# IT² TECHNOLOGY TIMES

*"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"*

## Spring 2023

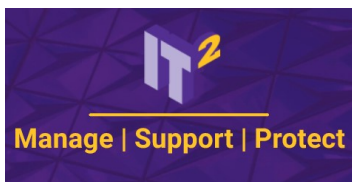**IT Squared Resource, Inc.**
**1201 Commerce Center Dr.**
**Franklin, OH 45005**

**IT²**
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**Our Philosophy:** TO ADD VALUE TO ALL THOSE WE SERVE. To our clients as a trusted advisor and resource delivering exceptional results. To our employees, through continuous growth, opportunity and flexibility. To our partners and community as active contributors and involved supporters.

# 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 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.

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- **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.

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

### 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.

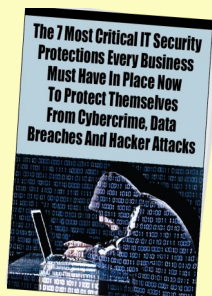### Cybersecurity Maturity Model Certification (CMMC)

The CMMC is a relatively new set of compliance standards developed by the 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. **Want help? Give us a call 937.428.5880**

# Shiny New Gadget



## Apple AirTag

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Apple's AirTag is a small, compact tracking device that allows users to locate their misplaced items effortlessly. With its sleek and minimalist design, it easily attaches to any item and connects to the Find My app on your Apple devices.

The AirTag uses Bluetooth technology to provide precise location information, and it even has a built-in speaker that emits a sound when you're trying to locate your lost item.

The AirTag only works with Apple devices and requires the latest operating system to function correctly. Overall, the Apple AirTag is a useful tool for anyone looking to keep track of their personal belongings.



"Frankly, we're stumped. So, we'd like to try turning you off and then on again."

# 8 Habits To Ensure Equality In Your Hybrid Team

Businesses across the country have switched over to hybrid work environments. If you're in this boat, you may be wondering how to keep things fair between your remote and in-office employees. Below you'll find 8 habits to implement that will create an equal environment for all of your employees.

### Change How You Track Productivity
When you work in an office, many consider "working" to simply mean being in a work environment. If you have a hybrid team, you need to come up with a new system to track productivity. This measurement should be based on output and results.

### Standardize Your Meetings
It can be awkward and frustrating for a remote employee who can't hear or see what's going on during a meeting due to poor camera angles or audio issues. It can help to have your entire team meet on Zoom rather than just those who are working remotely.

### Use Public Channels
Use public channels like Microsoft Teams for communication between your team to ensure everyone is in the loop.

### Diversify Company Rituals
Many businesses focus on creating a company culture, but this becomes difficult with remote and in-office employees. You need to make sure your company and team-building rituals include everyone.

### Equal Rewards
There should not be a difference between the rewards your in-office and remote employees receive. Make sure you are acknowledging your remote employees on public channels and sending them gifts or perks since they can't participate in team lunches.

### Coordinate Team Schedules
If you have employees coming and going from the office at all hours of the day, communication can get fuzzy. Try to keep your departments' schedules lined up so people can still use one another as resources.

### Repeat Important Announcements
Your remote employees will not be in the break room hearing about everything that's happening in the office. You need to keep them informed of any ongoing developments with the business or other major announcements.

### Seek Feedback
You should always try to get feedback from your remote and in-office team members so you can make necessary adjustments. The experience needs to work for all of your employees, so feedback is critical.

By putting some of these tactics into action, your hybrid team will be working more cooperatively and efficiently than ever before.

_Laurel Farrer is the president of the Remote Work Association and CEO of Distribute Consulting. She specializes in advocating for the impact of workplace transformation on corporate and economic growth._

## ■ 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.

### 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.

## ■ How To Exceed Customer Expectations And Create Loyal Fans

Strong customer service is at the core of every successful business. There may be times when it feels like you can't please every customer or meet every expectation, but there are things you can do to create a better chance to wow your customers. Perform these strategies well enough, and you may create lifelong, loyal customers.

### Personalizing The Experience

Don't treat every customer the same. Build and develop a relationship through your interactions.

### Having Fun With Your Work

Customers do not want to be helped by someone who acts as if they hate their job. Try to have fun while you work, as it will create a more enjoyable experience for your customers and co-workers.

### Under promising And Overdelivering

Many businesses promise their customers the world but fail to live up to expectations. Promise what you know you can do. Anything extra will appear as a pleasant surprise to your customers.