



# Successfully Managing Your Remote Workforce

With:

**Derek Morrison, PMP** - Manager, Corporate Training - J.E. Cunningham and Associates

**Stephen Rothwell** – President and CEO - Inspired Technology & Communications, Inc.

**Jason McGovern** – Technology Specialist - Inspired Technology & Communications, Inc.

**CJ DePeter** – VP of Business Development (Cyber Security and IT) - Inspired Technology & Communications, Inc.

Moderator: **Ellen Dorian** - Owner - Dorian Group



# Meet Our Panelists



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President and CEO  
Inspired Technology & Communications, Inc.



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VP of Business Development (Cyber Security and IT)  
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Owner  
Dorian Group

***Moderator***



# Tips for Productive Working from Home

- Start and end your workday on purpose
- Eat and drink regularly and healthily
- Work regular breaks into your routine
  - “50+10” minute rhythm
  - Schedule longer breaks (2@30 minutes each) and Lunches (60 minutes)
- Create a workspace that works for you
- Make sure you have the equipment and supplies you need
- Connect with co-workers for business and social conversations
- Plan tomorrow at the end of today
- Reach out when you need help and support



# Tips for Managing Remote Employees

- Follow the “Tips for Productive Working from Home”
- Make sure your people have the tools they need
- Plan more carefully than ever with detailed weekly plans
- Do a daily team check-ins to ensure alignment
- Use a team messaging system and keep it running all day
- Offer virtual team work sessions
- Create a new culture
- Foster Solidarity and Inclusion
- Reset expectations and allow a new work rhythm to emerge
- Make incremental changes for remote work as a permanent option



# TODAY's Agenda

- **(1) Challenges to Managing a Remote Workforce:**
  - Lack of In-Person Supervision
  - Distribution of Information
  - Increased Distractions/Decreased Productivity
  - Overcoming Social Isolation & Motivation Issues
- **(2) Best Practices for Virtual Meetings**
- **(3) Harnessing Opportunities for Increased Company Performance**



# Lack of In-Person Supervision

## Challenges:

- Current Management Systems & Controls Often Require in-person interaction
- Informal Meeting Structure & Organizational Processes are ineffective
- Loss of Focus on Individual Management

## How to Address the Challenge:

- Review Each Department & Establish Weekly/Daily Meeting Structure
- Use Forms, Checklists, & Formatted Meeting Minutes to Ensure Required Items are Discussed and Transparent
- Review an Organizational Chart, Document Management Controls and Distribute to Managers & Front-Line Employees
- Establish One-on-one meetings between supervisors & front-line employees. Require that these check-ins are documented.



# Distribution of information

## Challenges:

- Difficulty in Keeping Entire Organization Systematically Informed
- Avoiding Redundant Communication while Overcommunicating

## How to Address the Challenge:

- Requiring Weekly Individual Check-ins will ensure miscommunication is avoided
- Form a Small Task Team to Disseminate Company Information
- Communicate Swiftly and Cohesively.
- Do your Ground-Work, Communicate with Your Managers!
- Provide Regularly Scheduled Company Wide Updates (even when there is no update)
- Make these updates interactive and use video conferencing when available



# Increased distractions & decreased productivity

## Challenges:

- Engaging Employees in Value-Add Activities
- Maintaining Focus amidst at home distractions
- Holding Employees Accountable to Productivity Expectations

## How to Address the Challenge:

- Focus on Employee Development & Training Programs
- Engage Employees in Special Projects & Company Initiatives
- Utilize Increased Reporting for Daily Goal Setting & Task Management
- Set Higher Expectations for Systems Responsibilities.
- Reinforce Company Schedules & Daily Rituals (Company Wide), Allow for Communicated Flexibility (Individually)





# Social isolation & motivating your people

## Challenges:

- Lack of In-person Social Interaction
- Managing Individual Stress, Anxiety, and Fear
- Maintaining a Highly Cohesive Team
- Maintaining Employee Retention & Loyalty

## How to Address the Challenge:

- Engage in Social Team-Building Exercises
- Understand & Practice Your Understanding of What is Happening “Off Screen”
- Establish Employee Appreciation Programs that Support Current Personal Challenges
- Support Key Personnel and Supervisory Managers through Training on topics such as Emotional Intelligence and Sensitivity
- Provide Key Personnel and Supervisory Managers with a defined escalation path as issues arise.
- Communicate internal (and external) resources for employees



# Best practices for holding remote meetings:

- Establish Ground Rules & Group Norms
  - **Examples** – define roles & responsibilities / should we be conducting other work while in the meeting? / do we require video conferencing?
- Test technology beforehand & ask others to enter roughly 5 minutes prior to beginning of meeting
- Fill in “Watercooler Talk” with casual conversation prior to beginning meeting. Do not just jump into the agenda.
- Increase communication touch points through structured meeting follow-up
- Rely on a proactive structure for meeting regularity and abandon a reactive structure



***“Never let a  
good crisis go to  
waste”***

-Winston Churchill



**Productivity** — Teleworkers are an average of **35-40%** more productive than their office counterparts and have measured an output increase of at least **4.4%**.



**Performance** — With stronger autonomy via location independence, workers produce results with **40%** fewer quality defects.



**Engagement** — Higher productivity and performance combine to create stronger engagement, or in other words, **41%** lower absenteeism.



**Retention** — **54%** of employees say they would change jobs for one that offered them more flexibility, which results in an average of **12%** turnover reduction after a remote work agreement is offered.



**Profitability** — Organizations save an average of **\$11,000** per year per part-time telecommuter, or **21%** higher profitability.



SECURITY BREACH

HACKING DETECTED

# NETWORK SECURITY

secure connections and why they are important



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# WHY SMALL BUSINESSES ARE PRIME TARGETS

MALICIOUS EMAIL PER USER BY ORGANIZATION SIZE (YEAR)	
ORGANIZATION SIZE	USERS TARGETED (1 IN)
1-250	6
251-500	6
501-1000	4
1001-1500	7
1501-2500	4
2501+	11

Source: Symantec 2019 Internet Threat Report

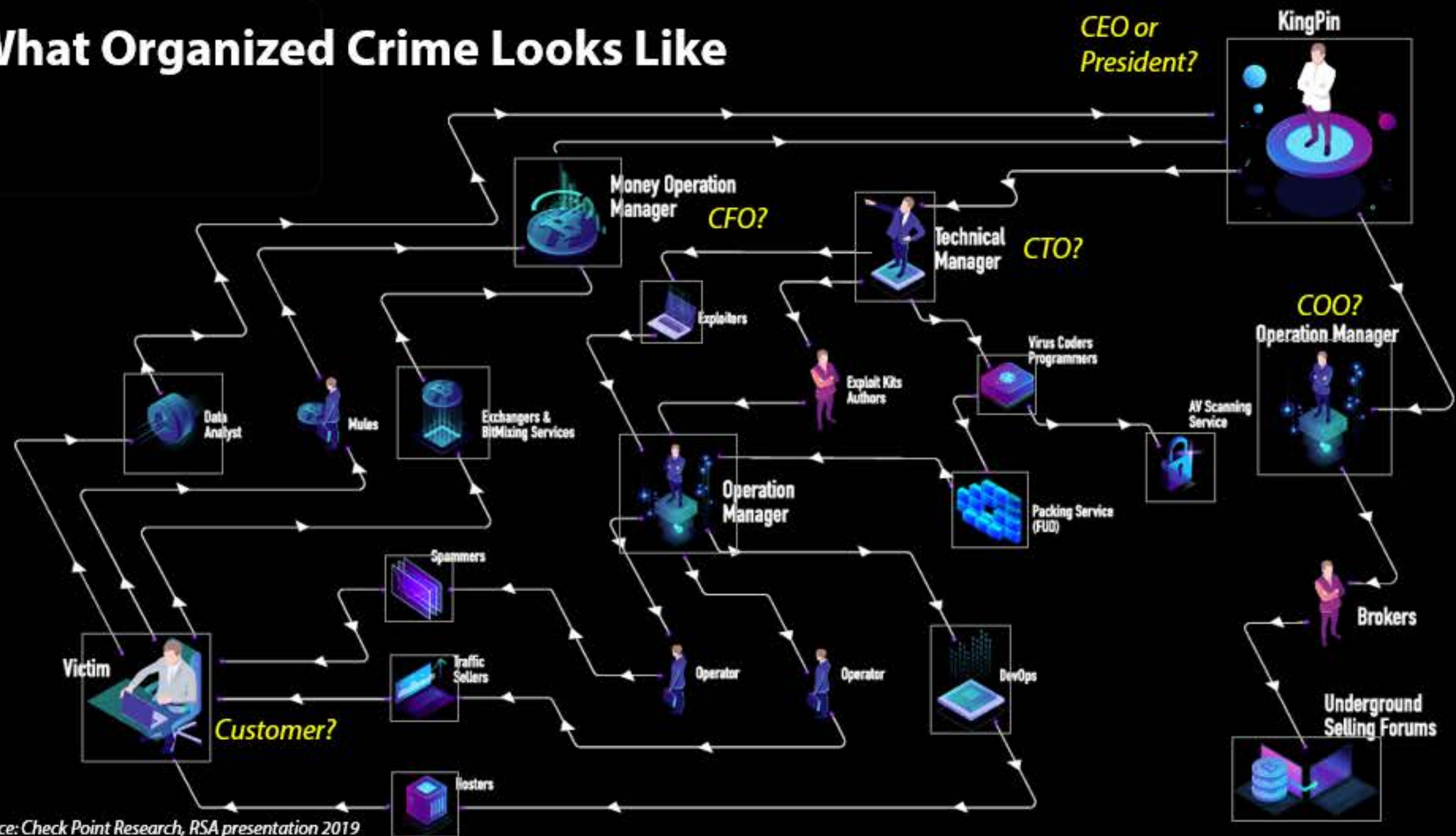
- ❑ Budget – SMB's Spend 10% Of Their Annual Budget On IT (Including Support). They Can't Afford A \$40,000 Firewall And CISO On Staff.
- ❑ Low IT Skill Level or No Support Unless Something Breaks
- ❑ Aging Equipment And Unpatched Devices
- ❑ Owners Wear Many Hats and Don't Focus On Security
- ❑ SMB's Don't Believe it Will Happen to Them
- ❑ SMB's Believe Their Data is Not Valuable
- ❑ SMB's Far Behind Enterprise in Educating Employees



Source: Verizon 2018 DBIR Report

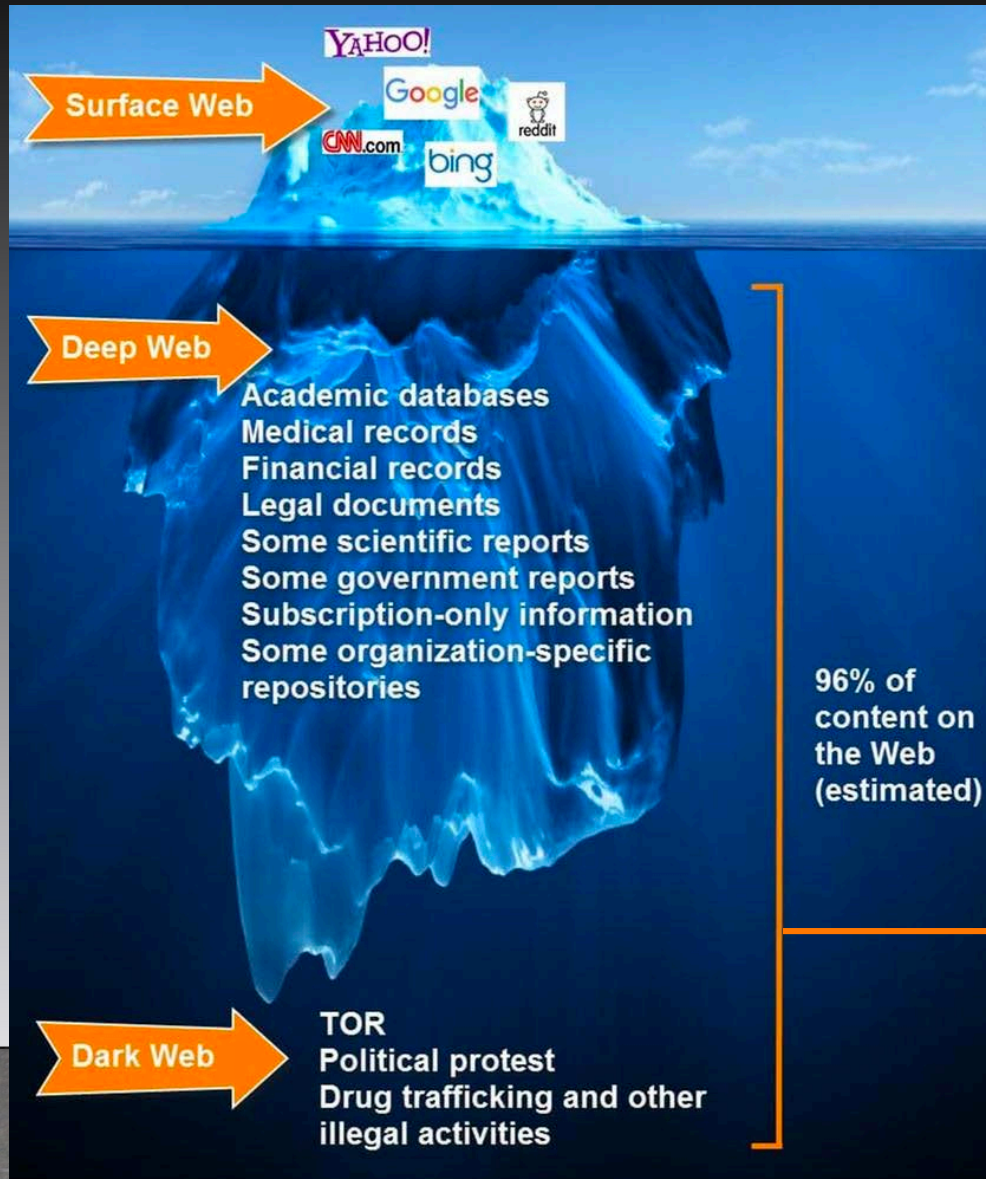


# What Organized Crime Looks Like



Source: Check Point Research, RSA presentation 2019

# Cybercrime on the Dark Web



Stolen Credentials Are Used to Test for Open Door Access Into Corporate Networks

197 Days: The Average Length of Time it Takes for Organizations to Identify a Data Breach

## 19 Minutes to Escalation: Russian Hackers Move the Fastest

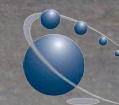


News

New data from CrowdStrike's incident investigations in 2018 uncover just how quickly nation-state hackers from Russia, North Korea, China, and Iran pivot from patient zero in a target organization.

By KELLY JACKSON HIGGINS Executive Editor at Dark Reading, 2/19/2019

Stolen Credentials Are Sold Here



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# Cybercrime on the Dark Web

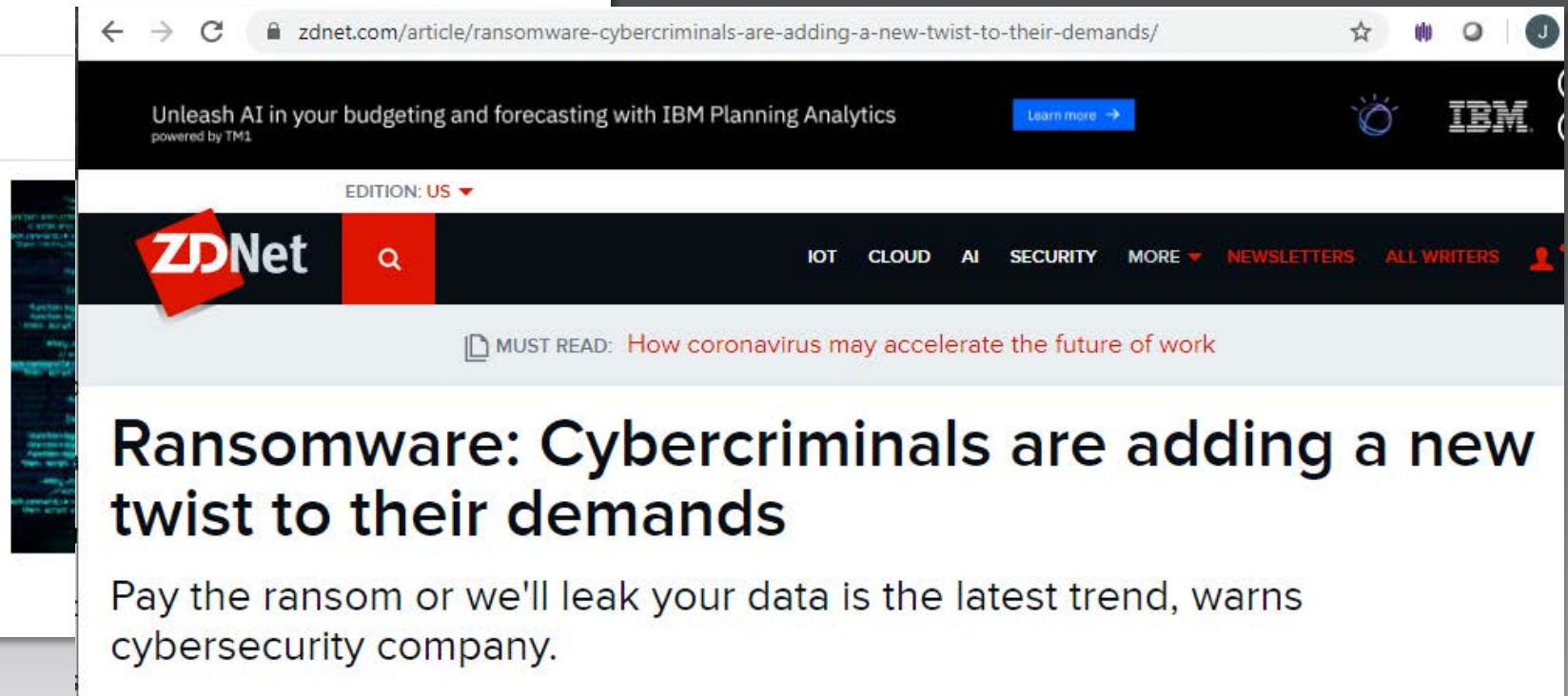
## Ransomware Attacks Costs Nearly Triple in 2019 to over \$36K Per Attack

Stu Sjouwerman

[Tweet](#) [Share](#) [Like 31](#) [Share](#)

The latest data from [ransomware](#) recovery vendor, Coveware, outlines the current state of the cost, duration, and recovery rate of ransomware attacks today.

Many organizations still think ransomware is merely a nuisance, impacting only a few machines and requiring only restoring backups to address. But the [Coveware Q2 Ransomware Marketplace Report](#) tells a different story.



The screenshot shows a ZDNet article page. The browser address bar displays the URL: [zdnet.com/article/ransomware-cybercriminals-are-adding-a-new-twist-to-their-demands/](https://zdnet.com/article/ransomware-cybercriminals-are-adding-a-new-twist-to-their-demands/). The page features a dark header with the ZDNet logo, a search icon, and navigation links for IOT, CLOUD, AI, SECURITY, MORE, NEWSLETTERS, and ALL WRITERS. A banner at the top promotes IBM Planning Analytics. Below the header, the article title is prominently displayed in large, bold black text. The byline identifies the author as Stu Sjouwerman. The article's lead paragraph discusses the trend of ransomware attacks, noting that paying the ransom to avoid data leaks is a common demand from cybercriminals.

Unleash AI in your budgeting and forecasting with IBM Planning Analytics [Learn more](#)

EDITION: US

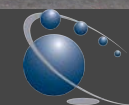
**ZDNet** [Q](#)

IOT CLOUD AI SECURITY MORE NEWSLETTERS ALL WRITERS

[MUST READ: How coronavirus may accelerate the future of work](#)

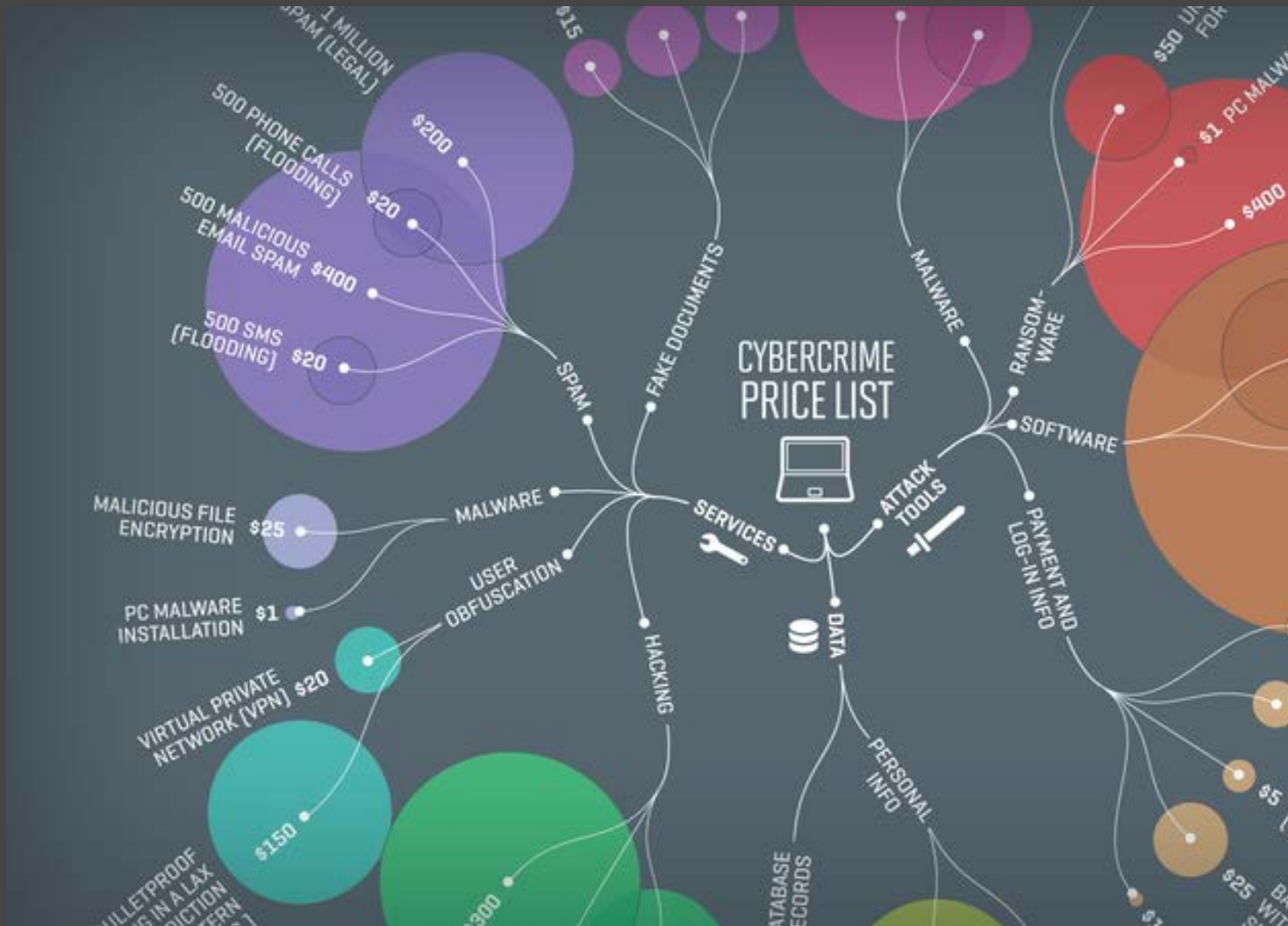
## Ransomware: Cybercriminals are adding a new twist to their demands

Pay the ransom or we'll leak your data is the latest trend, warns cybersecurity company.



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# Phishing – Lucrative Payoff












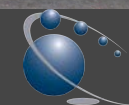
CYBERCRIME PRICE LIST		
ATTACK TOOLS	MALWARE	\$200 REMOTE ACCESS TROJAN
		\$50 PASSWORD STEALER
	RANSOMWARE	200 SOPHISTICATED LICENSE FOR WIDESPREAD ATTACKS
		\$50 UNSOPHISTICATED LICENSE FOR TARGETED ATTACKS
		\$1 PC MALWARE INSTALLATION
		\$400 1 MILLION MALICIOUS SPAM
	SOFTWARE	\$100 REMOTE DESKTOP CONTROL TOOL
		\$700 DISTRIBUTED DENIAL OF SERVICE ATTACK SOFTWARE
	PAYMENT & LOG-IN INFO	\$5 CREDIT/DEBIT CARD FOR ONLINE USE
		\$10 CREDIT/DEBIT CARD INFO THAT CAN BE CLONED ON PLASTIC
		\$5 BANK ACCOUNT LOG-IN (USERNAME AND PASSWORD)
		\$25 BANK ACCOUNT LOG-IN WITH ACCESS TO EMAIL, SECURITY ANSWERS, ETC.
		\$1 EXISTING PAYPAL ACCOUNT
DATA	PERSONAL INFORMATION	\$3 SOCIAL SECURITY AND DATE OF BIRTH VERIFICATION
		\$150 CREDIT REPORT 750+ CREDIT SCORE
	DATABASE RECORDS	\$25 1 MILLION COMPROMISED EMAIL/PASSWORDS
SERVICES	HACKING	\$100 EMAIL ACCOUNT
		\$100 SOCIAL MEDIA ACCOUNT
		\$300 CMS WEBSITE (WORDPRESS, ETC.)
	USER OBFUSCATION	\$150 BULLETPROOF HOSTING IN A LAX JURISDICTION (CHINA, EASTERN EUROPE, ETC.)
		\$20 VIRTUAL PRIVATE NETWORK (VPN)
	MALWARE	\$1 PC MALWARE INSTALLATION
		\$25 MALICIOUS FILE ENCRYPTION
	SPAM	\$20 500 SMS (FLOODING)
		\$400 500 MALICIOUS EMAIL SPAM
		\$20 500 PHONE CALLS (FLOODING)
		\$200 1 MILLION EMAIL SPAM (LEGAL)
	FAKE DOCUMENTS	\$25 DIGITAL COPY OF FAKE CREDIT/DEBIT CARD
		\$25 DIGITAL COPY OF FAKE DRIVER'S LICENSE OR PASSPORT
		\$15 DIGITAL COPY OF FAKE UTILITY BILL OR SOCIAL SECURITY CARD



# Threat Vectors

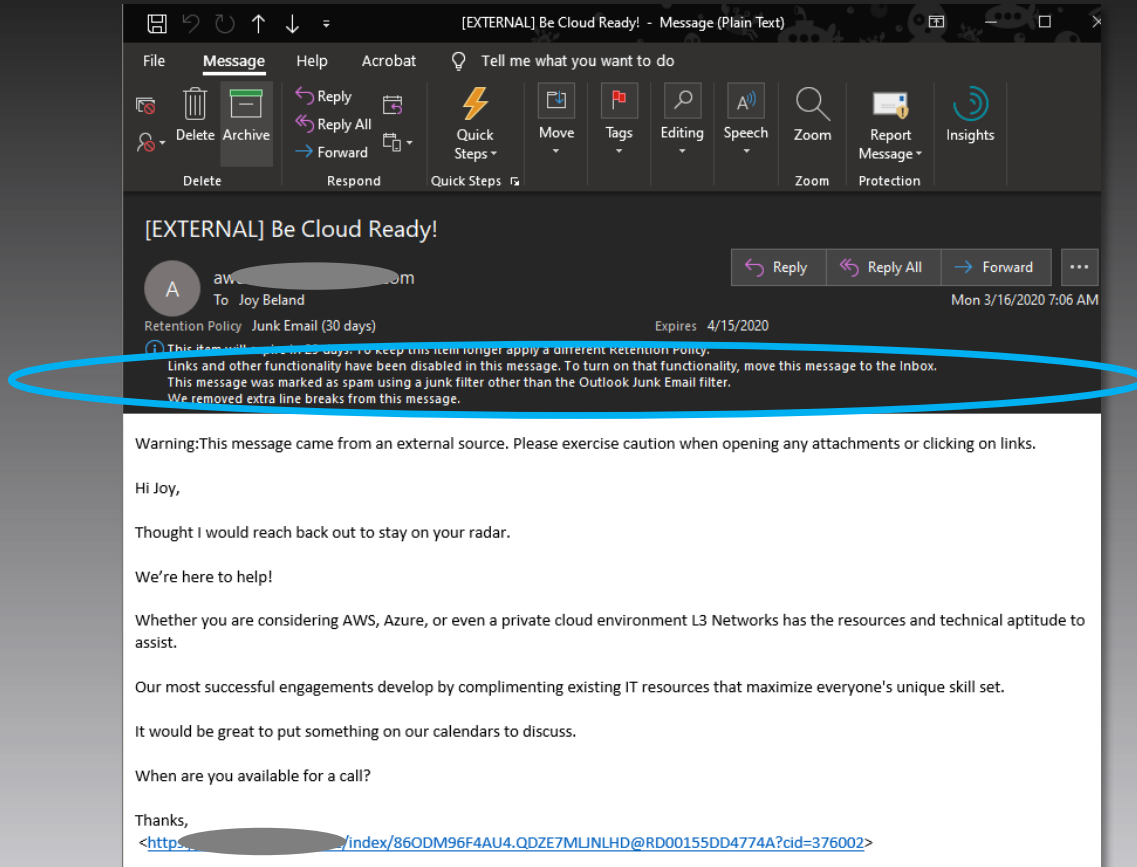
(How The Bad Guys Get In)

 Phishing, Web & Ransomware	 Compromised Credentials	 Weak Passwords
 Trust Relationships & Propagation	 Poor Encryption	 Unpatched Vulnerabilities
 Misconfigurations	 Malicious Insiders	 Zero Day & Unknown Methods



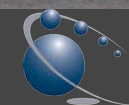


# Don't Be Click Happy



**Think About What You Might Not Have on Your Home Computer, That is Probably on Your Office Network:**

- ☐ Office 365 Advanced Threat Protection which Serves as a Primary Filter for Infected or Malicious E-mails
- ☐ E-mail Filters Via (Vendor) for Infected Attachments and Known Malicious Links
- ☐ DNS Filtering for All Requests Sent From Your Computer to the Internet, Blocking Known Malicious Websites and IP Addresses
- ☐ Advanced Endpoint Protection Which Stops 99.9% of Ransomware Activity, as a Final Layer of Defense



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# VIDEO CONFERENCING



# VIDEO CONFERENCING SOFTWARE:

## ARE YOU USING THE RIGHT ONE FOR YOUR COMPANIES NEEDS?

Things to think about:

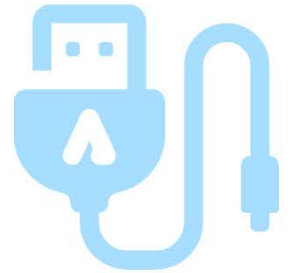
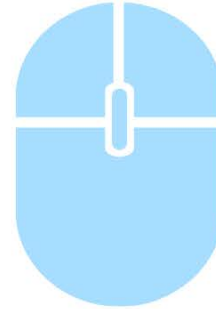
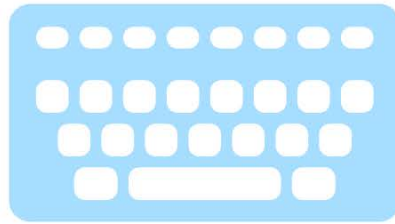
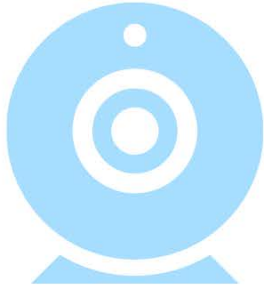
- Short term vs. long term action plan
- Is it secure?
  - “Zoom bombing”
- Popular Secure Platforms







# Work Tools / Accessories



Headset

Camera

Keyboard

Mouse

Screen

Cords

# VIDEO CONFERENCING TIPS:

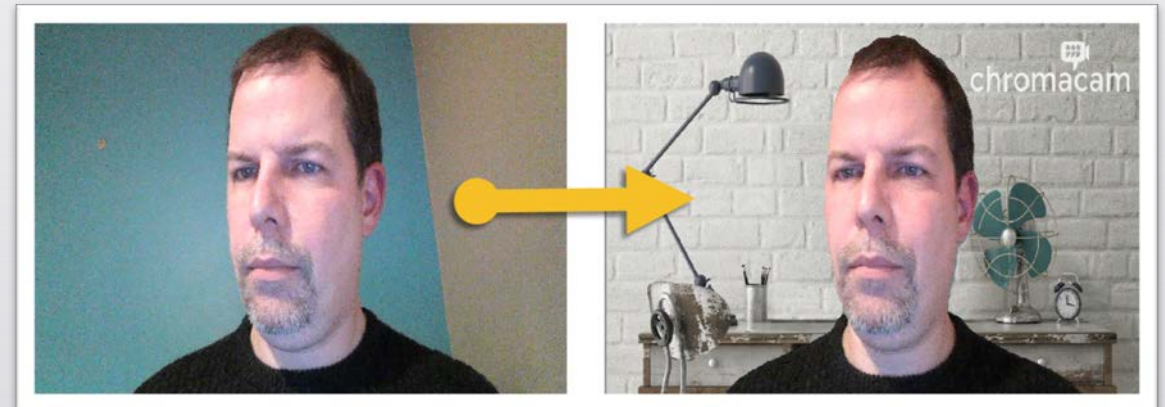
- **If you are hosting a meeting – set the start time 10 minutes earlier and allow guests to enter the room**
  - Gives everyone a chance to chat with co-workers
- **Head to your call a little earlier than the start time**
  - You may need to download an updated software client
- **Keep your companies culture alive**
  - **Virtual happy hours/get together**
  - **Host a trivia game – [TriviaMaker.com](https://www.triviamaker.com)**





# HOW TO LOOK AND SOUND YOUR BEST!

1. Lighting is key!
2. Camera angle
3. Put some effort into how you look
4. Keep your background tidy or use a virtual background – like chromacam
5. Look into the camera lens
6. Use headphones or headset
7. Youtube is a great resource





# JOB SITE TECHNOLOGY

# FACE RECOGNITION WITH TEMPERATURE MEASUREMENT



No Mask, No Access



Abnormal Temp, No Access



Normal Temp, ACCESS



# JOB SITE AV



# The best of both worlds

Keep what you love about your sticky-note wall while adding flexible digital tools you can access anywhere.





SPAN™ WORKSPACE

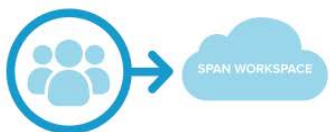
# Bridge the remote collaboration gap

Simple visual collaboration tools to keep distributed teams aligned

**Tailored for real-time teamwork**



## Stay collaborative while working from home



Hassle-free team adoption



Your digital information radiator



An extra dimension to video calls



Coming together (virtually)

# We are in this together

Most importantly, in this time of crisis, keep yourself, your family and your community safe. We are in this together. Please feel free to reach out with any questions that you have.



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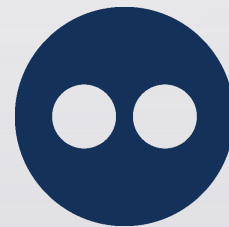
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## Thank you for joining us.

If you have any remaining questions, please send your inquiry to [questions@abcma.org](mailto:questions@abcma.org) and we will respond to you as soon as we can.

### Get online with us:

[www.abcma.org](http://www.abcma.org)



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