



# The Fundamentals Of Security Awareness

## October is Cybersecurity Awareness Month

### Cybersecurity is part of everyone's job!

Businesses must emphasize that every employee is part of the security team in order to build a strong security culture and avoid trouble in today's volatile risk landscape.

No employee should fear losing their job for reporting a mistake or security problem, and security awareness training should never be used as a punishment.

Unfortunately, less than half of security professionals feel that they have the support they need from leadership to do that, while 10% feel they have no support at all.



- **Phishing remains a massive threat.**

A simple careless click could compromise all of your hard work. Think before you click, thoroughly review messages before taking an action, and stay alert for common red flags.

- **Social engineering demonstrates that security is a people problem, not always a technology problem.**

Social engineers prey on human emotions and leverage them to convince people to make poor decisions. Always treat requests for confidential information or money with skepticism.

- **Password hygiene is vital to securing accounts.**

A weak or reused password provides an opportunity for attackers to easily gain control of accounts. Remember, longer is stronger, and passwords should never be duplicated or shared.

- **Mobile devices deserve the same level of awareness as traditional computers.**

Keep smart devices up to date, scrutinize apps before installing, and use a virtual private network (VPN) when connecting to public WiFi. Don't underestimate the risks the computer in your pocket presents.

- **Physical security is just as important as cybersecurity.**

It's also one of the simple forms of security. Locking workstations, shredding documents, and ensuring doors are locked, and no one slips in behind you are just a few examples of physical security.

- **Working from home comes with great responsibility.**

No matter where you work, organizational policies still apply. It's your responsibility to ensure your home network is secure and that your work and personal accounts remain separate.

- **The importance of incident response and following policy cannot be overstated.**

The longer an incident of any manner goes unreported, the more damage it can cause. Remember, your company's policies exist to help protect the privacy of employees, clients, customers, and business associates.

**For more security tips and cybersecurity training, go to [ACTSmartIT.com/october](https://ACTSmartIT.com/october)**

*From the desk of*

DAVID SNELL



## October! Already! Sheesh!

**October is National Cybersecurity Awareness Month** and ACTSmart has been *Champion* of this cause for many years.

Cybersecurity was the topic when Pam co-hosted on 95.9 WATD's "**So What About That Law?**" solo this month because the tech team was helping a client move to their new office. She and Mark Greene talked about "Fighting the Monsters of Cybersecurity!"

Among information shared: 7 Characteristics of Strong Passwords, Discontinued Technology Tools that you should uninstall (Bye-bye Internet Explorer!), How to Stay Safe on Social Media (a new tip—set your profile to PRIVATE and vet anyone who sends you a friend request), and, the Fundamentals of Security Awareness. You can download her Show Notes at [www.ACTSmartIT.com/markgreene](http://www.ACTSmartIT.com/markgreene).



Our articles this month include a new contributor as well as one we haven't heard from in a while.

New contributor, **Deb Parent** assists companies develop and implement effective recruitment and retention strategies, fill key hard to recruit positions, design a well-thought out HR program, smart HR policies, and provide workable HR solutions to respond to workforce challenges. And, who couldn't use that kind of help right now? Her article "**How to Hang On To That New Employee**" gives outstanding guidance..

We welcome back **Susan Rooks**, our Grammar Goddess! Her article "The Importance of "Thank You!" reminded me that I need to take her advice more often!

Regular Contributor **Bernie Heine** discusses "The 3 Leadership Challenges of Work From Home." Life is so much different now and we can't continue to carry as if the workplace hasn't changed.

I leave you with "Happy Halloween!" Pam has quite the collection of Halloween decorations and the grandkids are having fun helping her display them!

It's all TREATS at our house!



*David*

# The Importance of “Thank You!”

Why are we so reluctant to say “thank you” to someone else for their work, especially work that we paid for? Is it possible that paying for something seems to be enough, so thanks are neither needed nor wanted?

I work with a wide variety of professionals, and a common thread is emerging that bothers me. I’m hearing stories about their clients’ apparent lack of appreciation at the outcomes some pros have worked so hard to produce.

This usually applies to those who provide a service, not a tangible item. We don’t sell shoes or homes or appliances; we sell an ability that gives our clients the results they asked for.

For me, it’s easy enough: Copyediting and proofreading, by their very nature, are visible. My clients all know exactly what I did because they get the marked-up copy and the final usable copy of whatever they sent me.

It can be far harder for other professionals, though, who can’t show the exact work they did to produce the results. This type of work is almost completely invisible, a little like what went on behind the curtain in Oz ... but with no trickery. We don’t have a genie in a bottle or behind a curtain that can produce miracles with a snap of its finger or the push of a button.

***Success in these cases relies on an expert’s experience, connections, and knowledge, and the ability to pull all those things together for a desired outcome.***

Sometimes it takes multiple phone calls to persuade our connections to help, or to even find the right connection for a special job. There can be many emails, texts, entreaties. Conference calls. Skype and/or Zoom meetings. More than a

few sleepless nights. We may feel like a ringmaster, with different people and activities swirling around, cracking the whip to make sure that everything comes together as we envisioned it.

Even more important, as our client envisioned it. And yes. We know we’re getting paid to create a specific result, no matter how difficult it may be. And no. We don’t expect balloons or flowers or planes flying overhead trailing banners exclaiming how magnificent we are. (Although ...)

But trust me: It’s fine – better than fine – to hear someone say thanks occasionally. It’s a simple thing that usually spurs us to be even better, even faster, even ... whatever. Money is certainly an important measure of value, but we humans also really appreciate being appreciated.



Photo by Ann H: <https://www.pexels.com/photo/wood-bamboo-design-steel-10674464/>

Where does this all come from? From a story I heard recently, and from Maya Angelou’s words, which have guided me for years:

***I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.***

At the end of the day, how do you want others to feel about you, no matter the relationship?



**Susan Rooks, The Grammar Goddess**

With 25 years’ experience as an international speaker and workshop leader, Susan Rooks is uniquely positioned to help people master the communication skills they need to succeed.

A LI profile trainer, Susan has almost 60,000 followers on LinkedIn!

**Contact her today. 508-272-5120**

# How To Hang On

Customers today want the best customer experience! And so do candidates, and employees for that matter. You spend a lot of time and money recruiting, and sometimes only to lose that new hire and have to start again searching for a replacement.

As a recruiter for many different businesses, I often see, after months of recruiting to fill a key position, and then months of training a new employee, managers frustrated when they find out that new employee is leaving for another position elsewhere, and they have to start again with a new search.

It is well known amongst HR professionals that employees with less than one year of service are most at risk for leaving a company.

We can do something about this however to ensure that the new employee is more likely to remain with our company, than not. Many small businesses don't do anything to onboard, orient, develop and nurture the bond between the new employee and the company.

The 30 and 90 day periods are all critical time frames for the new employee. A proper welcome for a new employee takes planning and preparation.

At a minimum, here are the secrets to a warm and inviting welcome for a new employee in your company.

**1. Make sure you keep in touch** with that new hire prior to their start. Send a welcome card to their home, connect with email weekly, send a box of cookies or flower to their home congratulating them on their new position. It's the little things that matter, and establishing a bond and connection with the new employee and you and the company is critical at this juncture.

**2. Prior to the employees start,** hold an afternoon huddle to share with current staff, the new hire's background and start date so that they know a bit about the new team member coming on board. Ask each staff member specifically, to welcome the new employee, by name, and to offer to help them with anything they need, and share with them their background and experience working at the company.

**3. Assign one current employee** to be a "Mentor" to the new employee. This is not a supervisor, nor trainer.

This is an employee who is there for the new employee and can spend time with them daily, keeping a watch over the employee, spending any free time with the employee, and being there for the new employee for questions, concerns, and issues. The Mentor should complete a formal weekly checklist ensuring they are sharing the information we want shared with the new hire. Weekly, the new employee, would be asked to complete a survey as well, as to their feelings about the job so far.

**4. Prepare the new employees equipment,** new hire paperwork for them to get onto payroll, IT access, their work space, desk; a space of their own. Have flowers, candy, a paperweight or other personalized desk item waiting for them on their desk, the first day of work. I have seen new employees start work with no place to sit, no one even showing them where the restroom or refrigerator is, and no general information for them on the first day of work.

**5. On their first day,** hold a morning huddle with refreshments for the team to get to know them. If there is no time due to your schedule, bring the staff in early that day. It is important to have the time for the new employee to identify as part of your team from the outset.

**6. Schedule a lunch for the team** on the first day of work.

**7. Check in with the new employee at days end** each day for the first day of work, and then weekly thereafter.

**8. Schedule a one-one-one in person, 30 day** lunch and review of the new employees performance. Inquire as to the employees satisfaction with the job.

**9. Schedule a one-one-one in person, 90 day** lunch and review of the new employees performance, Inquire as to the employees satisfaction with the job.

**10. Schedule a one-one-one in person, 180 day** lunch and review of the employee's performance. Inquire as to the employees satisfaction with the job.

**11. Recommend an annual review process** for all employees to include the new employee.

As a recruiter, I frequently receive the "emergency" call that a vital position needs to be filled "asap". Some-

# To That New Employee

times, I get the same “emergency” call from the same organization months later. Upon investigating, I find that very little effort was taken to “bond” that new employee to the team and company once the new employee began employment. I more often than not, see that once a position is filled, and it is off someone’s “to do” list. I see that the new employee fades quickly into the background of a busy work day, and sometimes, just gets lost in the shuffle. The new employee becomes background noise (white noise) and no longer a priority.

New employees feel this shift in priorities and know that they are not it. This does nothing to keep the employee engaged, and in fact, their engagement level starts slipping, once they know that everyone is too busy to notice them. We all need attention, and a new employee needs more time and attention than any

team member we have. But it is a group effort, not just the manager’s role to show a warm welcome from a team which they will feel pleased to be a part of.

We are all social creatures, and we need lots of nurturing when we join a new team to build relationships with the folks we will work with. Lots of effort and activities must be planned and put forth to make that employee feel like a part of “us”. As much effort that went into filling the position, now has to go into keeping the new employee connected and engaged.

I hope these ideas are useful to you as if you employ even some of them, your welcome and reception for your new employees will certainly be raised up a notch, with the outcome being that you will be more likely to hang on to them.

## Welcome to Our Newest Expert, Deb Parent!

**Culture is nurtured, not manufactured.**



Debra J. Parent, PHR, SHRM-CP, CHHR helps outline how the seed is planted and cultivated.

Debra J. Parent, PHR, SHRM-CP, CHHR has 34 years of HR Management experience, an MBA, three national HR certifications, a certified coach, is currently teaching the capstone senior Strategic Management course at UMASS Dartmouth, former adjunct business professor at Bristol Community College, and Supervisory and Leadership Skills Grant Trainer for Bristol Community College.

She is an active member of the UMASS Dartmouth Charlton College of Business Advisor Board, ProVisors, and successful business owner of an HR recruitment and consulting firm with clients throughout New England.

Debra assists companies develop and implement effective recruitment and retention strategies, fill key hard to recruit positions, design a well-thought out HR program, smart HR policies, and provide workable HR solutions to respond to workforce challenges. She leads with integrity, balancing company and employee interests, and has a forward-thinking approach.

For more information, contact Debra J. Parent, PHR, SHRM-CP, CHHR at [rightfitrecruiting@comcast.net](mailto:rightfitrecruiting@comcast.net),

(508) 884-6798.

Or connect with Deb via LinkedIn - <https://www.linkedin.com/in/debra-parent-11941b163/>

# The 3 Leadership Challenges

"Working From Home" (WFH,) driven by the pandemic, has not led to as much loss of productivity as the experience of other significant changes led many of us to fear it may. However, the 600 employees surveyed in the HBR articles (in particular at Microsoft) are reporting two intriguing phenomena: an extension of the working day by some 10% to 15% and the rise of the 30-minute meeting.

Here at PBC, we would love to hear your WFH stories. Call us ((781) 319-9820) and let us know if you see these kinds of changes to the work patterns of your folks.

For business leaders, WFH brings 3 new challenges according to the HBR surveys...

## 1. Virtual onboarding.

How are you exposing new hires to your business ethos virtually? OK, pushing your vision and values in words and pictures is relatively easy, but facilitating the high



number of interactions with sufficient depth for people to internalize your way of doing things is problematic. We would love to know your ideas on best practice in this area.

## 2. How to create "informal organization ties."



Before WFH, our businesses benefitted enormously from all the tenuous informal connections people naturally build between one another. As leaders, we need to find a way to replicate this stuff prophylactically or virtually.

We are envisioning planned intra-business virtual networking session. In these spaces, your employees can share thoughts, feelings, ideas, and best practices with others outside of their usual team. They can also build and practice their "Zoom" skills.

Several of our clients have implemented "3 @ 3 for 15." It's a 15-minute coffee break with a randomly assigned trio of employees that changes every day. The only rule is no work can be discussed, just personal information shared. If a work topic comes up, it needs to be scheduled for another meeting.

# Of Work From Home

## 3. How to orchestrate relationships for talent.



It is evident that managing by email and IM is a poor substitute for “managing by walking around.” We all feel the pressure to cultivate connections between and within workgroups, because the fear is that our productive long-term relationships will wither on the virtual vine.

In the future, we may want to return to pre-COVID working patterns, but a hybrid of WFH and socially distanced/masked get-togethers is much more likely. But how do we make the best of both worlds? Here at PBC, we are sure the answer is to involve ALL our employees in an “IMPROVEment process,” described in our white paper, [“Thriving in a Matrix](#)

[World.”](https://theprofessionalbusinesscoaches.com/files/Thriving_in_a_Matrix_World_whitepaper_final.pdf) ([https://theprofessionalbusinesscoaches.com/files/Thriving\\_in\\_a\\_Matrix\\_World\\_whitepaper\\_final.pdf](https://theprofessionalbusinesscoaches.com/files/Thriving_in_a_Matrix_World_whitepaper_final.pdf))

## Are You More Integrator than Segmenter?

Adapting successfully to WFH is a personal thing. Each of us is somewhere on the spectrum of integrated home and work at one end to rigidly segmented home and work at the other.

The “Integrators” among us are more comfortable with fewer spatial boundaries. We revel in the death of the commute and don’t miss the office at all.

At the same time, the “segmentors” among us will want to reestablish some forms of clear work-life boundaries. To better understand your own style and that of others, our clients use the **Everything DiSC tools** from Wiley. This improves our Emotional Intelligence so that we are better able to treat others as they wish to be treated.

As business leaders, our WFH mantra has to be “whatever works for you!” and our new role is neatly summed up by Heather Brunner, CEO of WP engine: *“You must invest in clarity and become a chief repetition officer. Don’t stop until everyone can repeat exactly what you are doing, why you are doing it, and what success looks like.”*

The workplace is constantly changing and evolving, and these past 2 years have been just a rapid phase of what has been for decades a slow trend.



## Professional Business Coaches, Inc.

Please call PBC ([\(781\) 319-9820](tel:7813199820)) for a free consultation and share in our WFH ideas pool. We’re only too glad to help.

**Bernie Heine**

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Know a business who could use this type of information?

Send them to

[ACTSmartIT.com/newsletters](http://ACTSmartIT.com/newsletters)



## How to Stay Safe on Social Media

1. **Set your profiles to private** and vet anyone who sends you a friend request.
2. **Limit the amount of information you share**, even if your profile is set to private.
3. **Never post confidential information** or anything that could be used against you or your organization.
4. **Consider that anything you share** now could impact your job or future promotions.
5. **Use extreme caution** when spreading information that could be deemed offensive or potentially false.



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Many joke that the internet is forever, and it's best to operate as though it's the truth.

***Stay alert and share with care!***