

WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

Creativity, Inc.

by Ed Catmull

Pixar is one of the most successful and innovative companies in the world. In fact, nearly everyone has a favorite Pixar film, and now you can get a behind-the-scenes look at the culture and processes that made Pixar Animation Studios a leader in its industry by reading Ed Catmull's book, *Creativity, Inc.*

Catmull, the co-founder of Pixar shares valuable insights into leadership, management and the importance of fostering a culture of creativity. He also highlights the importance of promoting an environment where people feel safe to take risks and express their ideas freely, while emphasizing the necessity of being open to change and embracing failure as a learning opportunity. *Creativity, Inc.* is a fascinating and inspiring read that offers valuable lessons for leaders and managers in any industry.

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Our Mission:

Technology systems that anchor your business and protect what you have built, from a company inspired to make the world better.



Understanding Cyber Security

Compliance Standards

There is an endless number of things a business owner should do for their business to be successful. They must develop a product or service that can attract customers, hire and train a team to oversee day-to-day operations, implement marketing strategies and so much more. While all these tasks are essential for your business to be profitable, your business will never get off the ground if you aren't compliant with standards that affect your industry.

Compliance standards are guidelines or rules that organizations must follow to meet legal, regulatory or industry requirements. These standards are designed to ensure organizations ethically conduct business - by protecting the rights and interests of their customers, employees and other stakeholders.

When an organization does not maintain its compliance standards, it will be met with fines, legal action and other penalties.

Many compliance standards that apply to most organizations involve sensitive information protection. Here are a few examples.

National Institute of Standards and Technology (NIST)

The NIST is a non-regulatory agency of the United States Department of Commerce that promotes innovation and industrial competitiveness. As a business leader, you must be aware of the various cyber security standards and guidelines set by the NIST. One such standard is the NIST Cyber Security Framework, a voluntary framework that provides a way for organizations to better manage and reduce cyber security

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risks. It's build on the following five core functions:

- **Identify**
It's vital to understand the organization's cyber security risks, assets and the people responsible for them.
- **Protect**
Implementing the necessary safeguards to protect the organization's assets from cyber threats can shield companies from increasing risks.
- **Detect**
It's important to detect when a security incident occurs. This function includes activities like monitoring network traffic and reviewing logs.
- **Respond**
By responding to security incidents as they occur and containing the incidents, people can eradicate the threat and recover from it.
- **Recover**
After a security incident does occur, organizations must know how to restore normal operations as well as their systems and data. This process often helps people understand

the importance of implementing safeguards to ensure similar incidents do not occur in the future.

Health Insurance Portability and Accountability Act (HIPAA)

The compliance standards set by HIPAA are some of the most well-known as they pertain to protecting personal health information (PHI) in the United States. HIPAA requires covered entities, such as health care providers and health plans, to ensure the privacy and security of PHI. The Security Rule and the Privacy Rule are the two main sets of regulations under HIPAA that covered entities and their business associates must follow. The Security Rule sets standards for protecting the confidentiality, integrity and availability of electronic PHI and requires covered entities and business associates to implement certain administrative, physical and technical safeguards. On the other hand, the Privacy Rule sets standards for the use and disclosure of PHI and gives individuals certain rights concerning their PHI - such as the right to access their PHI and the right to request their PHI be amended. Failure to comply with HIPAA can lead to significant financial penalties, reputational damage and, in some cases, the loss of a license to

practice medicine.

Cyber Security Maturity Model Certification (CMMC)

The CMMC is a relatively new set of compliance standards developed by the Department of Defense to protect Controlled Unclassified Information. The CMMC is mandatory for all DoD contractors and subcontractors that handle CUI. This is a tiered certification system with five levels of maturity. Each level has a specific set of practices and processes that organizations must implement to achieve certification. As a business leader, you should be aware of the CMMC and the specific level your organization will need to achieve to comply with the DoD contract requirement. CMMC certification is audited and managed by a third party. Keep in mind that getting this certification will take ample time and effort. You'll need to implement robust security protocols and practices that may not have been in place before.

These are just a few compliance standards that may be required in your industry. Complying with these standards will help protect your business, customers and employees.

3 Popular Small-Business Trends for 2023

There are new trends for business leaders to learn and explore every single year. Here are three of the biggest trends you should be aware of as you progress through 2023.

- **Investing in the Business:** Many business owners are opting to invest more in their hiring and marketing efforts. By doing so, they're inviting new customers while improving the customer experience.
- **Updating to New Technology:** Technology has come a long way in the last few years. Now is the time to automate certain processes and invest in new advanced technologies to help your business.
- **Finding a Mentor:** It's difficult to run a business independently. Try to find someone who has done it successfully - and listen to their advice. The right mentor can improve nearly every aspect of your business.

#1

48% of malicious email attachments use Microsoft office file extensions, disguised as an invoice or receipt

#3

1 in 3 employees don't believe there is a security risk in failing to password-protect their devices

#2

43% of employees don't know that clicking a suspicious link or opening an unknown attachment could lead to a malware infection

TECH FACTS

Bill's Favorite Business Gadget of the Month

Microsoft Ergonomic Keyboard

Wrist strain is a common problem for regular keyboard users. Ergonomic keyboards are nothing very new, but this latest offer from Microsoft moves things forward with the addition of more programmable 'favorites', a dedicated emoji button and lots of customization options to boost your productivity.

And it doesn't break the bank at around \$50.



Inspirational Quote of the Month:

"It's easy to come up with new ideas; the hard part is letting go of what worked for you two years ago, but will soon be out of date."

- Roger von Oech, Author

March's Featured Everyday Gadget:

Anker NEBULA Capsule II Smart Portable Projector

There's nothing quite like watching your favorite movie under the stars. Now, doing so has become easier with the Anker NEBULA Capsule II Smart Portable Projector. This projector is great for indoor and outdoor use since it has a great picture and built-in speakers. It runs on Android TV 9.0, which allows you to access a wide range of streaming services - Hulu, YouTube and more - without needing an external device. This projector is as portable as it gets since the NEBULA Capsule II is only the size of a soda can. It is the perfect device for any situation, whether you're going camping, hosting an outdoor party or simply want a large screen for video games or movies.



How Recessions Benefit Great Companies

Recessions are bad for most people, and I won't make light of how horrible these times can be for the vast majority of companies and their employees. It's true that for most companies, recessions mean increased stress at work, stalled career progression or even layoffs, uncertainty, raised board and shareholder pressure, increased financial strain and extreme anxiety. It's no fun to wake up to that every day! But for great companies, people can turn things around and make recessions awesome.

So, what are great companies? They're the ones that make great products or deliver exceptional services to customers. They provide a wonderful work culture that attracts and retains talented people. And because they take good care of their customers and employees, great companies don't have a dangerous debt burden. They are profitable, can pay their bills to suppliers and deliver an attractive return to investors in dividends and equity appreciation.

Recessions are awesome for certain companies for the following reasons.

Losing the Cobwebs of Complacency
"Success breeds complacency." Andy Grove, the legendary CEO of Intel, wrote that. And while I'm not here to suggest everybody embrace full-on "paranoia" in the workplace, I am suggesting that successful companies must keep hustling to stay on top. A recession provides an opportunity for a wake-up call to companies that many otherwise start coasting. Now it's the time for them to get back on track.

Taking Customers and Colleagues From Undeserving Companies

I'm not sure why customers buy products or services from lesser companies. And I'm not sure why talented people work at lesser companies. Maybe it's due to convenience, connections or just habit. In any case, as lesser companies stumble during a recession (e.g., shutting locations, letting service and quality drop, highlighting dysfunction in the culture, etc.), it's the perfect time for great companies to pick up more of these customers and talented people.

Increasing the Rate of Learning for Your Leaders

I don't know about you, but time seems to move more quickly for me during harder times than when things seem easy. This can enhance the learning curve of you up-and-coming leaders. Just remember not to make too many decisions for them that will stunt their growth. Allow your leaders to come to you with problems and solutions so you can aptly coach and support them. Let them test and learn various approaches to leading through uncertain times.

If you buy from a lesser company or work at one, the next recession is likely to be a bummer for a couple of years. But if you work at a great company, fear not. This will be an awesome opportunity to shake loose some cobwebs of complacency, take customers and colleagues away from lesser companies and increase the rate of learning of your leaders.



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* best sellers. He stays active in his community and has advised many government officials.

What's all the fuss about ChatGPT?

ChatGPT is a chatbot that uses artificial intelligence, allowing you to talk to it in a very human way. It's been making the news around the world for some of the remarkable possibilities it seems to be creating. But what exactly is it, and why is it making such waves?

ChatGPT is trained on real human language. It can answer questions and even compose documents, like emails, essays and computer code. The exciting thing is the way it allows you to have a natural-feeling conversation with it to generate different responses - perhaps adding more detail, or asking it to use less technical language.

It was created by research company OpenAI, which is funded and managed by some of the most influential names in tech. And while it's still in its research and feedback-collection phase, it's currently free to use (with limitations).

It's different to a search engine because it's designed with conversation in mind. While it

can answer questions, it doesn't search the internet for information. Everything is learned from training data (it has no knowledge past 2021). So, while many people have started using ChatGPT to write essays and articles, the facts may not be accurate. In fact, tech media website CNET recently had to issue multiple major corrections after it created 78 articles using the chatbot.

Because it's trained on huge amounts of text published online by humans, it's had trouble telling fact from fiction, and has also been found to reproduce some unwanted biases - for instance against women and people of color.

It's not changing the world just yet. But it's already clear that there is huge potential for both individuals and businesses alike.

Have you tried ChatGPT yet? What are your feelings about using AI in your business? We'd love to hear your thoughts.

PS, a human wrote this article :)



Did You Know

you can apply preferences to Chrome extensions?

Sometimes, you may want to disable certain Google Chrome extensions on one website but have them enabled on another. Sure, you could keep switching them on and off. But who wants to do that?

Soon, you'll be able to set preferences for sites you visit often, to make disabling and enabling extensions automatic.

Nice work, Chrome.



New to Windows 365

Targeted in-meeting notification

Teams keeps the new features coming. Next up, it's the ability to send messages to specific people while on a call. They can respond and react privately, too.

Will this be helpful for your business, or just another distraction?



Smartphones are now the preferred device for mobile work

Smartphones have taken over from laptops as most people's preferred portable work tool.

They enjoy the flexibility and, perhaps obviously, they're easier to carry around than a laptop or a tablet.

It means that mobile connectivity and reliable broadband have become two of the largest IT considerations. In turn, that creates a different set of security risks.

If a number of your people need a phone to do their job, here's a big thought: Would they be better off using a work-issued phone, instead?

If an employee has contact with customers, would you want to own their phone number in case they left?

And there are security considerations that might be best handled on company-issued phones. That includes rolling out security updates, managing secure mobile gateways, and administering passwords.

You should make sure data on the device is encrypted, not only to protect data from cyber criminals, but also to make sure your information is safe should the phone be lost or stolen. Can the phone be remotely wiped?

The software installed on the phone should be policed, too. You may need a policy that limits or blocks the use of third-party software. This can also help establish a boundary between work and personal tasks.

As with most tech, this isn't a case of set it and forget it. You need to make sure updates are run on time, and remotely audit company-issued devices to ensure they're secure and protected.

Is this something we can help with? Your technology headaches are exciting for us! Get in touch

Technology Update

Have you done some software research and now you're seeing lots of ads?

STOP! Think twice before you click

Criminals have started to distribute fake adverts for popular apps in order to spread malware - and it's fooling a lot of people.

The ads look like a link to a legitimate download for common messaging applications, desktop tools and more. But once you click 'download', a malware file with the .exe extension is installed.

The malware is an info-stealer and it is bypassing antivirus software thanks to a clever hack that makes the file size appear larger than it is.

Of course, there are plenty of perfectly legitimate software advertisements. But you should be extra cautious before you start any download. Always check with your IT expert if you're not sure.

It's time for this month's tech quiz

Right... who's making the coffee today?

1. Where was the World Wide Web invented?
2. In what year did the first virtual event take place?
3. In 2004, which search engine did Google overtake in popularity?
4. What was the first item sold on eBay in 1995?
5. What's the name of the oldest programming language still in use?

The answers are on page 8.

Question: What's the best way to make sure my people are following security best practice?

Answer: If you have good security in place and you're regularly training your people - but find you're still seeing human-error security issues - consider creating a strict policy that sets out the rules they need to follow... and the consequences of not doing so

Question: How can I tell if all my applications are up to date?

Answer: It can be a big task to ensure everything is up to date and patched as required. An IT health check will show you everything you need to do. We can help with that. Just get in touch.

Question: I have an in-house IT tech, but need extra help. Should I outsource it all?

Answers: It doesn't have to be an either/or situation. An external IT specialist can work seamlessly with an in-house team with great results.

QUIZ Answers

1. SWITZERLAND
2. 1993
3. YAHOO!
4. A BROKEN LASER POINTER
5. FORTRAN



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Let your employees know you care with these 3 tips

If an employee is unhappy working for your company or doesn't feel appreciated by their leadership team, they will search for a new job. This has left many leaders questioning what they can do to show their employees they actually care about them and their well-being. Here are a few different ways to show your team you care.

Growth Opportunities

Most employees want to work somewhere with the potential for advancement. It's important to connect with your employees through one-on-one meetings so you can determine how they want to grow professionally and personally.

Foster a Supportive Work Environment

Nobody wants to work at a business where they don't feel accepted,

supported or appreciated. Go out of your way to create an inclusive environment and give your team a sense of belonging.

Recognition

Your employees want to hear about it when they do well. Don't be afraid to recognize or reward them when they're doing a great job. Simply thanking your employees for their hard work can go a long way toward improving overall morale.

Are You Micromanaging Your Team?

There are many different management styles, but one that always seems to upset employees and take away from productivity is the act of micromanaging or over-coaching. Micromanaging occurs when a leader provides instructions that are too specific while watching over the team as they perform their tasks, looking

for any lapse in perfection they can then bring up to the employee. It's a frustrating practice that can send well-qualified employees running out your doors.

So, how do you know if you're micromanaging your team? Pay attention to how you're directing them. You won't get a preferred response if you tell your billing manager how to do their job. You hired these employees to perform specific roles, and they have the experience to do it well. So, let them work until there's a need to redirect or re-analyze the situation. Ask for feedback when you conduct one-on-one meetings with your team. Listen and make the necessary adjustments if they say you're micromanaging. This will help boost productivity in your business while you still get the most from your team.