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There are many reasons why it's a good idea. One great reason that doesn't often get talked about is that working with an IT services company is an added value for your customers. When they know you're taking IT security seriously – and when they know their data is safe – their trust in you is boosted.



When you build trust, you build loyalty, and customer loyalty is getting harder to come by these days. Plus, happy, loyal customers are much more likely to refer you to others who may be in need of your services. That alone makes investing in proactive IT security worth it.

Here's another reason why working with a proactive IT services firm makes sense: it's MUCH easier than trying to do it yourself. Many small businesses simply don't have the resources to hire an internal IT specialist or a team. Not only can that be very costly, but it's also rarely practical. Think of it this way: if you

**Unfortunately, some businesses still have this reactive mindset when it comes to their IT and network security.**

hire an IT specialist to handle your network security, manage cloud backups and provide general IT support, then what happens when they take a day off or take a vacation?

Having a dedicated IT specialist on your team isn't a bad thing, but they can be stretched thin very easily. You could be left with gaps in your support should anything go wrong. Suddenly, you don't have anyone you can call. Working with a dedicated IT services firm solves these problems.

To take that a step further, good IT services companies are also great at catching problems before they become problems. They can catch things that might not have even been on your radar. For example, if your cloud backup service isn't backing up your data correctly or is backing up the wrong data, they'll catch that. Maybe you're saving data that's not properly encrypted. They'll catch that. Maybe you have an employee using software that's months out-of-date. Again, they'll catch that.

When you call up an IT services company and say you want to take a proactive approach to your network security, they should be willing and able to provide just that. An experienced firm will have a team with the training, certification and experience required to tackle today's cyberthreats while managing your network's day-to-day needs.

They know IT because they live IT. They help with data recovery should anything go wrong; they are your help desk when you have questions or concerns and they keep your on-site malware protection up-to-date. They are tailored to your business's specific needs. And as you grow, they adapt to your changing needs.

Put an end to the outdated way of thinking about IT security. It's time to be proactive and to recognize your company's vulnerabilities before they become vulnerabilities. You just have to make the call.



**Should You Invest In A Hardware Security Key?**

We all know passwords offer limited protection. Even two-factor or multifactor authentication isn't guaranteed protection from data theft or phishing attacks. But another solution offers an even higher level of protection: hardware security keys.

Google's Titan Security Key is a good example. It helps protect against password theft, phishing and unauthorized access to your accounts. Basically, you need the physical key (which looks like a small USB fob) to log in to any designated accounts.

Many hardware keys, like the Titan Security Key, work with desktop computers, laptops, tablets and smartphones – both Android and iOS. In 2018, Google made it mandatory for their employees to use hardware keys, and they reduced their phishing attacks to ZERO. For small businesses that want one more layer of protection, hardware keys are worth looking into.

**Cartoon Of The Month**



"I got my e-mail's read receipt back, I just wish I had an understand receipt."

**FREE Report: 12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery**



**You will learn:**

- The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place.
- Seven things you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim your FREE copy today at [www.chrysalismsp.com/12facts](http://www.chrysalismsp.com/12facts)

**SHINY NEW GADGET OF THE MONTH ScreenKlean**

"Welcome to the future of screen-cleaning."

Our lives are full of screens: phones, tablets, computers, TVs and even watches. These screens can be a pain to clean, especially if they are touchscreen. It seems like you look away for a second and they're covered in dust and fingerprints. It gets aggravating.

ScreenKlean solves this problem. This device removes fingerprints, smudges, dust and other particles in seconds. ScreenKlean uses electrically charged carbon molecules to clean just about any screen you have. It even works on mirrors!

ScreenKlean doesn't scratch or smudge, making it safe to use on your expensive devices. It's nontoxic and chemical-free, as it only uses special carbon pads, which last for hundreds of uses. You don't have to worry about dirty screens anymore! See [GetScreenKlean.io](http://GetScreenKlean.io) for complete details!



**The Many Faces Of Corporate Leaders**

Employees' happiness at work is more important in the workforce than ever before, and that feeling of fulfillment and engagement often comes from the top. If you are aware of what type of leader you are and how your leadership affects employees and clients, you can mitigate your weaknesses and discover your strengths to ultimately lead more effectively. Let's take a look at a few leadership personas I've witnessed while coaching and what works best for each.



**In-The-Weeds Leaders**

Leaders who are "in the weeds" tend to spend too much time in the day-to-day. They get bogged down with what's in front of them and don't think outside the box. Without innovation, the company runs the risk of coming to a grinding halt.

These leaders need to delegate current tasks to their team members. They can then focus on finding new ways to drive the business forward. In-the-weeds leaders may even need an outside party to hold them accountable for setting and reaching these new goals.

**Frustrated Leaders**

These leaders know their companies can be better, but they're upset because they can't scale at the rate they want. They bottle up their grievances and aren't sure where the disconnect is with their teams.

These leaders could seek guidance from a third party, whether that's a friend or colleague. An outside perspective can help identify problem areas. They also need to hear out their team members and get firsthand accounts on what's not working. Both perspectives can help turn frustration into focus.

**Mindful Leaders**

These leaders recognize that rapid growth is positive as long as they scale appropriately with formal organization and efficient processes. They are careful to avoid pushing forward

blindly and losing essential parts of their culture and values along the way. However, they may take too long to think things through and miss new opportunities that come along because they couldn't act quickly enough.

These leaders should make sure they are sticking to the systems they have in place while remaining open to new opportunities and evaluating them in a timely manner. It's important to constantly reevaluate and adapt as the company grows and changes shape.

**Control Freaks**

These leaders can't seem to let go of the wheel. They micromanage and don't trust their team to get the job done, which fosters an atmosphere of frustration and mistrust. In this atmosphere, they can no longer lead effectively.

They should work with their teams to identify why the company exists, what motivates team members and why their work is important. That will not only help the leader and the team establish a better dynamic, but it will also help them both understand where the company is now and where it's going.

When evaluating your leadership style, be honest with yourself. If you can pinpoint where you are on the leadership spectrum, then you'll better account for your challenges and capitalize on your assets. And that's how you become more self-aware and, in turn, a much stronger leader.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.