Ribb"IT" Review

Cybersecurity for Small Businesses: Navigating the Digital Threat Landscape

The digital landscape has brought businesses new ways to reach people, gain visibility, and make an impact worldwide. Being online keeps your business competitive, but only if you have a handle on proper cybersecurity.

Typically, cyberattacks affect smaller businesses more because of the security loopholes that hackers or malware can find in these systems. Why allow these risks to jeopardize your company's finances, customer safety, or reputation? Consider the following safeguards instead.

Incorporate Better Passwords To Deter Cybercriminals

Passwords are a security measure within any business, but their effectiveness varies. Suppose your employees or customers create a password with letters. In that case, there are fewer combinations for a hacker to guess than if you add numbers or symbols. That's why alphanumeric passwords with symbols and capital letters are "strong" compared to the old "123456."

Consider requiring all your employees and online customers to settle on a stronger password with capital and lowercase letters, special symbols, and some length. Upgrade a 6-character password to a 12-letter one for more permutations.

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Business owners are also benefiting from making the following password changes:

• Create different passwords for each account: If a hacker gets through to one, all of your information won't be in jeopardy.

• Connect multi-factor authentication: Actual data safety requires more than one safeguard.

Consider password managers: Unique passwords (the password manager saves) mean you don't have to remember anything. It also prevents phishing.

Back up Your Business and Customer Data In Case Cybersecurity Fails

There are many reasons nefarious players will conduct Distributed Denial-of-Service (DDoS) attacks, from wanting to close down a competitor to making a statement. However, one of the biggest reasons is to collect and hold data for ransom.

What's the best way to prevent ransomware attacks? Back up that updated data and securely store it. Suppose you can easily recover your information and restart your supply chains. In that case, you'll never have to pay a hacker for it.

Don't Become a Cyber Victim

Whether it's ransomware, phishing, or something else, taking the proper safety precautions will reduce your business's financial losses and operational downtime. The digital age offers business owners an abundance of opportunities among the risks and cybersecurity matters if they want to take full advantage of what's out there.

Stay On Top of Your Business's Software For Cybersecurity

IOS and other software update cybersecurity measures give users safer and more streamlined experiences.

Updates Are Important

Developers also stop updating and enhancing older versions, which will leave your business behind and vulnerable if you don't regularly update your system.

Antivirus Software is Also Important

Antivirus software is another crucial safeguard the government mandates for industry best practices. For example, malware-seeking-and-eliminating programs scan your domain for anything suspicious so you have time to respond.

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Connecting Small Businesses in a Remote Work Era

Remote work for small businesses came through trial and error. Some companies have succeeded by adjusting to new protocols, while others fell through.

Learn how you can help your business grow in this remote work world. Connecting your remote workforce with technology can help your business stay afloat and adapt to changing work culture trends.

How Businesses Are Leveraging Technology and Company Culture for Remote Work Success

Companies have seen success by implementing a few systemic changes.

Collaboration Technology

Small business management can enhance connection among remote employees by choosing proper communication and management technologies, such as:

- Video conferencing

- Cloud-based storage

- Collaboration software like Slack or Microsoft Teams

A remote work culture can also come with cost savings. Some expenses that decreased over the pandemic included office funding, utility payments, and commuting expenses.

Increased Flexibility

Many small businesses in major cities rely on commuting workers. However, some of those businesses fell apart due to an inability or unwillingness to adapt business management to a remote world.

Updated technology allows businesses to schedule employees, update business goals, and maintain consistent communication remotely. Companies that adapted to remote work for small businesses can continue to function where inflexible ones fail.

Measuring Productivity

The time employees work may not translate directly into business results and doesn't work well as a productivity measurement. This mindset didn't work well in office settings, and it works even less remotely.

Instead, measure their success by key performance indicators (KPIs). This method allows business owners to see which employees may focus less but produce more and vice versa.

Connecting Small Businesses in a Remote Work Era

Cybersecurity Education

Increased activity online and use of cloud computing services came with benefits — but also prompted technical-based system attacks to acquire employee and client personal identifying information.

Successful remote work for small businesses depends on the ability of the employees and staff to stay safe when working online. Many groups that put some funding into cybersecurity education were able to avoid or fend off cyber-based attacks.

Performance Management

With KPIs in mind, clear communication with employees can help them understand how well they're doing and what they should aspire to produce. Have clear expectations for what a successful day should look like, not by hours but by product. Ensure you relay these expectations through one-on-one meetings and personalized adjustments to their work.

Emphasis on Company Culture

One of the benefits of working in-house included employee interactivity, allowing everyone to fulfill their social needs. Remote settings can present some difficulties with employee connections. Those who adapted celebrations and social meetings online gave employees opportunities to build meaningful connections with their peers.

Next Steps for Your Small Business

Timekeeping apps, website builders, and communication software have become more affordable and easier to access. You can implement these changes to remote work for small businesses to increase your chances of success.

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