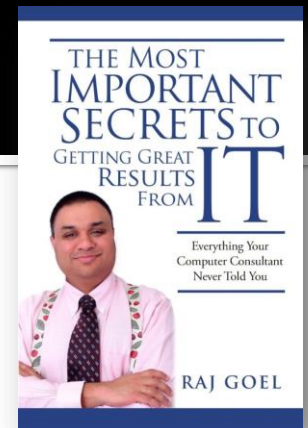
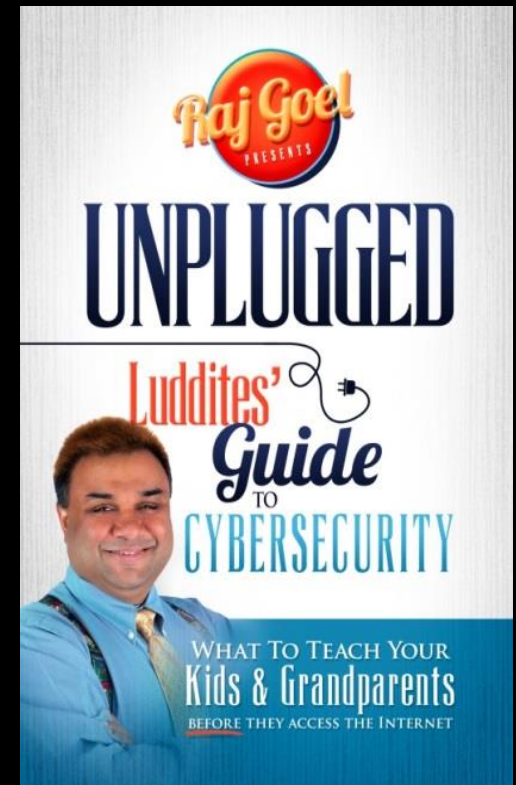




How To Hire Great Technicians

Raj Goel, CISSP

<http://www.SOPCulture.com>



Raj Goel, CISSP

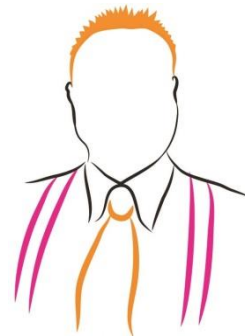
- » Author, entrepreneur, IT expert and public speaker, Raj Goel is globally known as the go-to man in cyber security and privacy law. He is committed to educating individuals and organizations about online safety and how to protect their most important assets – **people and data**. His expert advice helps individuals, companies and conglomerates navigate their way through the world's ever-changing technology and increasingly complex IT compliance laws. He often appears in the media and at conferences world-wide to educate the public on cyber-security and digital privacy, a subject he is passionate about.

» Security, Civil Liberties and Peace of Mind

- » When you need the right approach to complying with HIPAA/HITECH, PCI-DSS or simply protecting your assets, Raj Goel, as any of his loyal clients will tell you, is the man to call upon. Raj's credentials are impeccable. A 25-year veteran of the IT industry and an expert in online security, Raj has personally consulted with organizations ranging from Fortune 100 corporations to small family companies to governments world wide.
- » Raj is fueled by his passion for enhancing Civil Rights in Cyberspace, his love of helping people keep themselves, their families and their companies safe online. He is available as a consultant and a public speaker and often sought after by major media outlets and companies.

» Key highlights:

- **Author**, "UNPLUGGED Luddites Guide To Cybersecurity", Amazon, 2015
- **Author**, "The Most Important Secrets To Getting Great Results From IT", Amazon, 2012
- **On-Air Television Cybersecurity Expert**, WPIX11, New York City (2013-present)
- **On-Air Cybersecurity Expert**, Columbia News Tonight, Columbia University, NYC
- **Keynote speaker**, NCSL 2013, Government of Netherlands, The Hague, Netherlands
- **Keynote speaker**, Government Of Curacao, 2013
- **Keynote speaker**, "what should MSP's know about compliance", Datto partner conference, 2013
- **Author**, "Googling Your Privacy and Security Away", Infosecurity Professional Magazine
- **Author**, "Trends In Financial Crimes", Infosecurity Professional Magazine
- **Author**, "Life Of A Child (2014) – raising a generation of cyber-at-risk youth", Infosecurity Professional Magazine, 2014
- **Author**, "Welcome To The World Of Dating Sites", Infosecurity Professional Magazine, 2015



Media Appearances



Nationaal Cyber Security Centrum
Ministerie van Veiligheid en Justitie



Global Business and
Technology Association™



The New York Times

Entrepreneur

(ISC)²

SECURITY TRANSCENDS TECHNOLOGY™

BrightTALK™



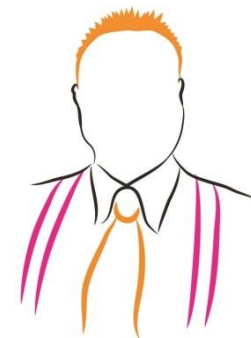
PenTest
magazine



NEW YORK COUNTY
NYCLA
LAWYERS' ASSOCIATION

Raj Goel, CISSP – MSP Credentials

- » **Keynote Speaker – DATTO 2013 – What MSPs should know About Compliance**
- » **Presenter/Speaker:**
 - **Cyberoam** Partner Conference 2014
 - **Cyberoam** Webinars
 - **Continuum** Navigate 2015
 - **MSPRadio**
 - **ITNation** 2015
- » 2014 Finalist, TechnologyMarketingToolkit (Robin Robins)
- » **Author**, 2 books
- » Member, **HTG**



About BRAINLINK

- ✓ Founded in 1994
- ✓ Profiled in NYTimes, Entrepreneur, PBS, WPIX11, etc
- ✓ Passionate about SOPs, SOTs, Process and Profitability
- ✓ Addicted to ConnectWise :-)
- ✓ Award Winning MSP – 2015 SmartCEO Magazine Winner for our “SOP Culture”



#AppleVsFBI - International TV Appearances



Should the gov't share its hacking skills with Apple?

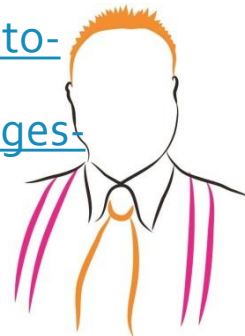
Mar. 30, 2016 - 3:17 - Raj Goel, Brainlink CTO, discusses what's next for the tech giant after the FBI was able to hack into the San Bernardino shooter's iPhone.

Facebook Twitter Email

Fox Business Channel Finder
Find the Fox Business Network in your area. **Find Now →**

Enlarge player —

1. <http://video.foxbusiness.com/v/4823608319001/should-the-govt-share-its-hacking-skills-with-apple/?#sp=show-clips>
2. <http://www.bloomberg.com/news/videos/2016-02-26/why-apple-is-fighting-the-fbi-s-iphone-demand>
3. <http://video.foxbusiness.com/v/4760933191001/should-apple-be-forced-to-help-unlock-san-bernardino-shooters-phone/?#sp=show-clips>
4. <http://pix11.com/2016/02/17/legal-battle-between-apple-and-fbi-challenges-publics-concern-of-privacy-versus-protection/>



Bookmark SOPCulture.com

SOPCulture

No Great Brand THRIVES Without SOPs

[Why You Should Be Creating SOPs](#) [About](#) [SMARTCEO Winner](#) [SOP List](#) [Pricing](#)



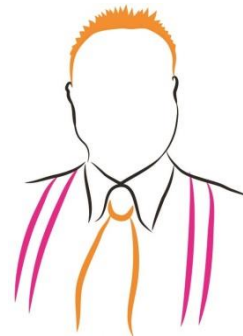
Why You Should Be Creating SOPs



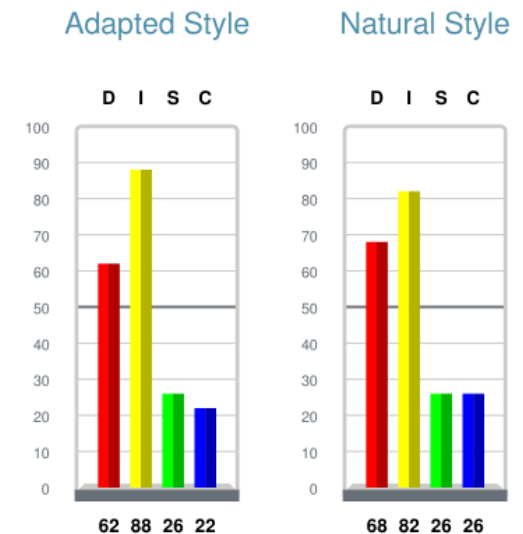
CATEGORIES

- [Article](#) (3)
- [Quotes](#) (3)
- [webinar](#) (6)

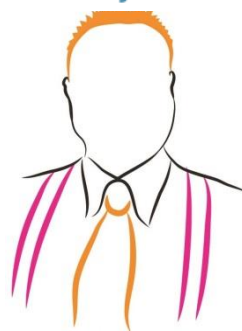


Hiring 101 – Know your COMPANY CULTURE

- We used DISC Profiles to establish our communication base lines

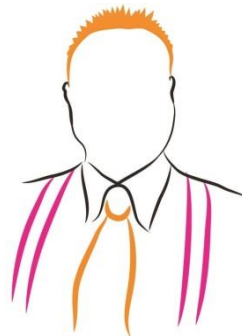
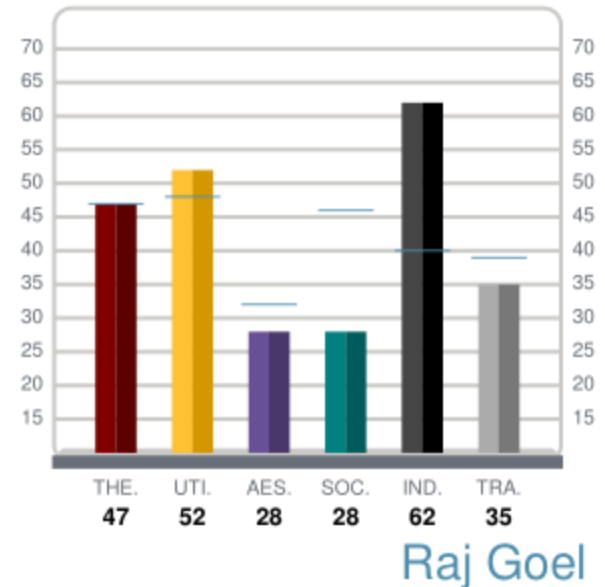


Raj Goel



Hiring 101 – Who Are YOU?

- Brings creative ideas.
- Not afraid to take calculated risks.
- Desires to be an individual and to celebrate differences.
- Brings a variety of different and energetic ideas to the workplace.
- Realizes that we are all individuals and have ideas to offer.
- Enjoys making presentations to small or large groups, and is generally
- perceived as an engaging presenter by his audience.



Hiring 101 – Who is YOUR TEAM?

- We DISC the entire team twice a year

	D +	I	S	C
Raj	68	82	26	26
[Redacted]	58	16	76	61
[Redacted]	88	64	24	34
[Redacted]	7	24	100	91
[Redacted]	22	58	64	81
[Redacted]	64	45	36	61
[Redacted]	14	66	93	37

- We distinguish DRIVERS BEHAVIOURS

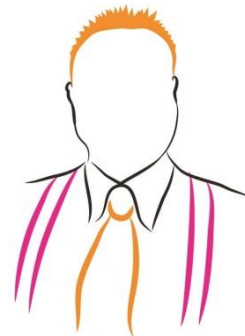
Primary Driver	David	Anthony Chan	Gregory	Anthony Rodriguez
COMMANDING	X	X		
INTENTIONAL	X		X	
RECEPTIVE		X		
RESOURCEFUL	X		X	

DISC	Raj	[Redacted]	[Redacted]	[Redacted]	[Redacted]
D	68	58	64	64	17
I	82	16	45	68	64
S	26	76	36	63	76
C	26	61	61	16	64
	<u>IDSc</u>	<u>SCDi</u>	<u>DC</u>	<u>IDSc</u>	<u>SICd</u>
	68 82 26 26				



Hiring 101 – Culture Video

- <https://www.brainlink.com/jobs/>



Hiring 102 – Appropriate Job Ad

WHEN WAS THE LAST TIME YOU HAD FUN AT WORK? It's a great time to join our IT support team. Get all the benefits of working with leading clients in finance, construction and real estate industries in a growing MSP environment. Not only do we take pride in what we do, we have FUN. Your intelligence, attention to detail & energy are what we need.

NOTE: All jobs require commuting to Manhattan. You must live within 60 minutes of midtown Manhattan!

At Brainlink, we offer a highly driven and motivated environment. Our support team is focused on achieving their target while delivering outstanding customer service and our technical team is pressured to continue to push beyond our customer expectations in order to deliver a world class managed services offering.

In order to be part of the team you've got to be a self-starter, an independent thinker, someone who is comfortable digging in and getting your hands dirty, and ideally, a strong leader... someone capable of clearly communicating your vision to your teammates. We have a lot of "Type As" within the team so you've got to be able to hold your own and voice your opinion for what you believe is right.

Systems Engineer Level 1 / Desktop, Server, Network Support : A+ or Network+ required

You are starting your journey in the exciting field of IT support and Managed Services. You have a few certifications, you have installed desktops, servers, and can speak competently about your accomplishments, failures and career aspirations.

You understand that success requires hard work, continuous learning and you are HUNGRY to learn more, make more, and grow as a professional.

Requirements :

A+, Network+ or Security+ is a minimum.

MCSA Desktop 1 & 2 are bonuses.

1-2 years work experience preferred.

Daily Activities will Include:

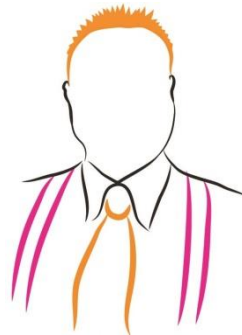
Responding to tickets in ConnectWise

Providing ONSITE desktop, server and network support to clients in Manhattan, NYC

Writing and using SOPs - see www.SOPCulture.com

Managing multiple vendors

Writing ARTICULATE emails without typos or grammatical errors



Hiring 102 – Unique Benefits

- Total Annual Compensation: \$45000-55000

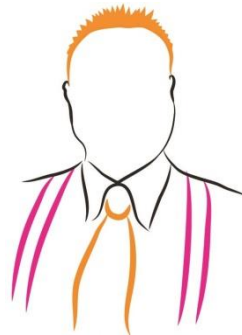
Benefits: Full-time position with healthcare, dental, education stipend, 401K.

Dining privileges at The Friars Club

A manager who UNDERSTANDS you! (How's that for a benefit!)

To apply click here

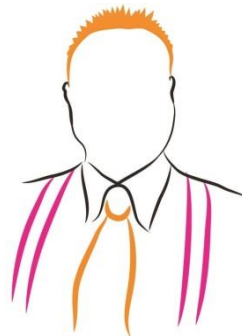
<http://www.ondemandassessment.com/verify/apply/BeeeyqR/ChCnEnah>



Hiring 102 – Take the test!

To apply click here

<http://www.ondemandassessment.com/verify/apply/BeeeyqR/ChCnEnah>

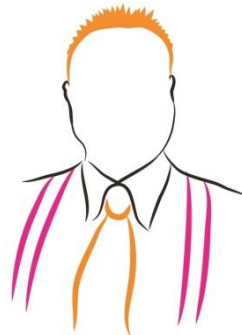


Hiring 103 – Set Expectations

Thank you for applying.

- 1) Watch this video at <http://www.brainlink.com/about-us/jobs/>
- 2) If you think you fit the culture OR you WANT to be a part of our culture, then:
- 3) Please fill out the application at <http://www.ondemandassessment.com/verify/apply/BeeyqR/ChCnEnah>
- 4) Connect with me on SKYPE (brainlink-raj) so we can schedule a VIDEO interview
- 5) Schedule your SKYPE interview

--Raj

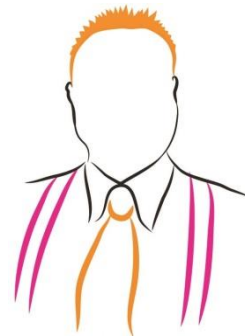


Hiring 104 – Training Roadmap

■ What do you expect them to learn?

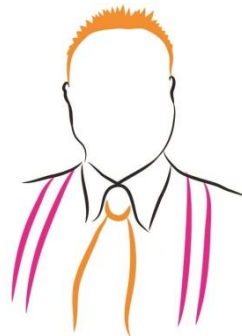
Service Team Member Roles

Level	Title	Level Certifications
1	Desktop Technician	Connectwise Training, Continuum Certified IT Expert
		CompTIA A+,
		MCSA Desktop 1 (680 or 687)
2	Desktop Administrator	MCSA Desktop 2 (685 or 688),
		CompTIA Network+ OR CCNA
		Cyberoam CCNSP Certified
		VMWare VTSP,
		VMWare VSP
3	Systems Engineer	CompTIA Security+,
		MCSA Server (410)
		MCSA Server (411),
		MCSA Server (412)
		Datto
4	Senior Systems Engineer	MCSE Server (413)
		MCSE Server (414),
		VMWare VCP
5	Virtualization Rockstar	All Above Certifications



Hiring 105 – Where is your TRAINING Manual?

- OUT OF THE BOX - 388 pages of useful, standardized training
 - Links to YOUR critical vendors
 - Training on how to create SOPs
 - SOPs on using
 - NEWT, Installing VMWare Server, AD1+AD2+Exchange 2010, Installing Cyberoam Firewalls, Connectwise Training, PRTG, Continuum

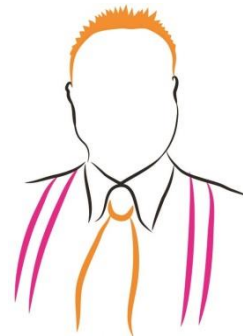


Training runbook

DOCS

New Technician Training Manual

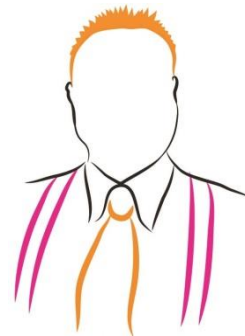
Author: Raj Goel
Version: 8
Date: 04-Mar-2016 16:19



Training runbook – Laptop, Email, Connectwise, Configurations!!

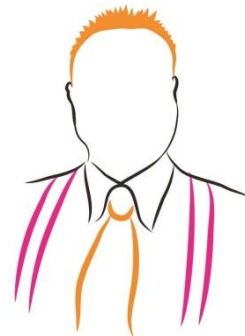
Table of Contents

1	New Technician Hiring and Training Runbook v2	5
2	DAY1 - Laptop & Email Setup	7
3	Developing SOPS	13
4	SOP - How To Create SOPs in Confluence	14
5	Accessing the CONTINUUM A+, Network+, MCSA, MCSE training portal	20
6	DAY2 - ConnectWise Training Completion	22
7	Connectwise	25
8	Brainlink - SOP - Creating Configurations in Connectwise	26
9	Continuum Ticket Handling	57
10	Daily Support/Ticket handling	66
11	DAY 3 - Perform DAILY BACKUP & IVIEW reviews	67



Training runbook – NEWT, VMWare, Cyberoam, Exchange, OSX – Oh my!

11.1	Brainlink - SOP - GFI MaxMail - Accessing Whitelist and Export functions	113
12	SOP - Brainlink - NEWT - Installation and Discovery	156
13	WEEK2 -	171
14	Onboarding and offboarding new employees	172
15	Install VMWare Server	176
16	Key Client Desktop Setup Training	180
17	WEEK3 - Install AD + AD2 + Exchange 2010 via SOP + Cyberoam SOPs	183
18	Cyberoam Training	277
19	WEEK4 - Exchange	315
20	Client Communication Training	370
21	Service Desk Handling	371
22	Mac OSX	372



Training runbook – BRAINLINK – 1710 Pages (and growing)

DOCS

Brainlink New Technician Hiring and Training Runbook v6

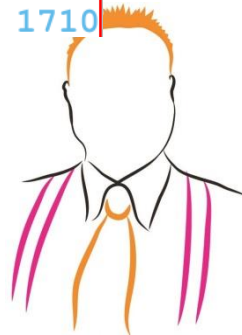
Author: Raj Goel

Brainlink New Technician Hiring and Training Runbook v6

I, _____ (initial) read this on _____ (date)

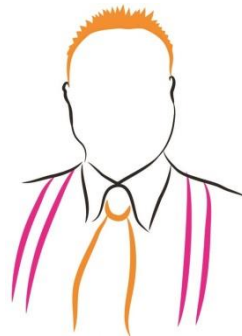
Proprietary and Confidential. DO NOT DISTRIBUTE

1710



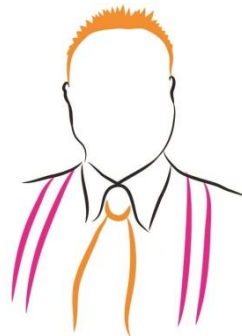
Customizable for YOUR business

- Make it YOUR OWN by creating 3 SOPs
 - Your firm's EMAIL setup
 - Your firm's LAPTOP/DESKTOP setup SOP
 - Your TOP CLIENT's desktop setup SOP



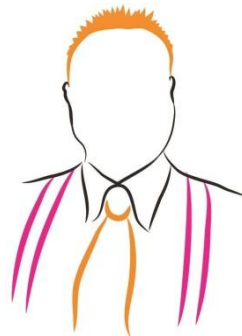
Key Takeaways

- Creating a SOP is a onetime cost to you
- Reusing SOPs on a daily/weekly basis makes your staff MORE PRODUCTIVE
- Training manuals LOWER HIRING & TRAINING COSTS
- They let you REDUCE CLIENT STRESS



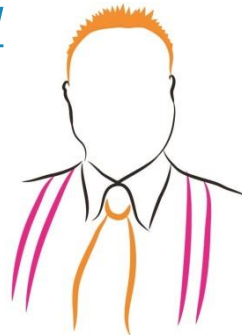
Benefits

- All your employees know how to deliver a particular service
- All your employees know WHAT training they need to be more effective
- All your employees know WHERE they can turn to for help
- **SOPs help you increase billings**



Resources

1. www.SOPCulture.com
2. <http://www.sopculture.com/category/webinar/>
3. <http://www.sopculture.com/sop-list/>
4. <http://www.sopculture.com/article/how-to-create-effective-sops/>
5. <https://attendee.gotowebinar.com/recording/5011078477814407682>
6. <http://www.brainlink.com/2014/12/17/secret-to-brainlinks-success-process-and-sops/>
7. <http://www.brainlink.com/2015/04/24/the-joy-of-sops/>
8. <http://www.brainlink.com/about-us/media/how-to-build-excellent-standard-operating-procedures-that-will-drive-business-growth-mspradio-47/>
9. <http://www.brainlink.com/2015/05/30/the-joy-of-sops-2/>
10. <http://www.brainlink.com/2015/07/08/the-joy-of-sops-better-than-pizza-better-than-chocolate-better-than-sex-how-to-create-effective-sops/>
11. <http://www.brainlink.com/first-fridays-with-raj-2/>
12. <http://www.brainlink.com/2015/10/27/creating-obvious-sops/>
13. http://www.brainlink.com/files/2014/02/SOP_Template.doc.docx



Buy Brainlink's SOP Library

The **400+ SOPs** are available for:

\$498/mo

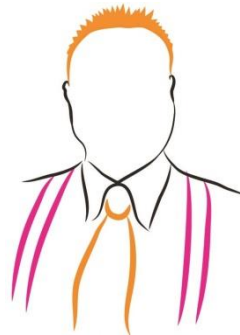
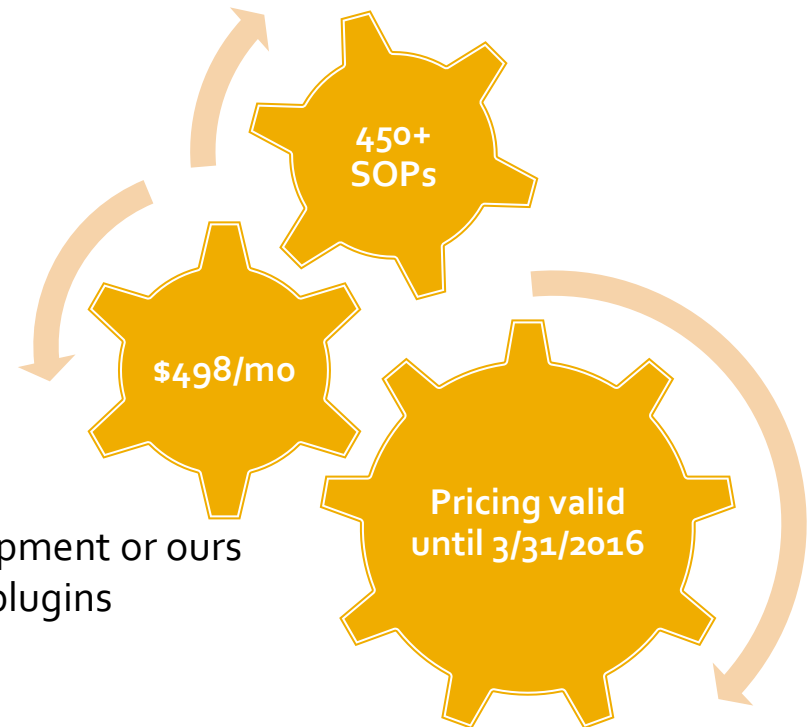
or \$5677/yr x 3 years

or \$16,135/onetime payment

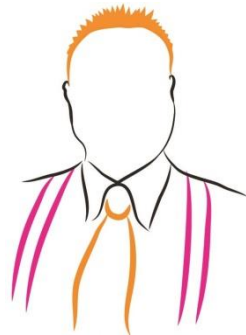
+ \$799 setup / onetime

This includes

1. Setup of your Confluence server on your equipment or ours
2. 3 years licensing of the Brainlink RUNBOOK plugins
3. 400+ of our existing SOPs
4. Access to future SOPs
5. Monthly SOP CULTURE training for you & your staff (it's DIFFERENT from the free webinars – here, I actually take a specific item and train you in it)
6. Direct access to me & my team for specific training
7. Building YOUR OWN SOP CULTURE!



Questions?



Contact Information

Raj Goel, CISSP

Chief Technology Officer
Brainlink International, Inc.

C: 917-685-7731

raj@brainlink.com

www.RajGoel.com

www.linkedin.com/in/rajgoel

@rajgoel_ny

Author of

UNPLUGGED Luddites Guide To Cybersecurity

<http://www.amazon.com/UNPLUGGED-Luddites-Guide-CyberSecurity-Grandparents/dp/0984424830/>

The Most Important Secrets To Getting Great Results From IT

<http://www.amazon.com/gp/product/0984424814>

