Executive IT Insider

The *Exclusive* Edge to Today's Technology

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Contents:

Computer Joke

Why was the computer cold?

It left it's <u>Windows</u> open!

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Provided By:

Paul Riendeau
Owner of *IT Support RI*
Happy New Year! Now that the holidays are over, let's start this year off **right**!

For the new year, we're **shedding some pages** and **slimming down** our newsletter! Don't worry, we made sure to keep your favorite articles!

When it comes to your business, **you don't have the time to be stressed out**. We can help you get everything organized and under control! If you have any projects, plans, or problems this year, give us a call or schedule a meeting. **Let us help make 2019 a successful year for your business**!

Think Your Password Is Secure? Think Again!

For years, we've been told that we need to have strong passwords for **each** online account. Our passwords needed to have *at least* one uppercase letter, contain at least one number, one symbol, and be 6-8 characters long. Over time, these requirements remained the same, but the length of the password has changed.

The Problem?
Years ago, the National Institute of Standards and Technology (NIST) published a document stating the **best password practices**. However, these policies had *unforeseen side effects*.

To meet length requirements, people created lazy, predictable passwords such as **P@ssW0rd1**. (If your password is similar to this, we recommend changing it *immediately*). While this might *seem* secure, that's **not** the case. A password like this could **easily** be compromised by common hacking algorithms.

NIST recommended that people change their passwords regularly. Instead of creating brand new passwords, people used the same passwords repeatedly, and simply added a new number or symbol to the end (example: Password, Password1, Password2!, and so on). While these are easy to remember, they're also **easy for hackers and computers to crack.**

The Solution
Security experts recommend adding **multifactor authentication** (MFA) to the login process. Before you log in to your accounts, you must **verify your identity**. Each time you log in, you'll have to enter your password and a verification code that you can receive via text message or in an app on your smartphone. If your password *is* compromised, a hacker can't access your account without the access code.

Many experts suggest using **passphrases** *instead* of **passwords**. In fact, they believe your passwords should be at least 25 characters long. If your passwords are a string of random words or contain whole phrases, it could be the difference between a hacker getting **everything or nothing**.

The *stronger* your passwords are, the **more protected** your information, systems, and business will be. If you have any questions about password policies give us a call!

Get More Free Tips, Tools and Services At Our Web Site: www.ITsupportRI.com
(401) 684-3036

Business Briefing:
Hold People Accountable With This Simple Leadership Hack

According to our research for Power Score, we discovered that **only 8%** of leaders are good at holding people accountable. Why do so many leaders struggle with accountability?

The **biggest rookie mistake** in holding someone accountable is to be vague with goals. When you do it wrong, it stinks for everyone. Tension, stress, hurt feelings, bad results, and a culture of defensiveness is created rather than a culture of performance and personal growth.

Great leaders don't make their teams guess at what their goals are. If you want to hold someone accountable, you **need to be specific with goals**, and to use numbers that others provide to measure performance.

Failure to write goals down leaves too many opportunities for confusion. It makes it **near impossible** to hold someone accountable for delivering a result when you failed to articulate the result you seek.

When you do it right, high performers will know how well they are performing, and will continue doing what they are doing. Low performers will know they are not performing well, long before anybody has to sit them down and have a conversation.

Specificity with goals, transparency with results, objectivity with numbers, and regular follow-ups are your tools for holding people accountable and running your team at full power.   — *Dr. Geoff Smart, GeoffSmart.com*

Expert of the Month:
The Team at Toni's State Line Power Products, LLC

At Toni's State Line Power Products, LLC they sell and service all your outdoor power equipment. Whether you need snowblowers, chainsaws, lawn mowers of all sizes, or any yard equipment, they have it all! The entire team *strongly* believes in providing **exceptional customer service**, and for this reason the team at Toni's State Line Power Products is our new *Expert of the Month*!

State Line Power Products has been in business for over 30 years. Recently, Toni Fiore took over the business and renamed it **Toni's State Line Power Products, LLC**. This change is only fitting because Toni grew up in the power equipment business. Toni's father owned a very similar shop and she spent many years working there. To Toni, working in this field feels *natural* because it's in her blood.

Toni knows that their **customer service** sets them apart from other outdoor equipment places. As Toni puts it, "customer service is the beginning of *everything* they do." Here, everyone *strives* to provide the customer with the best service and experience possible, from the second they walk in the door to when they leave.

Not only do they sell products, but they can also sell you a warranty and perform all service, maintenance, and repairs on your items. Even if you don't buy from them, they'll do warranty work on any item that they sell under a dealership. They even offer to pick up and drop off your equipment, especially the larger pieces that you can't easily lift or fit into your car. The team goes above and beyond, and you know that if you need any help, they're ready to give you a hand. Toni likes to think that "no matter what, [her and the team] have your back."

When we asked how Toni likes working with us, she was quick to answer. "I love IT Support RI!" she continued, "anytime I've had a problem in the entire 6 years I've been working here, I call you, and the technicians take care of me. I've never had a problem working with the team and you're all upstanding people. Everything you've done is just outstanding. You know that we're a small business and that we need to stay working, and everyone goes a step above to make that happen."

Toni's State Line Power Products, LLC is located at 271 Main Street in Blackstone, MA. If you're looking to buy new power equipment or you're in need of repairs, stop by and say hello! You'll be greeted by a friendly face and someone who is ready to help. If you'd like to learn more or have any questions, give them a call at **(508) 883-7670**. You'll *instantly* feel like part of the Stateline family!

Refer-a-Friend and Get a Gift!

We **love** having you as a customer and honestly, we wish we had more **just like you**! For this reason, we are doing an ongoing "**Refer-a-Friend**" event.

Refer any company with 5 or more computers to our office to receive a FREE Computer Network Assessment (a $300 value). Once we've completed our initial appointment with your referral, we'll send you a **$50 Amazon gift card**.

As an added bonus, if they join and become our client, **we'll send you a $500 Amazon Gift Card** for introducing your friend to us.

Simply call us (**401-684-3036**), e-mail us (support@itsupportri.com) or visit www.ITsupportRI.com/referral and send us their contact information today!