

THE PROBLEM SOLVER

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

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This monthly
publication
provided
courtesy of Karyn
Schell, President
at DP Solutions.

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have time to waste on technical
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Keep Your Business Compliant By Following These Tips

Compliance is incredibly important for any business. A failure to remain compliant can spell doom for any business, regardless of size. Being compliant is the act of following certain established rules, regulations, laws and guidelines. But what many business owners don't realize is that compliance and security go hand in hand. Compliance is in place to prevent security breaches and give guidelines for what to do if a breach does occur.

Your company won't become compliant on its own, though. It often takes plenty of time, effort and money to ensure that your business stays compliant, especially given how rapidly technology advances. Twenty-five years ago, you wouldn't have had to worry about many of the issues that plague business owners these days because the Internet was nowhere near as developed as it is now.

But times have changed, and your business has to change with it or you will fall victim to cyber-attacks. Before you spend time and money trying to figure out if your business is compliant or not, you should ask yourself some questions.

- Does my business have antivirus software and is my network protected by a firewall?
- What data is my business encrypting?
- Do I have a system in place to manage network-connected devices?
- Are there disaster recovery plans in place, and do I use backup solutions?
- Is there a business continuity strategy?
- Do I have employee training in regard to security?

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Tech Tip

What Kind Of Content Should Be Included In A Security Awareness Training Program?

Most people would agree that everyone who has access to technology needs some kind of awareness when it comes to cyber-threats and how to respond to them. But a major challenge is determining how to go about creating a program where the content is meaningful while also not overwhelming staff or taking too much time away from day-to-day activities.

What's the right approach?

Training needs, like anything else, will vary from place to place. For the most businesses, security awareness training only needs to focus on a few basic issues for most staff:

1. Make sure staff understands what phishing is and how it targets the person as opposed to the technology itself.
2. They need to know the principles behind protecting the sensitive data of the business, including proper processes for handling and sharing.
3. Make sure they understand how to respond to an incident so that they can be part of the solution should something bad happen.

There are many other basic topics to go over, but the overall goal of a Security Awareness program is not to create security engineers. You want a staff that is mindful about their use of data and computing devices and helps support your security efforts. These kinds of topics do not take much time on a regular basis to review.

5 Tips To Spot Candidates With The Right And Wrong Stuff



I recently had the opportunity to sit down with Carter Cast, the author behind *The Right - And Wrong - Stuff: How Brilliant Careers Are Made And Unmade*. Hiring success has a great influence on career success, and we discussed five negative archetypes that confront employers while filling a job opening. Together, we discovered some telltale signs that your interviewee may fall into one of these categories.

Captain Fantastic

While it might seem like "Captain Fantastic" would be a vital part of your team, they often cause division. Someone who is a Captain Fantastic is usually overambitious and has no qualms about stepping on others to get ahead. If you're interviewing a candidate and they mention that their greatest accomplishments revolve around beating others rather than delivering value or developing teams, you probably have a Captain Fantastic on your hands.

Solo Flier

Have you ever worked with someone who thinks their way is the best and only way to do something? It's very frustrating. While this type works well individually, they can be detrimental to a team environment. They usually claim to have no time or were too busy to accomplish their tasks; in reality, they may fail to hire and delegate properly. I've met with many people who fit this category and end up leaving their job due to burnout after taking on too much work.

Version 1.0

Change is a necessity in the workplace, but sometimes people prefer to stick to their routines. To spot these people in interviews,

listen to their stories and pay attention if they mention changes in the workplace and how they responded. If they stayed on the same path, that's a red flag. I knew a manufacturing executive who failed to adapt to new technologies. This caused him to lose some of his biggest clients, and the business fell into a tailspin.

The One-Trick Pony

These people usually get stuck in a rut because they rely on their greatest strength to solve *all* problems. They will often aim for lateral moves rather than trying to broaden their horizons. I interviewed a one-trick pony recently who wrote amazing copy but struggled when meeting with clients in person. His communication skills weren't strong enough to work with clients or lead large teams. His career became stagnant even though he was eager to grow and move up.

Whirling Dervish

Energetic employees improve morale and production in a workplace but sometimes lack the follow-through needed to complete projects. You can usually spot these people in interviews if you notice them avoiding your questions. They often come up with excuses for why they didn't achieve results. Great ideas and strong morale do not make up for a lack of completion.

With knowledge of these archetypes, you can avoid hiring the wrong candidate for your team and instead focus on finding the perfect fit.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best-sellers. He stays active in his community and has advised many government officials.

How The Pandemic Impacted Online Grocery Delivery Companies

After taking a trip to go apple-picking in Lancaster, Pennsylvania, Abhi Ramesh came up with an idea to prevent food waste. He saw apples all around the ground that would eventually be thrown out. He thought there must be a better way and began developing his company, Misfits Market. They offered a subscription service and single-order boxes of “unwanted” produce.

When the pandemic hit, Misfits Market had to completely revolutionize the way they operated. They saw five times as many orders and had to shut down their website’s checkout page while they figured out a plan to meet the demand. They created a wait list while hiring a massive number of new employees. Their staff grew from 175 to over 1,000 in a few short months. Their plan

seems to have worked out, as Misfits Market is now valued at \$2 billion and has expanded its delivery service to include items not considered produce.

3 Ways To Cut Your Company’s Energy Bills

Some of the biggest costs that brick-and-mortar businesses face are gas and electricity bills. However, you can’t just cut these energy bills out of your budget; they’re essential to your business. That doesn’t mean you should be stuck paying incredibly high bills, though. There are things you can do to lower your company’s monthly energy costs.

- Get an energy audit and find out exactly what is driving your bills up. You can look online for checklists and templates to get you started.
- Update any old or outdated technology from your office equipment to the break room.

Older technology can produce higher energy costs.

- Involve your team by informing them of the importance of energy conservation. You need to have everyone in your business working to keep energy costs down.

Welcome New Clients!

