TECHNOLOGY BYTES

Insider Tips to Make Your Business Run Faster, Easier & Be More Profitable

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- Doug Johnson, CyberTrust IT Solutions
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Exclusive For CEOs

How Fast Could Your Business Be Back Up And Running After An Unexpected Data Disaster?

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What's Inside

How To Make Cyber Security An Ingrained Part Of Your Company Culture

Your employees are your first line of defense when it comes to protecting your business from cyberthreats. Human error is one of the single biggest culprits behind cyber-attacks. It comes down to someone falling for a phishing scam, clicking an unknown link or downloading a file without realizing that it's malicious.

Because your team is so critical to protecting your business from cyberthreats, it's just as critical to keep your team informed and on top of today's dangers. One way to do that is to weave cyber security into your existing company culture.

How Do You Do That?

For many employees, cyber security is rarely an engaging topic. In truth, it can be dry at times, especially for people outside of the cyber security industry, but it can boil down to presentation. That isn't to say you need to make cyber security "fun," but make it interesting or engaging. It should be accessible and a normal part of the workday.

Bring It Home For Your Team. One of the reasons why people are often disconnected from topics related to cyber security is simply because they don't have first hand experience with it. This is also one reason why many small businesses don't invest in cyber security in the first place it hasn't happened to them, so they don't think it will. Following that logic, why invest in it at all?

The thing is that **it will eventually happen.** It's never a question of if, but **when.** Cyberthreats are more common than ever. Of course, this also means it's easier to find examples you can share with your team. Many major companies have been attacked. Millions of people have had their personal data stolen. Look for examples that employees can relate to, names they are familiar with, and discuss the damage that's been done.

If possible, bring in personal examples. Maybe you or someone you know has been the victim of a cyber-attack, such as ransomware or a data breach. The closer you can bring it home to your employees, the more they can relate, which means they're listening.

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