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MONTHLY INFORMATION TECHNOLOGY NEWSLETTER



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As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"



## Safeguarding Your Business from Insider Threats: Expert Cybersecurity Solutions to Keep You Protected

In today's interconnected business landscape, insider threats pose a significant risk to the security and integrity of your organization's sensitive information. Whether intentional or accidental, insider threats can lead to devastating consequences, including data breaches, operational disruptions, and reputational damage.

Insider threats can emerge from various sources within your organization, including employees, contractors, or vendors with privileged access to confidential information and critical systems. It is crucial to recognize that insider threats can manifest in different ways, from malicious intent to negligence or unintended actions.

The best defense against insider threats is a comprehensive cybersecurity strategy that includes robust authentication measures, regular monitoring of user activity and proactive risk assessment. With the right tools and processes in place, businesses can reduce their exposure to insider threats and protect their valuable resources from unauthorized access.

### Comprehensive Cybersecurity Solutions to Mitigate Insider Threats

#### 1. Tailored Risk Assessments

Start by having an in-depth risk assessment completed by a cybersecurity professional. Once you have identified potential vulnerabilities and weaknesses that could be exploited by insider threats, a customized plan can be developed based on your unique business environment.

#### 2. Robust Authentication Measures

Implement and enhance strong authentication measures to prevent unauthorized access to your systems and confidential data. Through the deployment of multi-factor authentication (MFA) solutions, such as biometrics, smart cards, or one-time passwords, ensure that only authorized individuals can gain access to sensitive information.

#### 3. Continuous User Activity Monitoring

Cutting-edge monitoring tools can be used to enable real-time tracking and analysis of user activities within your organization's network. These tools can promptly detect anomalies, unusual behavior, or unauthorized access attempts. Proactive monitoring for early warning signs of unusual user activity allows for immediate response and mitigation.

#### 4. Employee Education and Awareness

Empower your employees with knowledge and awareness to mitigate insider threats! Customized training programs can educate your staff on the significance of cybersecurity, the risks associated with insider threats, and best practices for maintaining a secure work environment.

By fostering a culture of cybersecurity awareness, you reduce the likelihood of inadvertent insider threats and strengthen your overall security posture.

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# Become Better At Hiring And Coaching

BY AVOIDING THESE 3 MISTAKES



Leaders make common mistakes with job descriptions when hiring and reviewing performance. The consequence is an increased probability of hiring mistakes or providing someone with useless performance feedback. Leaders often fall into this trap to avoid accountability or because they fear a performance expectation is flawed. Most of these errors are entirely preventable. Here are three mistakes every leader should watch out for.

## Describing A Job In Vague Terms

"Supporting the marketing team in promoting our products" is too vague. What does that mean? What level of performance is considered poor, good or great? Watch out for "-ing" verb tenses, as they are often too vague. Instead, consider a more specific statement of the job, such as "To help our customers modernize their inventory management systems by increasing sales of existing customers by 20% per year through new product introduction." We would consider that an essential statement of the role's mission, which is a high-level but specific explanation of why the job exists.

**Focusing Only On Actions, Not Results** Some leaders make the mistake of wording their expectations in terms of only actions, not results. "Contact at least 20 existing customers per week and conduct an account review with at least five customers weekly."

That is a perfect expectation of an "input" or an "action," but it is insufficient if all expectations are just actions, with no eye for the expected results. The risk is that people go through the motions of doing prescribed actions without feeling the urge to deliver a specific outcome. And your organization succeeds or fails based on results in critical areas, not actions.

## Solely Focusing On Results, Not Actions

Other leaders make the mistake of wording their expectations in terms of big-picture results without regard to the actions that are likely to achieve them. "Grow revenue at least 15% per year" is a very specific "what." But to make that expectation more achievable, you must also list several actions that are expected to help achieve that result.

Instead of creating job descriptions, I encourage colleagues and clients to follow a practice called writing a "scorecard." A scorecard has a clear mission for the role. It identifies 5–7 outcomes you expect a person to achieve by a specific date. The outcomes are a mixture of actions you want the person to take and the results you expect them to achieve. This makes it easy to "score" whether someone has achieved the outcomes. Using a scorecard will improve your ability as a leader to hire and coach people to embody the organization's purpose and take actions that achieve results.



*Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books *How To Soar Like An Eagle In A World Full Of Turkeys* and *52 Essential Habits For Success*, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.*

## Start Investing Today With This 4-Step Process

Many of us are looking for a secondary source of income to supplement our lifestyles or support our families. Some have started working part-time jobs, while others have attempted to play the stock market to try striking it big.

If you've attempted this yourself and felt confused, don't worry –you're not alone! Here's a four-step process you can utilize to invest in the right stocks for your situation.

### 1. Determine Investment Goals

Before investing, you must figure out what you want from your stocks. Do you want long-term gains or a quick turnaround? And how much are you willing to invest?

### 2. Research

Don't blindly buy stocks. Find companies that have a stable financial standing in a prosperous industry.

### 3. Diversify

Avoid putting all your eggs in one basket. Spread your investments across various businesses, industries and countries.

### 4. Monitor

Keep an eye on your stocks after you've invested in them. Pay attention to how the company is doing so you can determine the best time to sell.

## Building Better Client Relationships In A Remote Setting

Does your business operate remotely? Do you work with clients you've never met in person? If so, you might have wondered how you could build more meaningful long-term relationships with your clients. In most cases, it all boils down to communication.

Your clients want clear and consistent interactions with you and your team, so be transparent and up-front when talking with them. You should also find out how your client prefers to communicate. Some may exclusively want to talk through

e-mail, while others might prefer text or phone calls.

If you really want to exceed your clients' expectations, be proactive. Don't wait for them to contact you for every little thing; reach out weekly or monthly to ensure you're meeting all of their needs. Possibly, the most crucial aspect of communication is reliability. People want to work with someone they can trust and rely on. Don't give them a reason to doubt working with your business. By improving communication, you'll have a much easier time building strong, long-term relationships with your clients.

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