

# Houston Success

Issue 3

MAGAZINE

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# Welcome Friends,

**T**hank you for picking up this winter edition of *Houston Success Magazine*, the first issue of 2024.

As of this year, we are all moved into our new space. Clients would have received a notice with our new address last year, but for those of you who didn't, we are now located at 26519 Oak Ridge Drive. It's a great little spot with an extra thousand square feet for our growing team to work with. If and when you have time, I would love to give you a tour.

Now, if you know me, you know that I often listen to business and thought leaders from around the globe. What you may not know is that before I started doing this, I really felt like I was going it alone in terms of my business. Now that I've experienced firsthand what a difference having this information can make, of course I want to share it with you.

In this issue, we have articles from bestselling author and motivational speaker Nick Vujicic, world-renowned Entrepreneur's Organization founder Verne Harnish, and ghSMART Chairman and Founder Geoff Smart. In our cover story, on page 4, Vujicic speaks on reframing challenges to overcome adversity. After that, you'll find our customer success story on page 8. Harnish reviews Part 2 of the Rockefeller Habits for growing your business sustainably on page 10, and on page 12, Smart goes over how to achieve more with less as a business leader. Finally, on page 15 we discuss buying a cyber insurance policy and why it's important to be transparent about cybersecurity initiatives in your organization.



Last year, we subscribed to a new automation software that helps us onboard new employees for our clients more efficiently so we can serve more businesses like yours. It's called REWST, and it has a host of capabilities. One is opening employee accounts with platforms a client is using and purchasing licenses to the software needed to support those accounts. But there's so much more it can do that I don't have room to talk about here. Ask us about it next time you come in.

Before I close, allow me to highlight that Braintek's article "5 Cybersecurity Protections That Will Save Your Business" was featured in a special edition *MSP Success Cybersecurity Magazine*. If you haven't already, be sure to pick up a copy or read it online.

I would like to close with appreciation for everyone reading this and for all those who continue to support us. You have made incredible growth possible for our company. We are truly blessed, and we look forward to doing even better for you in 2024.

All the best, and remember, if you are a small or medium-sized business looking for IT support, give your friends at Braintek a call. ■

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**Nick  
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**HOW TO  
OVERCOME  
ADVERSITY &  
DREAM BIG**

MEET NICK



# How To Overcome Adversity & Dream Big

**With Best-Selling Author  
And Motivational  
Speaker, Nick Vujicic**





NICK ON STAGE AT A  
RECENT INDUSTRY EVENT



**A**fter nervously delivering a speech to his classmates, Nick Vujicic's life was forever changed when an excited school janitor who witnessed it proclaimed, "You're good. You're going to become a worldwide speaker."

At first, Vujicic dismissed the kind words as the ramblings of a deluded older man. *How could someone see greatness within him when he could barely see it himself?*


Born without arms or legs, Nick viewed himself as a prisoner of his own body, trapped in a seemingly insurmountable fate. Loneliness haunted him, while questions about his purpose and even the meaning of his existence gnawed at him.

But the older man was relentless and continued to urge Nick to share his story. After three months, Nick agreed to speak to a small group.

And so, Nick's journey as a speaker began. Captivating audiences, his story of hope, perseverance and triumph over adversity has now touched the lives of countless individuals, reaching a staggering two billion people worldwide.

Today, Nick stands as a testament to the indomitable human spirit. Defying the odds at every turn, Nick has shattered every preconceived notion of "what is possible for someone born without arms or legs," from typing 53 words per minute to swimming to making his first million by 27 to becoming a husband and father of four biological children.





As the owner of three thriving businesses, he's traveled to 78 countries for speaking engagements and become a *New York Times* best-selling author. He is one of the best in the world at reframing challenges.

At a recent industry event, Nick left a lasting impact with his advice on tenacity, resilience and reaching one's full potential. What follows are highlights from his talk that will inspire you to overcome obstacles and dream big.

### **ALIGN YOUR HEART, MIND AND ACTIONS**

To achieve your full potential, Nick says you must understand the battle of the mind and connect your heart and mind daily to make sure your priorities are met. Many people stop their life because of limitations they put on themselves based on their emotions, circumstances and/or societal expectations constructed from what people say or what they believe people think, which may not be true. "There are no limits if you frame your mind to think that way," Nick said. "I'm not saying that everything is possible, but I'm saying what I thought was impossible was possible."

### **FRAME FAILURE AS PART OF YOUR CLASSROOM**

Failure isn't an end, it's just a step toward achieving our more extraordinary dreams and ambitions, says Nick. "No one knew what I could do until I tried," he said. "And you can't try without expecting to fail. How do you become a professional speaker demanding six figures for one speech? Three thousand five hundred speeches, 2,500 plane rides, and a lot of failures along the way."

### **DON'T LIMIT YOURSELF**

Aim for even greater success than the biggest icons in the world today. "Don't say you want to be like Elon Musk. Say, 'I want to do things bigger and greater than Elon Musk,'" Nick said.

### **OBSTACLES ARE OPPORTUNITIES TO GO THROUGH AND GROW THROUGH**

Nick argues that obstacles are not roadblocks but stepping stones that allow people to grow and

progress toward their goals. Take the time to devise actionable steps to overcome your obstacles.

When Nick was born, the doctor told his parents that he would never have quality of life, go to school or walk. Nick's mother advocated for a change in Australian policy for special needs children, paving the way for Nick to attend mainstream school. His parents also taught him responsibility and resilience, refusing to let him see himself as a victim. "Figure it out," Nick said. "We focus on the things we cannot change to the point we become numb and disengaged that we never change what we can. . . . My mom changed the law for special needs children across the nation — an incredible full potential she reached that she never dreamed."

### **PLANT SEEDS OF AFFIRMATION DAILY**

Nick was endlessly bullied and struggled to find his life's purpose. His parents responded by spending quality time with him and repeatedly told him, "*Don't listen to them. You are beautiful. We love you. There's a greater plan for your life. Don't give up.*"

"I didn't know what my future held," Nick said. "My daily life was hard, but my parents were persistent in planting seeds of potential. I'm glad my parents put in that effort for me because sometimes I didn't believe in me."

### **NEVER STOP REACHING**

The beauty of life is that you can keep aiming higher. "Steve Jobs died with dreams unachieved because he reached for the stars," Nick said.

"I'm reaching for the stars and always will be."

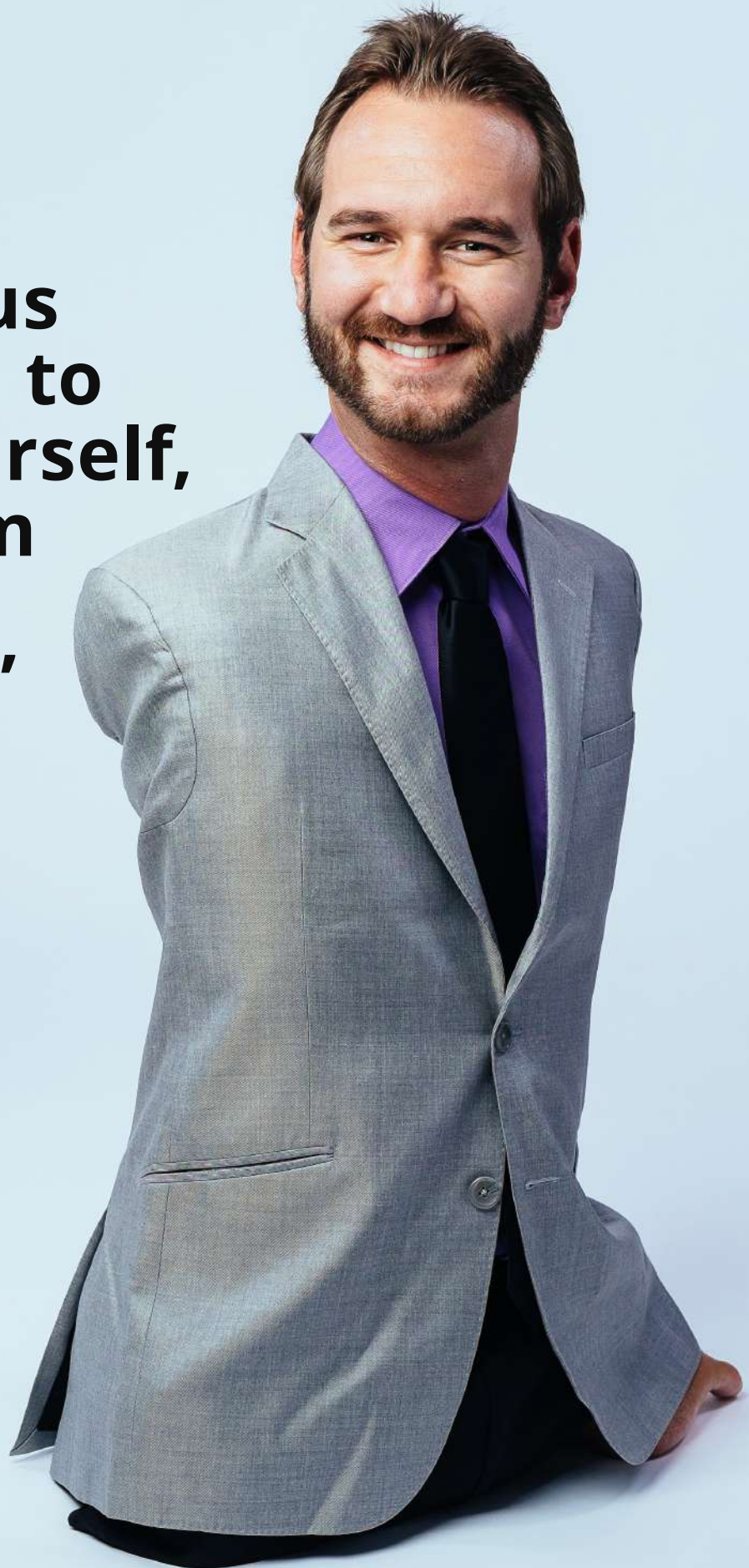
Nick's remarkable journey showcases the limitless possibilities that unfold when we dream bigger and refuse to be bound by self-imposed limitations. In the words of Nick, "Make a conscious decision to love yourself, to dream big and believe." With unwavering belief and relentless determination, you, too, can overcome the seemingly insurmountable and carve your own path to greatness.

**To learn more about Nick's journey, visit his website at [NickVujicic.com](http://NickVujicic.com). ■**



**“Make a  
conscious  
decision to  
love yourself,  
to dream  
big and  
believe.”**

**- Nick Vujicic**





**Company Name:**  
Chrane

**Name & Title:**  
Sharee Garret, Accounting Clerk

**Location:**  
Houston, TX

**Website:**  
ChraneFS.com

**Industry:**  
Foodservice Manufacturing



## The “Chraniacs” Found Braintek Because The Companies Shared Cultural Values. They’ve Stuck With Them Because Braintek Champions Their Growth, Secures Their Network, And Feels Like Family

**A**s the accounting clerk at Chrane Foodservice Solutions, Sharee Garret has a front-row seat to all the behind-the-scenes business functions that go on within the organization. You might not think that IT is all that important to an organization that sells commercial foodservice equipment and supplies, but like any business today, technology plays a critical role at Chrane.



As a fast-growing company that currently employs 30 people across Texas and Oklahoma, Chrane relies on integrated computer systems to keep everyone connected. Cybersecurity, network performance, and on-the-go capabilities are crucial when the team is serving different clients throughout a region the size of Texas and Oklahoma. When a test kitchen chef arrives at a facility to showcase new equipment, they have to be able to get connected there. When a salesperson goes out to visit a prospective client, they need to be able to use their laptop.

When Chrane started searching for a new IT service provider a couple of years ago, the leadership team was prioritizing a partner that could keep up with the organization's growth goals. They had already seen what happens when a managed IT company ends up being a roadblock to growth, and Sharee, along with Chrane's leadership team, was determined to avoid that situation in the future. "Our previous IT company had been with us for quite some time, and we just had too many hiccups to support healthy growth, so we decided to broaden our horizons, and that's when we found Braintek," Sharee explained.

## CONNECTING OVER CULTURE

"We just found them through basic Google searches. Braintek kind of fell into our lap because we were really intrigued after reviewing their website," Sharee said. "We felt that they went hand in hand with Chrane's brand. We are very experience motivated. We're not just peddling bent metal and molded plastic. We're trying to sell an experience. Braintek had a unique and very personal way of offering their services that we were drawn to."

When perusing both Chrane's and Braintek's websites, the cultural similarities are clear. Braintek proudly brands its team members as the "Braintek Bunch," while employees at Chrane proudly take on the title of "Chraniacs." When a company hires passionate individuals, fosters their growth and creativity, and builds a culture of collaboration, it's evident almost immediately. Sensing similar core values, Chrane brought Braintek in for an interview, and from that point on, a key partnership began to take shape.

## THE SHOW MUST GO ON

Helping schools, restaurants, hotels, and hospitals get set up with all the equipment and supplies they need to keep people fed and happy is the core of what the Chraniacs provide to their clients. They have test kitchens where in-house chefs showcase new products, give live and virtual demos to clients, and teach audiences the optimal way to use their products.

"It's a really fun way to connect with customers, and it's so important that the audio/visual quality is top-notch, that the screens are working, and that everything is being recorded," Sharee says. Just like the appliances themselves need to work perfectly, the entire experience needs to be seamless in order for customers to trust Chrane's products. With Braintek on board, the team at Chrane can focus on getting the test kitchen ready for each show instead of troubleshooting technology issues.

## GUIDING THE WAY

Braintek is just a phone call or email away from the entire Chrane team. They are there if Microsoft Outlook stops working for some reason, if there's an internet outage, or even if one of the speakers in the test kitchen isn't connecting to the audio system correctly. But they do a lot more than quick fixes and network updates. "We just expanded our Houston office," relates Sharee. "We moved and needed help finding someone for cabling, as well as audio/visual setups, and they recommended fantastic companies for us to work with. We don't work in the industry, and we don't know who is worth the time or money, but Braintek does."

Most business leaders know very little about what IT does for their business. Being able to rely on a managed IT provider and knowing that they won't steer your company in the wrong direction is priceless. Braintek has also reduced network breaches and ransomware attacks through heightened security measures. One of the biggest risks to the cybersecurity of an organization is its own employees. Without the proper education on how to spot a phishing attack or secure passwords properly, even the best employees can put their employer at risk. Luckily for Chrane, Braintek has implemented cybersecurity protections and employee training policies to insulate the company from IT risks. "They've been really, really good about educating our team. We get test emails every month, and now [we] know how to identify them in an instant," says Sharee.

## BECOMING FAMILY

The team at Braintek aren't just an IT resource; they are an integral part of Chrane's team. "I pride myself in feeling like this company is my family, and Braintek feels like an extension of that family. I don't feel any apprehension to work with them. They're amazing," Sharee gushed. She hasn't yet had a chance to refer Braintek to other business leaders, but her partner is planning on opening a business soon, and she already knows who she's going to recommend for his IT needs. You guessed it—Braintek. ■

# PART 2: Rockefeller Habits Checklist: Is Your Business On The Path To Sustainable Growth?



BY VERNE HARNISH

In the previous edition of this magazine, Verne Harnish introduced the first five Rockefeller Success Habits. These included improving your executive team, aligning your company's goals to the No. 1 thing that has to be accomplished each quarter, establishing proper internal communication, accountability for your goals, and collecting employee input. This time, Verne lays out the next five habits and how you can implement them. Continue your improvement by reading more.

## **ROCKEFELLER HABIT NO. 6** **Aligned Reporting And Analysis Of** **Customer Feedback Data Is As Frequent** **And Accurate As Financial Data**

We implore all executives and middle managers to have a “4 Questions” (4Q) conversation with at least one end user each week. Particularly in business-to-business situations, you may have to bypass your distribution channels and purchasing agents (with permission) and talk directly with those benefiting from your products and services.

The 4Q conversation refers to the four questions that we suggest leaders ask customers in person (not on a survey):

1. How are you doing?
2. What's going on in your industry/neighborhood?
3. What do you hear about our competitors?
4. How are we doing?

The key is to get them to talk about their favorite subject: themselves! The first question will give you an understanding of their current situation. What are their pain points? What are their priorities for the coming year?

The second question offers insight into industry trends in general. What are the newest changes or technologies? Who is buying whom in the industry? And if you are talking with consumers, what are they and their neighbors thinking/feeling/talking about?

The third query is probably the most important because it can help you cut through your own biases.

Only after you've asked your customers these three questions should you ask about their reactions to your offerings if they haven't shared already. Remember, this call is about them, not you!

## **ROCKEFELLER HABIT NO. 7** **Core Values And Purpose Are “Alive” In The Organization**

This habit will give you a baseline for current and future decisions including hiring, sharing praise, and giving constructive criticism. I like to think of core values and purpose as being “alive” in an organization.

Having a purpose (a much better way to say “mission”) gives your company the critical “why” behind all that it does. Your purpose needs to be more than just making money.

## **ROCKEFELLER HABIT NO. 8** **Employees Can Articulate The Key Components Of The Company’s Strategy Accurately**

Does everyone in your organization know your brand strategy including your three main brand promises? If everyone on your team can’t share your “elevator pitch” when asked, then you might need to work on your team’s alignment.

## **ROCKEFELLER HABIT NO. 9** **All Employees Can Answer Quantitatively Whether They Had A Good Day Or Week**

Every member of the team, from the senior leadership to staffers, needs to be able to objectively answer the question, “Did I have a great day or week?” But here’s the key: Each person must report on one or two KPIs weekly.

If they can’t, then it might mean that they are not clear on their priorities and their KPIs. In order to move forward together, everyone must be aligned. Think of your organization as if it were a machine. In order for the machine to work flawlessly, all parts must work well and work together.

Some companies use a whiteboard that gets updated daily or weekly (and discussed at meetings), and some print charts from spreadsheets and post them on the wall. Others have dashboard systems to automatically generate live data. You will succeed only if every team member in your company looks at the information and makes adjustments or decisions based on their weekly KPIs.

## **ROCKEFELLER HABIT NO. 10** **The Company’s Plans And Performance Are Visible To Everyone**

Even if you’re seated in the nosebleed section of a stadium and can barely see the action on the field, you can always see the score. And now that everything has gone mobile, the real-time digital scoreboards should be the standard by which we monitor our own company performance.

At a minimum, have your metrics, goals, and plans visible in a place where you host the various weekly meetings (i.e., establish a “situation room” for weekly meetings, whether they’re physical or virtual. In the case of a virtual meeting, the “room” might be a particular conference line.).

At some point, when the company is bigger than 50 employees and expanding into multiple locations, keeping track of all the cascading priorities, metrics, and data can become an Excel spreadsheet nightmare. And as a growing company must continue to upgrade its accounting, CRM, and operational systems, it is important to have a system in place for tracking and managing the cascading priorities and KPIs.

Having a single place to house all of this very important data makes your business run more efficiently, and your team as a whole will have much greater transparency and alignment to the big company objectives that you set.

The end goal is to keep the output from the growth tools top of mind, like the score of your favorite individual athlete or team.

## **HOW TO IMPLEMENT THE ROCKEFELLER HABITS**

While the habits are listed in no particular order and you can start with whichever you want, we give our clients one rule: they must start with Rockefeller Habit No. 1—the executive team is healthy and aligned.

It is nearly impossible to implement any of the other habits without checking off Habit No. 1 first. Once that is realized and your team is ready to go (i.e., they can fight without killing each other), pick one or two habits each quarter and work on those.

Start with the habits that will have the most immediate benefits, and over the next 24–36 months, you will get through all 10 habits. Outside of Rockefeller Habit No. 1, the order is up to you.

This isn’t a one-time thing but a process that will make your journey easier. As the company scales up, you can continue to refresh the habits.

To download your copy of the Rockefeller Habits Checklist, visit [ScalingUp.com](https://ScalingUp.com) today. ■

**Verne Harnish** is founder of the world-renowned Entrepreneurs’ Organization (EO), with over 13,000 members worldwide, and chaired for 15 years EO’s premiere CEO program, the “Birthing of Giants” held at MIT, a program in which he still teaches today.

Founder and CEO of Scaling Up, a global executive education and coaching company with over 200 partners on six continents, Verne has spent the past three decades helping companies scale up.



# GROW A BUSINESS WITH More Success And Less Sweat

BY DR. GEOFF SMART



**H**aving advised thousands of business leaders, my colleagues at ghSMART and I have heard many common causes of stress.

Here are some of the causes:

- You have a bold vision but lack confidence in your team to execute it. So, your business plan feels more like wishful thinking than a reasonable set of results you expect your team to achieve in the future.
- Competitors are starting to bring better, faster, cheaper services to market, and you feel your advantages slipping.
- Your own workload seems to be growing exponentially, taking a toll on your life outside of work, and you are wondering where the glory is in growing a business.

In addition to the stress felt by leaders, there are many worries outside your company. A Conference Board survey of 800 CEOs—as reported by the *Wall Street Journal*—reported that the top worries of CEOs outside their companies are recession, global trade, and politics, in that order. And the three worries inside their companies are hiring talented people, digital technology, and developing leaders.

### HOW CAN YOU BE A SUCCESSFUL LEADER AND REDUCE YOUR STRESS IN GROWING THE BUSINESS?

The advice I'm about to share is not just some off-the-cuff "You oughta" thoughts that your friend is telling you over lunch. I think it's nice when a friend has some thoughts to share with you over lunch, but what you are about to read is different.

Our advice is based on a now 17,000-leader database of successful and unsuccessful careers, which we have analyzed with the University of Chicago and other top

research universities for three best-selling books our firm has published: *Who, Power Score*, and *The CEO Next Door*. We don't just write books; our leadership advisory firm—ghSMART—has tested this advice with thousands of business leaders we have advised over the last 20 years. We practice what we preach. All the advice I'm about to offer is based on tactics we've successfully used ourselves to grow our business to over a dozen offices in the United States and Europe to serve clients globally while becoming the subject of two *Harvard Business Review* case studies as a pioneer in our field.

### THERE ARE THREE ACTIONS THAT HELP LEADERS ACHIEVE MORE SUCCESS WITH LESS SWEAT.

1. Reduce your priorities to three or less.
2. Hire and fire until you are 90% confident that your team will execute the strategy successfully.
3. Build relationships that are focused not just on getting along but also on achieving measurable outcomes together.

We discovered that leaders who are skilled at these three things are 20 times more likely to achieve their financial goals for their companies than those who are not. Again, these three things are prioritizing, hiring and developing talented teams, and building relationships focused on results.

### REDUCE YOUR PRIORITIES TO THREE OR LESS

Most of the time, when a leader struggles with prioritizing, it's because they have too many priorities, not too few. I sat on a plane next to a CEO a couple weeks ago who seemed stressed. I was writing a love letter to my wife and I didn't feel like talking to him, but a



friend sitting two rows back introduced me to my seatmate. I found myself in an impromptu consulting session. This CEO told me that his team seemed to be in chaos. I asked how many priorities they had. He said dozens. I winced.

How is a leadership team supposed to stay focused on dozens of priorities? The CEO admitted that he personally had the ability to juggle many balls at the same time, but his team did not. The insight the CEO gained was that it would be smart to prune the number of priorities down to a more manageable list for his team to execute.

The best leaders I've ever seen have three priorities or less—period. This applies outside of business as well. I was meeting a newly elected governor recently to volunteer as an advisor while he built his team. He had been extremely successful in the private sector before going into government service. Over an informal breakfast at a diner, he outlined his grand plan for the state, and it included only two priorities. I admired the focus.

Randy Street, the Managing Partner of ghSMART, declared this year that we would only focus on one priority, and we are currently crushing that priority year-to-date (which happens to be recruiting more colleagues to meet rising client demand).

The CEO of a large health care company we are advising spent three months at the end of last year whittling down his global company's priorities to three. If these larger organizations can narrow their priorities down, so can small-business owners.

### HIRE AND FIRE UNTIL YOU ARE 90% CONFIDENT THAT YOUR TEAM WILL EXECUTE THE STRATEGY SUCCESSFULLY

This is the hardest of the three pieces of advice. Most leaders seem to assume to some extent that they are “stuck” with the people on their team. You are not stuck. Life is short. If there are people on your team who are not a good match for what you need them to do, then support them as they look for a better job—for their own good and for yours.

Write a scorecard that identifies the specific outcomes you want someone to achieve in a role. Conduct long interviews with your finalists and really understand what they have done throughout their careers: what they were hired to do; what they accomplished; what mistakes they made; how they worked with bosses, peers, and subordinates; and why they left their jobs. Do 5–7 reference interviews for key roles.

Hire with confidence. Keep making changes to your team until you can look yourself in the mirror with a straight face and declare you are 90% confident in your team to deliver the results you seek in your business plan. If you want to reliably scale your company, get good at hiring. If you want to have less

tasks on your plate and have people to whom you can delegate, get good at hiring. If you want to learn and grow yourself from the talented people around you, get good at hiring.

### BUILD RELATIONSHIPS THAT ARE FOCUSED NOT JUST ON GETTING ALONG BUT ALSO ON ACHIEVING MEASURABLE OUTCOMES TOGETHER

I find it off-the-mark when business “how-to” books or keynote speakers encourage us to build better relationships at work to be more harmonious, as if harmony is the end goal. Though it's nice to have friends at work, I don't think people come to work every day with the goal of getting along with everyone. They come to work wanting to work on a high-performing team that's making an impact, making money (if they are in the for-profit world), and getting things done.

We suggest you reorient your mindset about your relationships at work from getting along to getting things done. Asking yourself the following questions can help you achieve this:

- What are the communication cadences we need to set up to make sure the right people are talking at the right time, empowered to make the right types of decisions, and can see a dashboard or scoreboard of the results they are achieving together?
- How do I modify my work style to communicate more effectively with key people around me to help them succeed?
- If we are being successful, how do we know?
- What are the metrics and results we should track to know if certain people and teams in our business are succeeding?

In summary, it is difficult to successfully grow a business. Of course there will be some sweat and tears along the way, but we hope you try the three actions we recommend in this article. By prioritizing better, hiring and developing a more talented team, and building relationships focused on getting things done, you will achieve more success with less sweat. ■

**Dr. Geoff Smart** is Chairman & Founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best-sellers. He stays active in his community and has advised many government officials.

GeoffSmart.com



# Warning: The Hole In Your Cyber Insurance Policy That Could Result In Your Claim Being Denied Coverage

BY GREG BRAINERD



**Y**ou've all heard the stats – small businesses are the #1 target for cybercriminals because they're easy targets, with a recent article in *Security Magazine* reporting that nearly two-thirds (63%) of small businesses have experienced a cyber-attack and 58% an actual breach. But what many still don't understand (or simply don't appreciate) is how much a cyber-attack can cost you.

That's why one of the fastest-growing categories in insurance is cyber liability. Cyber liability covers the massive costs associated with a breach, which may include the following, depending on your policy:

- Legal fees to handle any number of lawsuits, including class action litigation against your organization, as well as fines and penalties incurred by a regulatory investigation by government and law enforcement agencies.
- Negotiation and payment of a ransomware demand.
- Data restoration and emergency IT fees to recover your network and get it operational again.
- Customer notifications and credit and identity theft monitoring for clients and employees.
- Public relations expertise and call center costs for taking inbound calls and questions.
- Loss of revenue related to being unable to transact; if your operations and data are frozen, you might not be able to process sales and deliver goods and services for days or weeks.
- Errors and omissions to cover liability related to a failure to perform and deliver services to customers, as well as allegations of negligence in protecting your customers' data.

If you want to make sure you don't lose everything you worked so hard for to a cyber scumbag, cyber liability is a very important part of protecting your assets.

**But here's what you need to know:** In order to get coverage, businesses are required by insurance companies to implement much more robust and comprehensive cyberprotections. Obviously, the insurers want the companies they are underwriting to reduce the chances and the overall financial impact of a devastating cyber-attack so they don't have to pay out – and this is where you need to pay attention.

MANY business owners are signing (verifying) that they DO have such policies and protections in place, such as 2FA, a strength of password requirement, employee awareness training and data recovery and backups, but aren't actually implementing them, because they assume their IT company or person knows this and is doing what is outlined in the policy. Not so in many cases.

Unless cyber security is your area of expertise, it's very easy for you to misrepresent and make false statements in the application for insurance, which can lead to your being denied coverage in the event of an attack and having your policy rescinded.

**If you have cyber liability or similar insurance policies in place, I urge you to revisit the application you completed with your IT person or company to make absolutely certain they are doing everything you represented and affirmed you are doing.** Your insurance agent or broker should be willing to assist you with this process since your IT company or person cannot be expected to be insurance professionals who know how to interpret the legal requirements outlined.

What's critical here is that you work with your IT company or person to ensure 100% compliance with the security standards, protocols and protections you agreed to and verified having in place when you applied for coverage. **IF A BREACH HAPPENS, your insurance provider will NOT just cut you a check.** They will conduct an investigation to determine what happened and what caused the breach. They will want to see tangible evidence and documentation that proves the preventative measures you had in place to ward off cyberthreats. If it's discovered that you failed to put in place the adequate preventative measures that you affirmed you had in place and would continue to maintain on your insurance application, your insurance company has every reason to deny your claim and coverage.

If you have ANY concerns over this – including whether or not you need coverage, whether your coverage is sufficient and whether you are doing what you need to do to avoid an insurance denial, visit our website to schedule a quick consultation to discuss your current situation and to receive a referral to a cyber insurance expert we recommend. ■



**Greg Brainerd** is Founder & CEO of Braintek IT Services. They are based in Houston and to find out more about what they do and how they could help you, please visit [Braintek.com](http://Braintek.com).



# Join The Community!

In times of disaster or unexpected financial crisis, Community Assistance Center is here to serve our neighbors across Montgomery County. Connecting families to resources that will empower them to reach their greatest level of success has been our focus for more than 42 years.

Offering services that address:

- food insecurity,
- housing stability,
- basic needs,
- long-term case management

We are here to help our neighbors gain stability and maintain it.