BERTIGROUP
MANAGED IT SERVICES

Issue #25- August 2020

BERTIBRIEF

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"I'm just sayin' a little conflict resolution trainin' might not be unwarranted."

The #1 Mistake Companies Make With Their IT

If you're like many businesses today, there's a good chance you've made this one mistake with your IT security: you don't budget for it.

Or if you do budget for it, it's not enough to really protect your business.

Time and time again, business owners decide NOT to invest in IT services. Instead, they go it alone or skip it completely.

Or they might approach an IT services company and ask, "What do you charge for your services?" They don't ask, "What will I get for my money?" or "How can you meet the needs of my company?" This is a backward approach to IT – and it's a big mistake.

The fact is that <u>a lot of business owners don't take IT seriously</u>. They think that because they haven't been hit by a data breach or a malware attack that it will never happen to them. That's another big mistake. Just because a business hasn't fallen victim to a cyber-attack DOES NOT mean they're safe.

It's the opposite.

When you hire an IT services company, what do you get for your money?

The honest answer is that it depends on your specific needs. Many IT services companies offer everything from basic to advanced network security. You can expect services like: Cloud Backup, Data Protection, Data Monitoring, Threat Detection, Technology Maintenance and more!

The 'Not Me' Problem...

Remembering 24 different passwords, memorizing four PIN numbers and installing updates all the time is frustrating enough. Many of us also have to remember the code for the door, the alarm code for the alarm panel next to the door, the secret password to tell the alarm company, the passcode to your phone, the garage code … You get the idea.

This logic is based on a time when threats were more "real," like the idea of someone robbing our house. In 2020, these types of threats are statistically less likely to happen than virtual threats like fraudulent credit card charges, data loss and identity theft. In fact, cyber-attacks occur three times as often as home burglaries in the United States, according to a 2016 study by the University of Kentucky.

It's important to avoid the "Not me!" approach to this shift. Businesses say this all the time: "I'm too small for anyone to want to steal my data. I have a good firewall, hourly backups and a great IT support partner – no one will steal my files."

But the truth is that businesses with under 100 employees are low-hanging fruit for cybercriminals – yes, that's a lot of you! It can happen to you, so you must approach all aspects of physical and electronic security with the attention they deserve in today's business world.

Not me

The Rest Is My Job

How would you like to be in the position to create the largest army that the world has ever seen *(over 13 million soldiers)* and do it mainly with people who have NEVER commanded troops in their life?

That was exactly the position US General George C. Marshall found himself in during World War II. Not only did he have to assemble this incredible army, but he also had to do it in the shortest amount of time possible. He appointed over 600 people to positions of general officer or division commander, with few "slackers."

So, what was his secret to being so successful in putting the right people in the right positions? Smart leaders hire people based on their strengths – what the person can do, not what they *can't* do.

For example, General Marshall's aides were worried about him putting a certain colonel, who was known for **not** getting along with his superiors and being terribly rude, in charge of training. They told Marshall, "If things go wrong and he has to testify in front of Congress, he will be a disaster for you and your reputation."

General Marshall asked his aides, "What is his assignment … what do we need him for?"

They responded, "To train troops – an entire division."

Marshall then asked, "Is he a first-rate trainer?"

His aides responded, "Yes sir, General. He is the best we have."

He said, "Well, give him the assignment. The rest is my job."

THE REST IS MY JOB. What a great statement. Sometimes a good leader will have to protect, and even defend, some of their subordinates who may have some rough edges when it comes to diplomatically communicating with other bosses or departments. These leaders know they have a high achiever, a real winner, when it comes to getting the job done, and they will do everything they can to protect their asset. *Cont'd pg. 4*

Do You Have The Right Business Insurance To Protect Your Company ?

There are several types of business insurance on the market. Each one serves a different purpose, and getting the right insurance can save you the major headache that comes with not having insurance or having the wrong type of coverage. While we can't list them all here (there are too many!), here are a few examples:

Commercial property insurance – This is one of the most important forms of insurance. It protects equipment in the business against damage or loss.

General liability insurance – This is another important one. It helps cover injury and legal expenses should someone get hurt on your business's premises.

Cyber-insurance – This offers protection should you fall victim to malware, cyber-attacks and other digital threats. Basically, if your business is connected to the Internet, you need extra protection.

Umbrella insurance – This is another layer of protection on top of existing insurance. Exact details vary by plan, but it can often protect you if you need to pay legal fees or costs related to building or equipment damage. Small Business Trends, May 13, 2020

Everything is designed to protect you, your network, your technology, your employees and your business as a whole. It's all about giving you the information and resources you need so you can worry less about outside threats and focus on your customers and the success of your business.

When you're invested in good IT security, you shouldn't even know it's there. It runs in the background like a quiet but powerful electric motor. It's there when you need it, and it's there when you're not even thinking about it.

For some business owners, this is a tough pill to swallow. They don't have something tangible in front of them that they can see 24/7. A lot of business owners like to be more hands-on. They like to see what their money is buying.

The great thing is that a good IT services company will provide you with something tangible. If you want to see what is going on behind the scenes of your IT security, they will give you a complete report. Every day (or week or month), you can have an email delivered to your inbox that breaks down exactly what your IT services firm is doing for you.

You can see things like the threats they blocked from getting through. You can see when they performed system maintenance or when your data was backed up. You can customize these reports to your needs. Basically, you can see what you're paying for and how it's working. This is the very definition of "peace of mind."

Today, none of us can afford to skip out on good IT security. We can't wait to react until something happens. Because when something does happen, it's often too late. The cybercriminals have done their damage and moved on. Meanwhile, your business comes to a screeching halt, and you have to pay the big bucks to get everything back on track – if you can get back on track.

Some businesses don't get back on track. They are forced to close after a cyber-attack because they don't have the money or resources to recover. The damage is simply too much and the cost too high. If they had invested in IT security upfront, it might be a different story.

Don't get caught off guard by a data breach, malware infection, hacker attack or data loss due to technology failure or natural causes like flood or fire. It's time to take your IT to the next level. Protect your business the right way and avoid the mistake so many others make when they avoid the investment in good IT.

Work with an IT services firm that takes your business as seriously as you do.

Our Recent Favourite Productivity Apps

At Berti Group we thrive for your productivity and technology. Our commitment to your workflow and ease of using Mac is prime, so we provide you with an array of apps that are useful to keep you organized, productive and have greater control over your daily routine.

1. ALFRED - Spotlight on steroids, Alfred is an award-winning app for macOS that helps boost your productivity. It is powerful, searches through your Mac, Google, Amazon, and Wikipedia, extends via scripts and replaces your standard spotlight search in the Mac. You can use Alfred to issue commands that make a Mac go to sleep, force-quit an app, lock the screen, empty the trash, spell words and much more.

2. CLOKIFY - is a time tracking software and a timesheet app that lets you and your team track work hours across projects. It allows you to mark a time entry for specific tasks during the workday. After you stop the timer, Clockify will save the time entry for you to sort through in a single go. At the end of a month, a day or a project, you can sort through and filter the number of hours spent on a particular project.

3. NOTEPLAN - To-do lists are both boon and bane of every working individual. When it comes to productivity, NotePlan simplifies how you organize your thoughts based on events, calendar activities. The mantra for this app developer was to "get things off your mind" to avoid overwhelming you. NotePlan lets you organize your tasks by assigning them headings, and gives you clarity about what needs to be accomplished.The coolest feature that resembles a social media search is looking up the notes based on their @tags or #tags, to extract information faster.

Who would you rather have in a position: 1) the politest communicator who ruffles no feathers, challenges no person, policy or procedure and has an average performance rating, or 2) a highly focused, determined, loyal,

"tells it like it is – good or bad" leader who occasionally upsets those who hindered their progress and is known for always getting the job done? Give me #2 any day – the rest is my job to keep the peace.

Leadership is not about authority. If you are taking the position because it gives you power, supremacy or authority over people, please do not apply. It is a servant position. You are there to help others succeed. It isn't about you; it's about them. Hire others for their strengths and let them at it. Learn about the man who created the largest army in the history of the world and who understood we are graded on the results … The rest was his job.

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 honours from Northwestern University, and an MA and PhD in Psychology from Claremont Graduate University.