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THIS MONTHLY PUBLICATION IS BROUGHT TO YOU BY MILTON BARTLEY, JAY MALLORY AND THE IMAGEQUEST TEAM.

## CLIENTS' EXPECTATIONS DRIVING LAW FIRMS' CYBERSECURITY MEASURES

authored by: Milton Bartley

Because of the nature of their work, law firms have access to extremely sensitive personal and business data. Dealing with the rapidly changing cyber landscape takes a concerted effort. Ultimately, cybersecurity is an executive leadership issue to address, not a technical problem to solve. If you are charged with the ethical mandate to protect your clients' sensitive and often regulated data, what should you think about and know? Who is responsible for managing security measures, and are you **really** at risk? I recently sat down with Julie Hensley, CIO of

Wyatt Tarrant & Combs LLP, a prominent law firm with offices in Kentucky, Tennessee and Southern Indiana, to discuss her experiences around cybersecurity. Julie has been with Wyatt Tarrant & Combs since the mid-1980s, and in that time, has seen the evolution of technology in the legal profession from a very unique, insider position. She has gained a stellar reputation as a thought-leader in the legal technology field. Here is what she had to say about the current state of information security in the legal industry.

**Bartley: Would you say the leadership at your firm and law firms in general have a good handle on the inherent risks around cyber?**

Hensley: I would say they do. They become better informed every day based on the news. Eighteen months ago, probably a very different answer than today; we had a lot of convincing to do. But we have developed an active cybersecurity practice, so our leaders see every day the new files opened on behalf of clients with data incidents. Today our partners understand that we have to be

secure – and we are taking the necessary steps to be secure. Security is not a foreign concept to them anymore. We have an ethical obligation to protect our clients' data. And they [leadership] understand that an incident can be bad, even if it is not a large breach. We are educating them that an incident could simply be the loss of a mobile device. It doesn't mean that someone has taken 50,000 records from your system.

**Bartley: Tell me how clients have impacted cybersecurity inside your firm.**

Hensley: They have greatly impacted it. It is to a point where if we want to continue doing business with them, they have expectations that we will secure their data

– period. Most clients expect us to protect their data like they protect it themselves. It has changed our security framework. If the clients were not requiring it, it might be harder to get some of these expensive measures done inside the firm.

**Bartley: What is the risk of losing a client or losing an opportunity because either you don't want to implement the required measures, or they have determined you have not implemented stringent enough measures?**

Hensley: We have not lost a client or an opportunity for something related to security. Clients all ask questions, but as long as we can say "This is what we are doing and how we are doing it," or "This is not how we do it and why," those answers have been acceptable.

**Bartley:** Thinking outside your firm, because I know you take this very seriously, but say an unnamed firm gets that same letter from a client, and they know they are not doing the things requested of them, and they choose to ignore it. What do you think the impact would be?

Hensley: I think that could be very detrimental to that firm. It is potentially setting up that firm for a lawsuit if something bad does happen. Someone at that client has a stake in seeing that their data is secured at their third-party locations. That person is going to have to report something to their management,

and I think if the firm ignores that, they have a potential problem. It is better to say, "We are not doing this, but we will try to do it." It is better to acknowledge what you are not doing than to ignore it or misrepresent it.

**Bartley:** What keeps you up at night?

Hensley: Right now, the scariest thing is not knowing what I don't know. We have things in place that we believe are doing what we need them to do in terms of security and the monitoring of that security. My concern is that there is something out there that we have not identified. There are no guarantees. We can only do the best we can.

My concern is being lulled into that false sense of security. We can't block every email and it only takes one, right?

**Bartley:** Knowing that, what is the biggest cyber threat to law firms today?

Hensley: Information. There are people out there who will understand who your clients are, what kind of law you practice, and thus the type of data you have in your firm. They will put a value on that and find a mechanism and a path to sell that data to someone. From a very general standpoint, I wonder if law firms understand the kind of

data they have and why people would want that data.

**Bartley:** What is one piece of advice you would give to a new CIO?

Hensley: It is important to understand the users of your technology and the leaders in your business or firm. What are they trying to accomplish on a daily basis and how does your role support that? Your job is to provide them with the tools to do their jobs efficiently and securely. It is not just about billable hours anymore. It is about efficiencies. We put budgets together now for cases and matters. It is up to the strategic

leaders of the firm – i.e. the CIO – to bridge that gap.

**Bartley:** Any final thoughts?

Hensley: You must have the appropriate resources to continually monitor the threats that are introduced and understand the technologies that are available to protect yourself from those threats. As the threats change and become more advanced, the technologies used to protect your data must change and improve. While best effort is the best any of us can do at any time, a good defense is your best offense.

REFERRAL PROGRAM

DO YOU KNOW A COMPANY LOOKING FOR IT SUPPORT?

At *ImageQuest*, we know that referrals are an important part of creating and building business relationships: understanding that, we know that great leads can come from anyone at any time. Why not explore this opportunity and receive benefits for you and your company?

It's easy to join our referral program and it's a great way to earn additional income while helping companies benefit from ImageQuest's vast IT services and support.

- If your **Managed IT Services** referral becomes a recurring client, then you or your favorite charity will receive a \$1,000.

- If your **Managed Compliance** referral becomes a client, then you or your favorite charity will receive a \$100 amazon gift card

**WHAT WOULD MAKE A GOOD REFERRAL?**

A company in any professional industry with at least 20 computers or anyone with a regulatory compliance component to their organization.

**HOW DO I SUBMIT A LEAD?**

Simply call Milton Bartley or Jay Mallory at 888.979.2679, email [leads@imagequest.com](mailto:leads@imagequest.com) or submit online at [www.imagequest.com/referral-program](http://www.imagequest.com/referral-program)



# THE 3 HARDEST QUESTIONS ABOUT YOUR CAREER

authored by: Geoff Smart

I love helping people strategize about their career. A recently retired governor just contacted me to schedule a career strategy chat. I'm guessing he has a sense of what he wants to do next, but needs a sounding board in order to come up with a plan.

I hope that my approach (described below) will not only be useful for him, but also for you. It starts with answering these three hard questions:

## 1. What is my skill-will bull's-eye?

Your skills (what you can do) and your will (what you want to do) line up in what Randy Street and I call the "skill-will bull's-eye." I recently helped a

Fortune 500 VP find hers when she struggled to put her finger on her core talents and interests. Was it head hunting? "No." What about coaching? "I don't think so?" What about designing the process that businesses use to recruit? "YES! That is what I get to do only part of the time in my current job. That is what I want to do with more of my time." Presto – a skill-will bull's-eye!

## 2. What are three career paths?

Force yourself outside the box by outlining three different career options. Following from the previous example, that VP had only previously focused on a corporate path. That was Path 1, so I asked what were two other paths she could consider.

"Well, I guess Path 2 would be to try to join an existing consulting firm ... and Path 3 could be that I hang out my own shingle and do that kind of work solo." We discussed the pros and cons of each path, and she eventually chose Path 2.

## 3. Who are 10 people who can help me get my dream job?

Do you know "hundreds of people?" Great, but let's prioritize the 10 most likely to get you your dream job. Start by listing past bosses who know your work and are well-connected. Now list clients or customers who respect you. Next, add a college friend or two with connections. Then a good recruiter, followed by any powerful family

friends you may have. Once you have your 10, write out a half-page message summarizing the career path you're looking for and the reasons you'd be a good fit for that path. End by asking for a few minutes of their time to pick their brain – minutes that will hopefully end in referrals to your dream job.

If you think these tactics are useful, please download our other free career strategy tools at [geoffsmart.com/smarttools](http://geoffsmart.com/smarttools).



GEOFF SMART

Dr. Geoff Smart is the No. 1 thought leader on the No. 1 topic in business: hiring and leading talented teams. Dr. Smart founded the leadership consulting firm ghSmart in 1995, a firm he still chairs today. He is also a nonprofit founder, government advisor, and Wall Street Journal best-selling author.



## THIS GENIUS DEBIT CARD LETS PARENTS CONTROL THEIR TEENAGERS' SPENDING

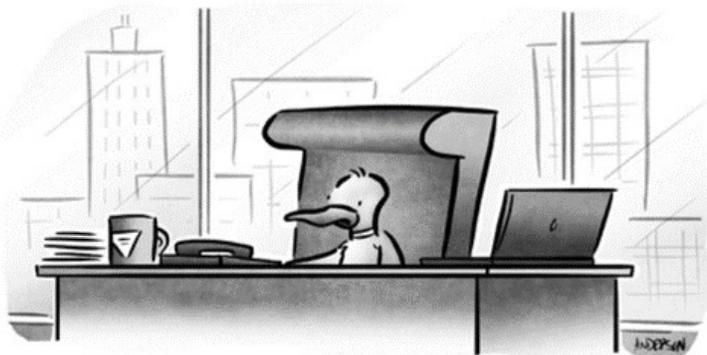
If you feel like your teen views you as a walking ATM machine, startup company Current might be able to help. Their new app — also called Current — allows you to track and control your teen's spending through the company's debit card. Current offers a series of robust services designed to teach your child financial responsibility while still letting them have some say over how and when they spend their money. You can set up daily spending and withdrawal limits, but you can also set up contingencies — money that's freed up, say, when chores or tasks are completed.

## YOU WON'T BELIEVE WHERE HACKERS ARE HIDING MALWARE

If you use Popcorn Time or VLC, listen up: Hackers are targeting your subtitles. Yes, that's right — from bad kung fu movie dubs to the latest and greatest European cinema, this technique hides malware in the downloaded subtitle information for a movie. Once it's in your computer it takes root and communicates with the attacker. By the intermission, your machine belongs to them! If you're a Popcorn Time user, you can download the patch online. VLC and other media players should have the problem patched by the time of printing. Or, you know, you could just not download movies from the internet ... but we all know how likely that is.

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"Stephanie, would you please head down to that old lady in the park and bring me back some bread crumbs?"

## SHINY NEW GADGET OF THE MONTH: THE FEEDER OF THE FUTURE.

*Petnet is looking to upgrade pet care with their new automated SmartFeeder, targeted toward pet owners who frequently travel or those with packed, variable schedules.*

*After you install the SmartFeeder app on your phone, it'll ask a few questions to get to know your animal, including their age, weight, activity level, and food type. This last feature is particularly interesting, as the feeder will recommend feeding amounts for dozens and dozens of common cat and dog foods, though users report it can be a little finicky.*

*After it gathers the information, you can set up regular, automatic feeding schedules for your furry friend. After that, it's an almost entirely hands-free process, until you need to reload the feeder with your animal's preferred food.*

*Its \$150 price tag may be a little steep for most pet owners, but for the busiest and laziest of us, it could be the perfect addition to your already-automated home.*