pay whatever it costs to prevent this from happening. This is the goal of ransomware attacks. Hackers threaten to publish sensitive information or lock you out of vital programs if you don't pay them. Cyber insurance will help you pay the ransom.

Seeking cyber insurance to boost your business? Get expert local recommendations from us!

Customer Outreach

If sensitive customer information gets stolen from your business, you have a legal obligation to inform your customers. The average cost of notifying customers of a breach and other post-breach responses is $1.72 million, according to the Ponemon Institute Cost of Data Breach Study. That's a cost most small businesses cannot afford, but cyber insurance will help cover it.

Data Recovery

If your business becomes the victim of a data breach, you're going to want to get that information back. Your policy can protect you and your employees from identity theft, as your insurance provider may pay for identity recovery services. These are invaluable services, since data and identity recovery can take years to handle on your own.

Cyber insurance can also help cover the costs of customer and employee lawsuits after a data breach, lost income due to network outages and even regulatory fines. However, Most cyber insurance policies come with exclusions to which you need to pay attention. Your policy will probably not cover attacks that happened before your coverage started, future profits affected by a data breach or the loss of valuation after a cyber-attack.

Cyber insurance can be an incredibly beneficial cyber security element to add to your business. As new cyber-attacks and threats continue to develop, it's essential to get all of the protection you possibly can.

Embracing the Fall Season:
How to Lead Your Team through Change

As fall approaches, we witness nature's mastery of change, its leaves a vibrant milestone in preparation for what lies ahead. For IT and business leaders, effectively managing change within their teams is crucial for sustained growth and success. Drawing parallels to the changing season of fall, here are some strategies to help you lead your team through change with confidence and resilience.

1. Embrace the Inevitability of Change

Just as the seasons change without fail, change is an inevitable part of any organization's journey. As a leader, acknowledging this reality is the first step in navigating transitions effectively. Embrace the notion that change can bring new opportunities and possibilities for growth, just like how fall brings a fresh start for nature.

2. Communicate Transparently

Open and transparent communication is the backbone of successful change management. Keep your team informed about the reasons behind the changes, the expected outcomes, and how it will impact them. Be receptive to their concerns and provide a platform for constructive feedback. Transparency fosters trust, and when your team trusts you, they are more likely to embrace the changes with a positive mindset.

3. Create a Clear Vision

Like the changing season of fall, have a clear vision of where you want your team to go. Communicate this vision effectively and align your team members' individual goals with the broader objectives. When everyone understands the direction and purpose, they become more invested in making the transition successful.

4. Cultivate a Culture of Adaptability

Fall demonstrates how nature adapts gracefully to change. Similarly, encourage adaptability and agility within your team. Foster a culture that welcomes innovation, experimentation, and learning. Encourage team members to step out of their comfort zones and embrace new challenges with enthusiasm.

5. Provide Support and Resources

Just as the trees shed leaves during fall to conserve resources, some changes might require your team to adapt their workflow or skills. Ensure your team receives the necessary training and resources to cope with the transitions smoothly. Offer support and guidance during this process to help them thrive amidst the changes.

6. Celebrate Progress

Celebrate your team's progress and achievements during the change process. Recognize their efforts and successes, no matter how small they may seem.

By creating a positive environment that welcomes change, you will empower your team to face challenges with confidence and resilience, enabling them to achieve success.

![Loyality - it's our word. REFERRAL PROGRAM]

Recommend LoyalITy and get a $200 VISA for every qualified appointment booked.

LoyalITy will meet with your referral and determine if we are a good fit for their IT needs.

LoyalITy will propose a best-fit solution to solve their IT problems and concerns.

Your referral becomes a LoyalITy client - you get a $1,000 VISA!!

3 Mistakes Leaders Make with Job Descriptions

Leaders often make common mistakes with job descriptions when hiring and reviewing performances, leading to more errors that can become irritating and reduce productivity. These mistakes are entirely preventable and easily overcome, which leads to better hiring processes.

Here are three common mistakes you're probably making right now.

Describing a Job in Vague Terms

Watch out for "-ing" verb tenses – they are often too basic. "Supporting the marketing team in promoting our products" is undefined. What does "supporting" or "promoting" mean? What level of performance is considered poor, good or great?

Instead, consider a more specific description, such as "To help our customers modernize their inventory management systems by increasing sales of existing customers by 20% per year through new product introduction." This is a high-level but specific.

Focusing Only on Actions, Not on Results

Some leaders make the mistake of wording their expectations in terms of only actions, not results. "Contact at least 20 existing customers per week and conduct an account review with at least five per week." That is a perfectly good expectation of an "action," but it is insufficient if all of the expectations do not outline any results. The risk is that people perform required actions without feeling the urge to deliver a specific outcome.

Focusing Only on Results, Not on Actions

Other leaders make the mistake of wording their expectations in terms of big-picture results without specifying the actions an employee should take. "Grow revenue at least 15% per year" is a very specific goal. But to make that goal more achievable, it is helpful to also list several of the necessary actions needed to reach that result.

To avoid making these mistakes, we encourage colleagues and clients to practice writing a "scorecard." A scorecard has a clear mission for the role. It identifies five to seven outcomes you expect a person to achieve by a certain date. The outcomes are a mixture of actions you want the person to take and the results you expect them to achieve. And you can easily "score" whether someone achieved the outcomes.

Using a scorecard will improve your ability as a leader to hire and coach people to exemplify the organization's purpose and values and take actions that achieve results.

Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.

"I DIDN'T KNOW"

Unfortunately, that excuse doesn't replenish your bank account, resolve a data breach or erase any fines and lawsuits.
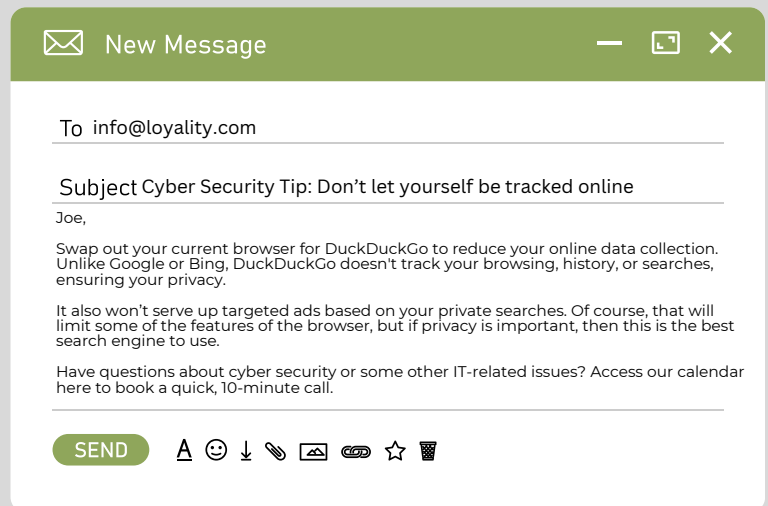
It's coming ...
- That day a hacker steals critical data, rendering your office useless ...
- That day your bank account or credit card is compromised ...
- Or that day your customers' private lives are uprooted ...

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these 'byte size' quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys.

✉ New Message — ▢ ✕

To info@loyality.com

Subject Cyber Security Tip: Don't let yourself be tracked online

Joe,

Swap out your current browser for DuckDuckGo to reduce your online data collection. Unlike Google or Bing, DuckDuckGo doesn't track your browsing, history, or searches, ensuring your privacy.

It also won't serve up targeted ads based on your private searches. Of course, that will limit some of the features of the browser, but if privacy is important, then this is the best search engine to use.

Have questions about cyber security or some other IT-related issues? Access our calendar here to book a quick, 10-minute call.

SEND   A ☺ ↓ 📎 🖼 🔗 ☆ 🗑

Get your FREE "Cyber Security Tip of the Week"
at www.loyality.com/cyber-security-tip-of-the-week/

Embracing Automation:
Streamlining Business Operations for Enhanced Efficiency and Growth

Automation has become increasingly essential for businesses to stay competitive and efficient, especially in the face of rising costs across various aspects of operations. In today's demanding market, businesses are grappling with the challenges posed by inflation and mounting expenses. By leveraging technology to handle repetitive tasks, automation enables businesses to counteract these rising costs effectively. It offers an opportunity to save valuable time, reduce operational expenses, and streamline workflows, allowing businesses to focus on strategic initiatives that add even more value to their operations. Here are some examples of tasks that businesses should consider automating:

Data Entry and Management:

Manually entering data into spreadsheets or databases can be prone to errors and is a drain on resources. Automation software can capture and process data from various sources, ensuring accuracy and freeing up employees to work on data analysis and decision-making.

Customer Support:

Implementing chatbots and AI-powered virtual assistants can handle routine customer inquiries, provide instant responses, and direct customers to appropriate resources or personnel. This automation improves response times and enhances customer satisfaction.

Software Deployment and Updates:

Managing software deployment and updates across multiple systems can be time-consuming and error-prone. Automating software deployment and patch management streamlines the distribution of new applications or updates to employees' devices, ensuring that everyone is working with the latest versions. This reduces downtime, enhances system performance, and improves overall software security as patches can be applied promptly to address vulnerabilities.

Inventory Management:

Keeping track of inventory levels, ordering products, and managing stock can be streamlined through automation. Inventory management software can help optimize stock levels, automatically reorder when supplies are low, and provide insights to reduce excess inventory costs.

Invoicing and Payments:

Automating invoicing and payment processes can reduce delays and improve cash flow. With invoicing software, businesses can send recurring invoices, set up payment reminders, and offer online payment options for customers' convenience.

Employee Onboarding and HR Processes:

Automating onboarding tasks such as form completion, document collection, and training scheduling can simplify the process for new hires. Additionally, HR automation can manage payroll, time off requests, and performance evaluations efficiently.

Appointment Scheduling:

For service-based businesses, automating appointment scheduling can eliminate back-and-forth communication and double bookings. Online scheduling tools allow clients to book appointments directly based on real-time availability.

Expense Tracking:

Employees often spend valuable time manually entering and reconciling expenses. Automated expense tracking apps can capture receipts, categorize expenses, and integrate with accounting software for seamless financial management.

By automating these and other routine tasks, businesses can operate more efficiently, reduce human errors, and enable their workforce to focus on high-priority tasks that require creativity, critical thinking, and problem-solving skills. Embracing automation can lead to increased productivity, cost savings, and a competitive advantage in today's rapidly evolving business landscape.
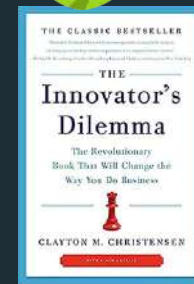
PHISHING CONTINUES TO BE A PREFERRED METHOD OF HACKERS IN 2023

Mobile phishing rates reached a record high in 2023, affecting half of mobile phone owners globally. Cybercriminals have been abusing well-known brand names at a staggering rate including Amazon (mentioned in 6.5 million attacks); DocuSign (3.5 million); Google (2.6 million); DHL (2 million); and Adobe (1.5 million) this year.

The Lookout report was based on Lookout's data analytics from over 210 million devices, 175 million apps, and four million URLs daily.

READING CORNER

The Innovator's Dilemma

By Clayton Christensen

THE CLASSIC BESTSELLER

THE Innovator's Dilemma

The Revolutionary Book That Will Change the Way You Do Business

CLAYTON M. CHRISTENSEN

The Innovator's Dilemma explores how successful companies can falter when they fail to adapt to disruptive innovations. It offers valuable insights for business leaders on identifying and confronting disruptive threats, fostering innovation, and sustaining long-term success. A must-read for those seeking to stay ahead in a rapidly changing business landscape.