

WHO'S WATCHING THE WATCHERS?



A CEO'S GUIDE TO
EMPLOYEE INTERNET MANAGEMENT

DAVID A. FERTELL

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A CEO's Guide to Employee
Internet Management

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Introduction

Undoubtedly, you are reading this because you're a responsible steward of your corporation and you take seriously your fiduciary and moral obligations to yourself, to other company stakeholders and to your employees. You're also probably concerned that the all-important, can't-do-business-without-it Internet that you provide your employees is becoming your worst nightmare. How do you know people aren't wasting time surfing the Web for vacation deals or haven't strengthened their gambling habit with real-time online gaming complete with simultaneous built-in chatting? How do you know that the corporate reputation you have toiled to build and strive every day to maintain isn't being carelessly sullied by someone on your team that just won't drink the corporate Kool-Aid? What are people doing with your laptops when they're out of the office? What's going on in the office at night after you leave? What's the cleaning crew up to on your com-

puters? You see countless creepy pedophiles on TV news shows. Are your computers being used to solicit children? Finally, how do you know the people you've entrusted to manage these issues are not the culprits in these very same misdeeds that will land you in legal hot water, waste resources and create a hostile work environment?

This book will help you answer these questions and help guide you through the issues that plague every business, small and large, when it brings an Internet connection into its environment. Though we will delve into some technical aspects surrounding the issues of Internet governance, this book is written by a CEO for executives with P&L responsibility. My early start was in the area of computer science and robotic imaging for large enterprises. However, much of my professional life has been on the operations side of business, frequently playing interpreter between IT and those that they served. I've written this book because I realize you're probably not strongly versed in geek-speak and may not have a complete grasp on the technical realities that define the Internet. It is my goal to arm you with enough relevant information so that you can be comfortable asking your managers these same questions and have a degree of confidence that the answers you get are consistent with your expectations.

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