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## Let Your Employees Know You Care With These 3 Tactics



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.

**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 overcoaching. 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.

### 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.

# CYBERTOOLS CHRONICLE

INSIDER TIPS TO  
MAKE YOUR  
BUSINESS RUN  
FASTER, EASIER  
AND MORE  
PROFITABLY

## *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.



## 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 nonregulatory 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

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## April 2023



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### Our Mission:

To build a community of success-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

... continued from Cover

Framework, a voluntary framework that provides a way for organizations to better manage and reduce cyber security risks. It's built 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 cyberthreats 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.

**Cybersecurity Maturity Model Certification (CMMC)**

The CMMC is a relatively new set of compliance standards developed by the

**“Your business will never get off the ground if you aren't compliant with standards that affect your industry.”**

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 you.

**Do You Safeguard Your Company's Data And Your Customers' Private Information BETTER THAN Equifax, Yahoo and Target Did?**

If the answer is “NO” – and let's be honest, the answer *is* no – you are leaving yourself and your company open to massive liability, *millions* in fines and lost business, lawsuits, theft and so much more.

Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information – Social Security numbers, credit card numbers, birth dates, home addresses, e-mails, etc.

Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time until they destroy your business, scare away your customers and ruin your professional and personal life.



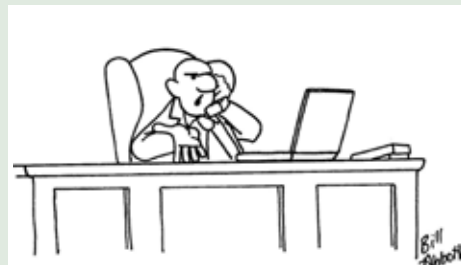
**Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company And Protect Your Customers?**

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully it will be ALL CLEAR and you can breathe easy. But if your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected.

Don't let this happen to you, your employees and your customers. *Reserve your exclusive CEO Dark Web Scan now!*

**Get your FREE Dark Web Scan TODAY at [www.cybertools.us/darkwebscan](http://www.cybertools.us/darkwebscan)**

**Cartoon Of The Month**



“Well if you people can't fix my computer virus, maybe you can tell me what the heck the Centers for Disease Control and Prevention is doing with my tax dollars!”

**SHINY NEW GADGET OF THE MONTH**

**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.



**From Skateboarding To Success: Tony Hawk's Entrepreneurial Journey**

Cybertools executives had the pleasure of meeting skateboarding legend Tony Hawk at a recent business conference. Tony has had a long and successful career in the sport, and his business savvy has allowed his name to be well known among households. As a professional skateboarder, entrepreneur, and philanthropist, Tony Hawk has demonstrated tremendous business acumen. Although we specialize in IT support, Cyber Security, and IT Solutions some aspects of entrepreneurialism are common amongst all trades. We had a great visit with him and found we have many similarities in our approach to business.



3. Find your niche. Tony Hawk found his niche in skateboarding and ran with it. He developed a brand and a business around his passion for skateboarding. Whether you're starting a business or looking for a job, it's important to find your niche and focus on what you're good at. Our niche is a little broader than Tony's, but we find our passion in serving businesses in the SMB space. This includes fully managing IT for some businesses as well as co-managing IT services, support, and tools in larger businesses where we work with internal CIOs to implement the cyber security and IT strategy. We have experience in various industries including healthcare, financial, construction, manufacturing, and distribution.

4. Network and collaborate. Tony Hawk has worked with some of the biggest names in skateboarding, including his own son, Riley Hawk. He also works with other skateboarders and professionals to create innovative products and businesses. Networking and collaborating with others are vital for any business and can open a world of opportunities. We know that to stay on top of cyber criminals and best-in-class technological advances, we need a team of people. That is why we are a part of a peer group of other IT professionals that meet each week. We put our heads together with IT leaders from all over the United States and Canada to keep our knowledge evolving.

Here are our top 5 takeaways from this visit.

1. Take risks and be fearless. Tony Hawk did not become a successful entrepreneur by playing it safe. He took risks and had a fearlessness that allowed him to succeed and become one of the most recognizable athletes in the world. He has said that “fearless is the only way to be,” and this is something that has served him well in business. At Cybertools, it can feel overwhelming to go up against a body of cyber criminals that typically have less than a 1% chance of getting caught, but our work is important for the SMB space. We must face these criminals without fear by calculating risks and benefits so that we implement the most sensible IT and Cyber Security strategy for each unique business. Nothing is a 100% guarantee that a cyber-attack will not happen, but we work to ensure the business is ready to respond.
2. Never give up. Tony Hawk has been skating since he was nine years old, and he has never stopped. His persistence and dedication to his craft is something that all entrepreneurs can admire. He has said, “If you want something badly enough, you can make it happen.” Never giving up on your dreams is a key to success in any business. Even though some days it feels like the cyber criminals will just never stop and it is difficult to be a head of them, we will never give up on researching, understanding, and implementing IT solutions to keep the businesses protected and ready to respond to a cyber-attack.

5. Give back. Tony Hawk is a huge supporter of charity organizations, and he has donated millions of dollars to causes he believes in. He also encourages others to do the same, and this is a great lesson for all business owners. Giving back to your community is a great way to make a positive impact and build relationships. We love our community as well! We give back as much as we can. We frequently donate to St. Jude's Children's Hospital. We also partner with our clients to donate to charities that are close to their hearts. We believe that supporting each other is essential.

Meeting Tony Hawk was a blast, and we learned a lot from him. We hope that you found our takeaways useful. We encourage you to apply them to your business. Keep shredding!



**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.