



## **TECH & TOOLS**

*The New Productivity: Tools That Scale Without Losing the Human Touch*

## **SCALING UP**

*The Power Shift: Building systems that free you to lead*

## **SUSTAINABILITY & SOCIAL RESPONSIBILITY**

*The Ripple Effect: How purposeful businesses create lasting social impact*

## **HR & TALENT MANAGEMENT**

*Hiring for Purpose: How to attract and retain talent that aligns with your mission*

# **BUILDING WITH PURPOSE**

How faith, family, and trust turned Talo Granite into a story of excellence and growth

## **INTERACTIVE & FUN**

*The Gratitude Test: What drives your success mindset?*

## **BUSINESS INSIGHTS**

*The Purpose Economy: Why Values Are Shaping the Next Wave of Business Growth*

## **LEADERSHIP & CULTURE**

*Leading with Emotional Intelligence — The New Standard of Modern Leadership*

# REMOTE RISE

5TH EDITION



ISSUE 05 | NOVEMBER 2025

# REMOTE RISE

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## EDITOR'S NOTE

Welcome to the fifth edition of Remote Rise

03

## SCALING UP

The Power Shift: Building systems that free you to lead

04

## TALENT & HR MANAGEMENT

Hiring for Purpose: How to attract and retain talent that aligns with your mission

06

## INTERVIEW

**BUILDING WITH PURPOSE**

09

How faith, family, and trust turned Talo Granite into a story of excellence and growth

## BUSINESS INSIGHTS

The Purpose Economy: Why Values Are Shaping the Next Wave of Business Growth

15

## INTERACTIVE & FUN

The Gratitude Test: What drives your success mindset?

18

## CBF SECTION

Join the Movement: CBF Live Virtual 2026

20

## LEADERSHIP & CULTURE

Leading with Emotional Intelligence — The New Standard of Modern Leadership

22

## TECH & TOOLS

The New Productivity: Tools That Scale Without Losing the Human Touch

24

## SUSTAINABILITY & SOCIAL RESPONSIBILITY

The Ripple Effect: How purposeful businesses create lasting social impact

27



T H A N K S

Welcome to the fifth edition of Remote Rise Magazine, an issue that feels different, because this time, we wanted to slow down. To reflect. To recognize that growth isn't just about scaling faster or leading smarter, it's about building with purpose.

This edition was created to celebrate more than success stories. It's about the why behind them — the values, the faith, and the people who give meaning to the work we do every day. From Talo Granite's inspiring journey of family and faith, to our conversations about leadership, sustainability, and gratitude, every page carries one message: when business is built with heart, it builds more than profit, it builds legacy.

Purpose-driven leadership isn't a trend; it's a mindset. It's the quiet strength behind every entrepreneur who chooses integrity over shortcuts, trust over control, and gratitude over competition. This is what we stand for at GetNuva: empowering business owners to grow through trust, delegation, and meaningful connection. As we approach Thanksgiving, may this issue remind you to pause and give thanks for the progress, the people, and the purpose that brought you here.

Here's to continuing to build, not just companies, but communities. Not just careers, but callings.

**Welcome to Remote Rise, where every story is built with purpose.**

Ana Grama

Editor & Marketing Manager, GetNuva

*Welcome to the fifth edition  
of Remote Rise Magazine*

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# Editor's Note

*Filemon Zeferino & Kalita Pillonetto family*

# THE POWER SHIFT

BUILDING SYSTEMS THAT  
FREE YOU TO LEAD



by Eduardo Alves

Most entrepreneurs start with their hands on everything — from client calls and marketing posts to invoices and emails. It’s a necessary stage of building something from the ground up. But as your business grows, what once gave you control becomes the very thing that limits you. True leadership begins when you stop doing it all and start designing how it all gets done.

## From Hustler to Architect

There’s a mindset shift that separates doers from leaders: the realization that freedom doesn’t come from working harder — it comes from building systems that work for you. Every process you document, every workflow you automate, and every responsibility you delegate becomes another brick in the structure that supports your vision.

Systems aren’t meant to box in your creativity; they protect it. When you build clarity around how things operate, you free mental space to focus on what really matters — strategy, innovation, and purpose.



## THE FRAMEWORK OF FREEDOM

Let’s break down the systems that help entrepreneurs scale smartly while staying in control:



**Task Delegation Systems** – Tools like project management dashboards (Basecamp, Asana, ClickUp) organize workflows and make delegation predictable. Instead of chasing updates, you manage outcomes. Clear roles, recurring tasks, and progress visibility are what turn chaos into rhythm.



**Communication Systems** – Internal clarity drives external success. Setting structured communication rhythms — like weekly check-ins, client update templates, or chat channel rules — ensures you’re informed without being constantly interrupted.



**Documentation Systems** – SOPs (Standard Operating Procedures) are not corporate red tape; they’re the keys to consistency. By documenting how things are done, you empower others to execute your standards — even when you’re not there.



**Performance Systems** – Delegation only works when accountability is built in. Dashboards, KPIs, and scorecards transform subjective results into measurable progress. You don’t have to micromanage when you can see the metrics that matter.



**Automation Systems** – Automate repetitive tasks like lead follow-ups, scheduling, or report generation. Every minute you save compounds into hours reclaimed for leadership, creativity, or rest — all equally critical for sustainable growth.

## Leading Through Structure

Many founders fear that systems will strip away their authenticity. But the opposite is true. When your operations run smoothly, you gain the freedom to connect with your purpose again — to innovate, mentor, and lead with intention.

Structure doesn't replace authenticity; it amplifies it. Systems handle the noise so your leadership can carry the message.



## Leadership Challenge: Redefine Your Role

This month, take a closer look at how you spend your time.

- 1 List your top 10 recurring tasks. Highlight the ones that drain your energy or could be done by someone else with the right instructions.
- 2 Document just one process. Choose a task you repeat often and write down each step as if you were teaching it. You've just built your first system.
- 3 Delegate with clarity. Pass that process to a team member or virtual assistant, along with clear expectations and checkpoints.
- 4 Review the outcome. Notice how structure doesn't limit you — it frees you.

Leadership isn't about doing more; it's about building frameworks that allow others to do their best work. The real growth happens when your systems run smoothly enough for you to step back — and your business keeps moving forward.

**"Your next level of leadership begins where your systems begin."**

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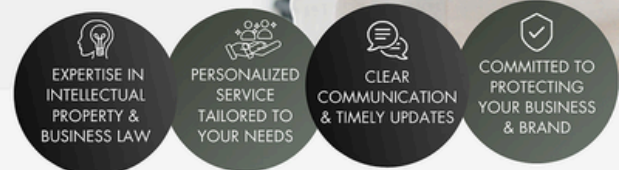
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## HIRING FOR PURPOSE

### REAL TALK ON ATTRACTING (& KEEPING) TALENT THAT BELONGS WITH YOU



by *Ethan Diddams*

Hey there! Ethan here, recruiting and account manager by day, mission-driven matchmaker by heart. Over the last decade (give or take a few wild Zoom meetings), I've seen how the best workplace magic doesn't just happen with skills or degrees, it's about people being genuinely pumped about the "why" behind their work. So, let's ditch the textbook jargon and get into what really works when you want to build a team that "gets it."

#### **Why Mission-Driven Recruiting? (Hint: People See Through Pretend Culture)**

Let's get real: in this remote and hybrid era, top people have options. The ones you want aren't just looking for a paycheck, they want to feel like what they do actually matters. A great mission isn't just for your website: it's the glue keeping your squad together when things get wild.

Here's the secret; employees know when your values are the real deal (and honestly, they can spot the "we're like family!" act in about two days). If your mission isn't showing up in team meetings, client calls, and even the tricky moments, it's time to rethink it.

**How Do You Actually Attract the Right People? Here's My Playbook:**



**Last Thought (with a Wink)**

Building a values-first team isn't rocket science, but it does take guts and a dash of humility. If you can laugh at yourself when things go sideways, and celebrate together when things go right, you're already ahead of most. Be proud, invite diverse minds to the table, and always keep your "why" in focus.

Now, get out there and attract the humans your mission deserves! (And if you want to swap recruiting war stories or cat memes, you know where to find me.)



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"Our Virtual Assistants from GetNuva have been amazing! Sam hit the ground running, taking care of everything we needed and more. Nicole and Kamille have become essential to our daily operations — dependable, proactive, and incredibly professional. We couldn't be happier with the support and communication from the GetNuva team."

**Keith Vetter**  
Vetter Cleaning



# BUILDING WITH PURPOSE

How faith, family, and trust turned Talo Granite into a story of excellence and growth

*An Exclusive Interview with Tatiane, Co-Founder of Talo Granite*

Scaling a business often begins with a simple dream — one that takes root in faith, perseverance, and love for what you do.

For Tatiane and her husband, founders of Talo Granite, that dream began humbly, with their children waiting in the car while they installed countertops.

Years later, that same determination and purpose have transformed their family dream into one of Florida's most respected granite and countertop companies.

## Faith, Family, and Foundations

**Eduardo Alves:** Tatiane, thank you so much for being here with us. Let's start at the beginning. What inspired you to start Talo Granite?

**Tatiane:** Our journey began with a desire that God placed in our hearts. It started very simply — with a lot of hard work, determination, and faith. In the early days, our kids would wait in the car while my husband and I were installing countertops — just the two of us, but full of determination to succeed.

It was a humble beginning, but we always believed God would lift us up and help us grow.

*"Every countertop we install becomes part of a family's story, part of their home. That's what still inspires us today."*

**Eduardo:** That's beautiful. You've mentioned before that Talo Granite's name carries special meaning.

**Tatiane:** Yes! Talo comes from the initials of our names and our children's names. Our business started as a family, and we serve families. Our logo represents that — we work with families, for families. That's what gives our work purpose.

## A Purpose Beyond Profit

**Eduardo:** Every business has a "why" — what was yours when you started?

**Tatiane:** Our "why" has always been family. We wanted to build something that went beyond business — a legacy.

We wanted to show our kids that with honesty and hard work, it's possible to turn dreams into reality. Our mindset has always been about blessing other families through ours — creating beautiful, welcoming spaces for their most special moments.



*“Our goal has never been just growth, it’s to serve with purpose and faith.”*

**Eduardo:** What values have guided Talo Granite’s growth since the beginning?

**Tatiane:** Three main things:

Faith — because everything we have comes from God.

Excellence — because we do every project as if it were for our own home.

And integrity — because trust builds long-lasting relationships.

These values are at the core of everything we do.

### Craftsmanship Meets Creativity

**Eduardo:** Granite work demands both precision and creativity. How do you balance the two?

**Tatiane:** Working with stone is an art. It requires technique, experience, and passion. We see every countertop as a unique creation — blending functionality with beauty.

Each project is personal. The secret is to combine discipline with sensitivity.

**Eduardo:** And what design trends have you noticed recently?

**Tatiane:** Natural stones like Taj Mahal quartzite and Cristallo are very popular — elegant, timeless materials. We’re also seeing a rise in minimalist designs, matte finishes, and the use of stone in outdoor kitchens and BBQ areas. Florida homeowners love bringing beauty outdoors, and that’s been a growing part of our work.



### The Power of People

**Eduardo:** Finding the right people can completely transform a business. How has your recruitment process evolved as you’ve grown?

**Tatiane:** Recruitment is one of the biggest challenges for any company. But thank God, we had an amazing experience with GetNuva, who helped us hire our newest team member, Bárbara.

The process was smooth, fast, and exceeded our expectations. Bárbara has brought incredible organization, energy, and structure to our daily operations.

*“Delegating doesn’t mean losing control, it means giving space for the business to grow.”*



**Eduardo:** That's wonderful. How did that experience change your view of delegation?

**Tatiane:** Completely. Before, I tried to do everything myself. That fear of delegating kept me stuck. Working with GetNuva was a turning point. It helped me realize that trusting others is key to growth.

**Eduardo:** What advice would you give to business owners who are still afraid to delegate?

**Tatiane:** Delegating isn't weakness — it's wisdom. When we try to do everything alone, we limit our growth.

When we trust others and seek professional help, we open the door to new ideas, new people, and new results. That's how our company moved from stagnation to expansion.

**Eduardo:** What advice would you give to business owners who are still afraid to delegate?

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## Technology and Precision

**Eduardo:** Technology plays a big role in modern craftsmanship. How has it impacted your work?

**Tatiane:** Technology is essential. In our industry, every millimeter counts. We use automation and digital tools to ensure accuracy and quality — for measuring, cutting, and planning.

But we never lose the human touch that makes our work special. The secret is evolving without losing your essence.

## A Season of Gratitude

**Eduardo:** Thanksgiving is around the corner. What are you most grateful for this year?

**Tatiane:** We're deeply grateful to God — for entrusting us with families and allowing us to serve them. Talo Granite is more than a business; it's a ministry of service.

This year brought professional and spiritual growth. Every challenge reminded us how powerful it is to work with faith, excellence, and heart.





### A Season of Gratitude

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This year brought professional and spiritual growth. Every challenge reminded us how powerful it is to work with faith, excellence, and heart.

**Eduardo:** What's been your proudest moment so far?

**Tatiane:** Seeing how far we've come. From those early days with our kids in the car to leading a thriving business — it's proof that God has guided us step by step.

**Eduardo:** And what's next for Talo Granite?

**Tatiane:** We want to keep growing with purpose — strengthening our presence in Florida, expanding to other states, and improving our internal processes.

We're also investing in technology to make our client experience faster, more personal, and even more precise.

**Eduardo:** Are you working on anything special for Black Friday?

**Tatiane:** Yes! We're preparing promotional packages with discounts on stones and services, plus a referral program to reward loyal clients.

We're also working on a dream project in the Bahamas — an outdoor barbecue area that's very special to us.

### Building with Purpose

**Eduardo:** What does “building with purpose” mean to you?

**Tatiane:** It goes beyond granite. It's about transforming homes and creating spaces that bring families together. Every stone represents effort, faith, and gratitude.

Every project reflects our commitment to excellence and our desire to honor God in everything we do.

*“Building with purpose means serving with love, and honoring God through our work.”*

### A Partnership Built on Trust

**Eduardo:** Finally, how was your overall experience working with GetNuva?

**Tatiane:** It was surreal — beyond expectations. Everything was smooth and fast.

Bárbara and I are so alike that even our clients confuse our voices sometimes! Her proactive attitude and organization have been key to our success.

Hiring her took us out of stagnation and into a new phase of growth. My only regret is not doing it sooner.

### A Legacy of Faith and Purpose

For Tatiane, every countertop is more than craftsmanship — it's a message of faith, family, and gratitude.

Her story is proof that when a business is built with purpose, every project becomes a reflection of the heart behind it.



# BEHIND THE SCENES: MEET THE VA MAKING IT HAPPEN

## An Interview with Bárbara, Virtual Assistant at Talo Granite

by Diza Rose

Behind every successful entrepreneur, there's often a virtual assistant helping everything run smoothly.

To understand the other side of the partnership, we sat down with Bárbara, Tatiane's VA, to talk about her journey, her daily work, and what it means to "build with purpose" from behind the screen.

**Diza:** Bárbara, welcome! To start, could you tell us a bit about your professional background and what led you to become a Virtual Assistant?

**Bárbara:** I actually had never worked as a VA before. My background is in customer service and hospitality — I managed my family's hotel and always enjoyed helping people and keeping things organized. Because I grew up in the U.S., I was fluent in English, and that sparked my interest in working remotely for an American company.

**Diza:** That's such an inspiring story. How has your experience with GetNuva been so far?

**Bárbara:** It's been amazing! The support from the team has been great. It's also helped me stay connected to English in my daily life, which I love. Working with people from different cultures — all in different places, but connected — is fascinating.

*"Even though we're miles apart, it feels like we're in the same office."*

**Diza:** What was your onboarding like with Talo Granite?

**Bárbara:** I felt prepared. I reviewed my notes and training often — especially with tools like Google Sheets. That helped me organize and connect everything in our daily workflow.

### A Day in the Life

**Diza:** Can you walk us through a typical day as a VA?

**Bárbara:** Sure! I start my mornings checking emails and responding to clients who reached out overnight. Then I make follow-up calls, prepare quotes, and send drawings for projects.

During the day, I stay in touch with clients, vendors, and, of course, Tatiane — she's amazing. She assigns tasks, and I handle communications, scheduling, and vendor coordination.

In the evenings, I usually post on Instagram or follow up on sales. It's a mix of customer service, organization, and sales.

**Diza:** Working remotely can be challenging at times. How do you handle time zones and communication differences?

**Bárbara:** Luckily, I'm just one hour ahead of EST, so it's easy to align. Communication is key — we use calls, messages, and video chats all the time. Honestly, it doesn't even feel like I'm far away. Technology has made everything so much simpler.

**Diza:** From your experience, what's the secret to maintaining trust and strong relationships remotely?

**Bárbara:** Communication. Always. Tatiane and I talk constantly. We're both Brazilian, so when needed, we switch to Portuguese to clarify things. That connection helps a lot. We understand each other perfectly, and that makes everything flow naturally.

*"Trust is built through clarity — we never go a day without communicating."*

### Growth, Learning, and New Challenges

**Diza:** What has been the most rewarding — and the most challenging — part of your role?

**Bárbara:** They're actually the same thing! I'm learning something completely new every day. I came from customer service and sales, but the stone industry was totally new to me.

It's challenging, but that's what makes it exciting. I love learning and seeing how my work helps the company grow.

**Diza:** Have you implemented any new processes or tools that made the workflow more efficient?

**Bárbara:** Yes — connecting Google tools to everything! We now share calendars, documents, and folders. Everything is organized and accessible for the whole team. It's made a big difference in productivity.

**Diza:** To wrap up, what advice would you give to other VAs who want to grow and succeed remotely?

**Bárbara:** Create a workspace that makes you feel good, and stay organized. Keep your computer and folders tidy, take notes, label everything. Organization is everything. It keeps you calm, confident, and efficient.

**Diza:** Thank you, Bárbara. Your story perfectly represents what we value most — professionalism, initiative, and heart. You're not just a VA; you're a true partner in success.

**Bárbara:** Thank you so much. It's been an amazing experience — I'm grateful for the opportunity to grow and to be part of the GetNuva family.





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# THE PURPOSE ECONOMY

## WHY VALUES ARE SHAPING THE NEXT WAVE OF BUSINESS GROWTH



by Adriana Arellano

### FROM MESSAGE TO MANAGEMENT

In 2025, “purpose” is no longer a campaign theme; it’s an operating system. Customers reward brands they trust, employees choose employers aligned with what matters to them, and boards use purpose-led execution as a practical proxy for quality and risk control. This isn’t philosophy; it’s demand dynamics. Buyers expect proof, not promises—trust has become a buying criterion. A 15-country study by Edelman this year confirms that brand trust is now a baseline expectation, not a bonus.

The workforce is voting with its feet. Deloitte’s 2025 global survey reports that roughly 89% of Gen Z and 92% of Millennials say a sense of purpose is important to their job satisfaction and well-being—up from 2024. Organizations that can evidence purpose in policies, management behavior, and career paths win the recruiting and retention game.

On the capital side, investors are re-weighting “quality.” While the link between ESG and returns varies by sector, boards and ratings analysts continue to treat governance discipline and human-capital rigor as signals of execution quality and downside control. Translation for operators: embed values in controls, not just communications.

### WHAT “PURPOSE” REALLY MEANS

Purpose is the explicit link between why a company exists and how it competes. It is not philanthropy on the side or a page on a website. It’s the rulebook leaders use to allocate capital, select suppliers, recruit and promote, design customer experiences, and communicate when things go wrong.



#### GetNuva Ikigai

The Japanese word ikigai—often translated as “reason for being”—captures the energizing intersection of what you love, what you’re good at, what the world needs, and what sustains you. We use ikigai to distinguish mission from purpose: mission is the work we choose; purpose is the reason it must be done.

♥ **Our mission is clear:** GetNuva is an outsourcing partner that recruits top talent around the world—professionally, consistently, cost-effectively—so business owners can reclaim their focus while we manage the talent function end-to-end. We source, vet, onboard, and support remote teams with the discipline of an internal department and the scalability of a specialized firm.

♥ **Our purpose goes deeper:** to help people have a better life. For clients, that means returning the most precious ROI—time. Time to run the business rather than be consumed by it. Time with family. Time to address health, learning, and long-deferred goals. For talent, it means dignified work, fair opportunity, and real pathways for growth—linking highly skilled professionals to companies with a vision, a story, and a future. In a modest but intentional way, we are widening access to meaningful careers and the stability they enable.

Purpose only counts if it is visible in decisions. Our model is designed to deliver a measurable “time dividend”: fewer last-minute reschedules, faster client responses, cleaner CRM data, and back-office continuity so small issues don’t become expensive problems. Our recruitment standards emphasize long-term fit over short-term fill—structured assessments, transparent scopes of work, manager coaching, and defined handoffs that respect client expectations and each VA’s career trajectory. We hold the line on privacy and process discipline, because trust—in data, in communication, in delivery—is the substrate that turns remote work into advantage rather than risk.

Our ikigai shapes how we manage and measure. Internally: retention, promotion velocity, manager-quality scores, well-being indicators. For clients: SLA attainment, first-contact resolution, schedule adherence, revenue retention attributable to stabilized operations. On risk: incident frequency and severity, data-access exceptions, audit findings, and corrective-action closure times. If the numbers don’t move, we change the process—not the presentation.

### FROM PURPOSE TO PRODUCTIVITY AND GROWTH

This is the technical, strategy core: how a declared purpose becomes productivity, resilience, and growth—what to do, what not to do, with real-world evidence and cases.



#### Strategy: turn purpose into a capital-allocation rule

Purpose narrows the field of acceptable choices. Leaders who are explicit about what they will and won’t fund make decisions faster and with fewer reversals. Long-horizon analysis shows that companies sustaining a disciplined SG&A transformation achieved ~3.0% annual reduction in SG&A cost ratio—7x faster than the average—compounding an efficiency gap over 11 years. That’s mission clarity turning into operating leverage.

For a services operator, the rule is simple: fund capabilities that deliver the purpose you promise. If access is the aim, invest in availability and response time; if reliability is the aim, invest in quality control and talent stability. Publish the metrics before someone demands them.

#### Execution: design trust into the operating model

Trust is a design choice. In 2025, customers expect privacy, safety, and transparency as table stakes; Edelman’s Brand Trust data shows trust is now a buying filter rather than a differentiator. Make it observable in your SLAs, handoffs, and communications, especially when you fall short.

#### Do: what works (and why)

Do tie purpose to proof metrics a CFO accepts: regrettable attrition (not vague “culture”), net revenue retention (not “loyalty”), time-to-resolution and incident rates (not “great service”), supplier non-conformance (not “responsibility”). Review them quarterly, fund what moves them, and show the deltas publicly to internal stakeholders. The credibility of purpose resides in measurable outcomes, not messaging.

Do institutionalize the feedback loop. Equip managers with tools, authority, and air cover to act consistently under pressure; wire values into incentives and reviews so the say-do line holds.

#### Don’t: recent reminders when values collapsed into slogans



The last decade’s headlines show the cost of the say-do gap. Volkswagen’s emissions case illustrates how autocratic leadership and weak internal consequences created fertile ground for misconduct—at odds with public sustainability claims; “Dieselgate” remains a live case study in how stated values without enforceable controls become liabilities.

In finance, Wells Fargo’s sales-practices saga demonstrated how incentive design can overwhelm espoused “customer first” values. The legal and reputational costs endured for years; only in June 2025 did the Federal Reserve lift the asset-growth cap after determining “substantial progress” on governance and controls—an institutional reminder that rebuilding trust is slow and public.

Aviation offers a parallel: Boeing’s safety-culture challenges, from a 2024 expert panel review to ongoing FAA scrutiny in 2025, show that “safety first” must be evidenced in day-to-day choices, not just in statements. Even as Boeing publishes annual safety reports and implements reforms, regulators continue to demand verifiable cultural change.

The point is not to single out sectors; the lesson is practical. Values that aren’t embedded in incentives, controls, and management routines will be stress-tested—and, in a transparent economy, failure is visible.



**Leading with purpose: the operator’s playbook for the next decade**

Purpose only earns its keep when it changes how leaders decide. Start with a plain-English value-creation thesis: how your purpose converts to cash flow or reduces risk in your model. Translate that thesis into a compact proof set—attrition you’d pay to prevent, net revenue retention by cohort, time-to-resolution, incident rates, supplier non-conformance—and set quarterly targets. Publish baselines, close the loop, and fund what moves the numbers. Most purpose failures are not about belief; they are about manager enablement. Give managers the tools, authority, and air cover to act consistently, and hard-wire those actions into incentives and reviews so the say-do line holds.

The macro context makes this discipline non-negotiable. Capital is costlier than in the 2010s, supply chains are more complex, and social expectations are louder. In that environment, purpose functions as a decision rule: which products to sunset, which segments to protect, which roles to hire first, which suppliers to back during disruption. Operators who treat purpose as a management system—portfolio choices, service standards, data stewardship, and people practices—will move faster and with fewer reversals. Over the next decade, advantage will accrue to the most consistent firms: those that turn values into visible choices, choices into reliable performance, and reliable performance into trust.

**Trends & forecasts**

Three arcs will shape the next cycle. First, trust as utility: customers will expect always-on trust (privacy, safety, clarity) embedded in products and

services, not delivered by campaign.

Evidence from 2025 brand-trust research suggests this expectation is durably global.

Second, talent as strategy: as younger cohorts dominate the workforce, purpose-aligned employers will out-recruit and out-retain peers, reducing replacement costs and protecting institutional knowledge—now a measurable P&L advantage.

Third, operational compounding: companies that keep purpose and SG&A discipline linked will widen efficiency gaps over multi-year horizons, strengthening cash generation and resilience through cycles.

For GetNuva, the thesis is simple. Our ikigai—helping people live better lives—translates into time returned to owners and careers advanced for VAs, underwritten by controls that make remote operations safer and more reliable. That is not a slogan; it is the management system we use every day. The growth that follows—healthier businesses, stronger teams, steadier communities—is the outcome, not the message.

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# Join the *Movement*

CBF Live Virtual is where cleaning business owners from across the world come together to learn, connect, and grow.

Next year's event promises even more inspiration, strategy, and collaboration, with a chance to meet Debbie Sardone and the CBF coaches who have transformed thousands of businesses.

## CBF Build, Scale, and Lead with Purpose



From \$300K to \$1 million and beyond, CBF members' story proves that growth doesn't have to mean burnout. With the right systems, community, and mindset, you can build a business that gives more than it takes.

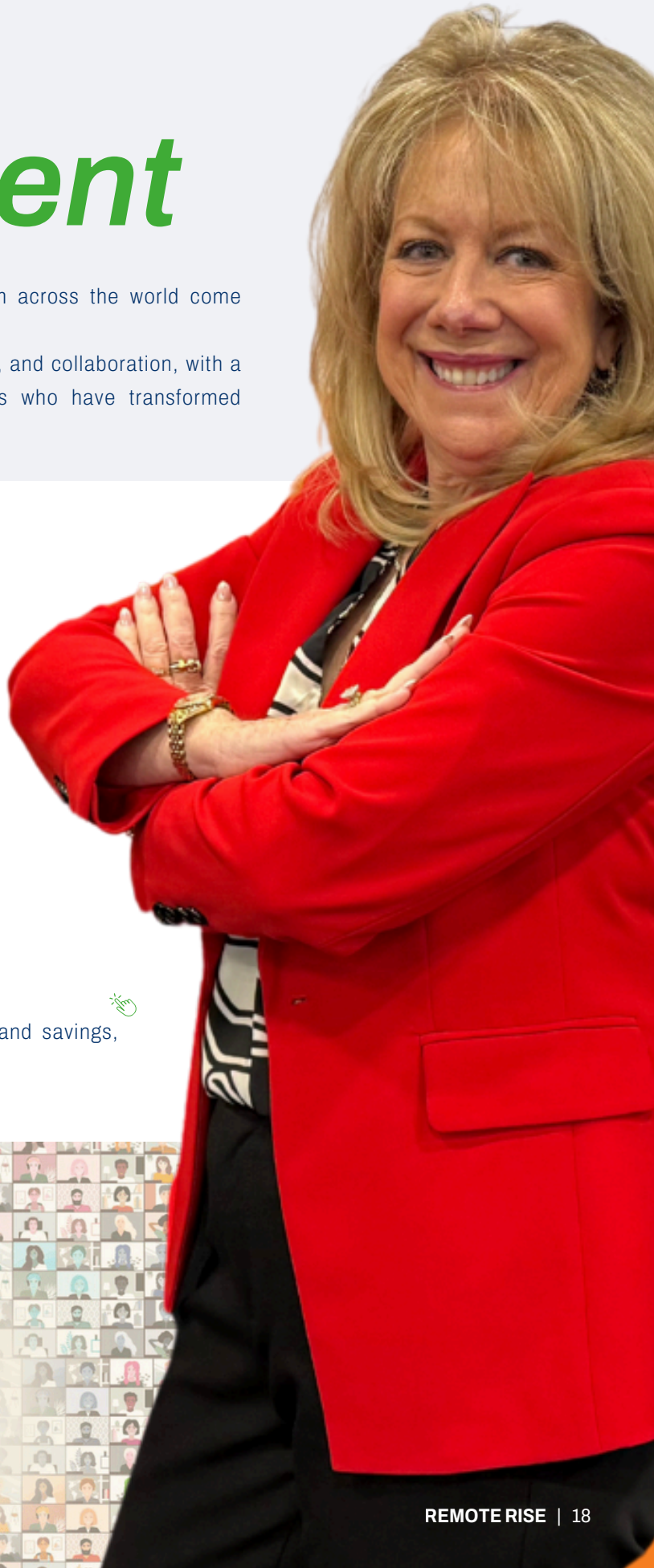
If you're ready to create freedom and fall in love with your business again, CBF is your roadmap.

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*Virtual*

## RISE OF A CEO HOW CBF HELPED JULIANA STEP OUT OF THE FIELD FOR GOOD

CBF Live Virtual is where cleaning business owners from across the world come together to learn, connect, and grow.

Next year's event promises even more inspiration, strategy, and collaboration, with a chance to meet Debbie Sardone and the CBF coaches who have transformed thousands of businesses.

### WHY CBF WORKS

Cleaning Business Fundamentals (CBF) isn't just a course; it's a complete business system tailored for residential cleaning entrepreneurs.

Through clear frameworks, accountability, and community, CBF helps owners:

- Build systems that replace chaos with clarity
- Learn how to price, hire, and lead like a CEO
- Achieve time and financial freedom without losing quality

As Juliana says, "The content is phenomenal, but what truly makes CBF unique is the community. You're never alone, you're surrounded by people who believe in your success."



CBF Live 2026  
*Virtual*

APRIL 9, 10 & 11

Debbie  
*Sardone*  
CONSULTING LLC

# THE GRATITUDE TEST

## What drives your success mindset?

Gratitude isn't just a feeling; it's a powerful mindset that shapes how we lead, grow, and connect.

As the year draws to a close, it's the perfect time to pause and reflect:

*What truly fuels your success?*

Take this quick test and discover the why behind your ambition — the deeper purpose that keeps you moving forward, even when challenges arise.

### 1. When you look back at your biggest accomplishments, what makes you proudest?

- a) The recognition and trust I've earned from others.
- b) The positive impact I've made on people's lives.
- c) The creativity and innovation I brought to my work.
- d) The consistency and resilience I showed along the way.



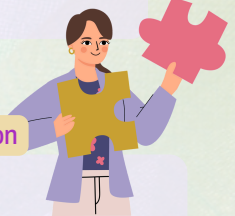
### 2. When you face setbacks, what helps you bounce back?

- a) Remembering the people who believe in me.
- b) Focusing on the lessons that help me grow.
- c) Redefining my goals and finding new solutions.
- d) Leaning on faith and the bigger picture.



### 3. What motivates you to take on new challenges?

- a) The excitement of achieving something others thought was impossible.
- b) The chance to make a difference.
- c) The process of learning and experimenting.
- d) The opportunity to build something lasting and meaningful.



### 4. How do you define success in one word?

- a) Recognition
- b) Purpose
- c) Growth
- d) Fulfillment



### 5. What are you most grateful for this year?

- a) The support and encouragement from my team or clients.
- b) The opportunity to help others through my work.
- c) The new ideas and skills I've discovered.
- d) The strength and faith that kept me moving forward.



### 7. What do you want to carry into the next year?

- a) Confidence in what I've accomplished.
- b) Deeper connections and meaningful relationships.
- c) The lessons learned from every challenge.
- d) A renewed sense of purpose and faith in what's ahead.



### 6. How do you usually celebrate your achievements?

- a) By sharing them proudly with my team and loved ones.
- b) By expressing gratitude and giving back to others.
- c) By reflecting quietly and setting new goals.
- d) By taking time to rest, recharge, and thank God for the journey.



**RESULTS** →

# RESULTS

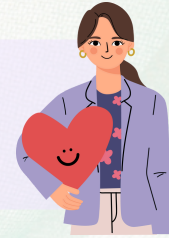
## Mostly A's: The Achiever

You're driven by recognition and excellence. You find gratitude in progress, results, and the people who see your effort. Just remember, slowing down to celebrate small wins is also success.



## Mostly B's: The Giver

Purpose fuels you. You're fulfilled when your work uplifts others or creates lasting impact. Your gratitude flows through service, empathy, and contribution.



## Mostly C's: The Creator

Innovation is your heartbeat. You find joy in exploring ideas and challenging the norm. Gratitude, for you, means freedom, the ability to keep learning and evolving.



## Mostly D's: The Grounded Builder

Faith, resilience, and stability guide you. You're grateful for consistency and growth that lasts. You see success not as a sprint, but as a lifelong construction built on purpose.



## QUICK REFLECTION

*Take a moment to note down one thing you're most thankful for in your business this year, and one person you couldn't have done it without. Gratitude multiplies when shared.*



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# LEADING WITH EMOTIONAL INTELLIGENCE

## THE NEW STANDARD OF MODERN LEADERSHIP



by Diza Rose

There was a time when leadership meant having all the answers, being the loudest, the toughest, the one who never wavered. But the world of work has changed. Teams today are no longer driven by fear or authority; they are moved by trust, empathy, and meaning. The leaders who thrive are those who understand that leadership is not about control, it's about connection.

At the heart of this transformation lies emotional intelligence, the ability to recognize and manage emotions, both our own and those of others. It's not just a leadership skill anymore; it's the new standard of modern leadership.

### THE SHIFT FROM AUTHORITY TO AUTHENTICITY

Psychologist Daniel Goleman (1998) discovered that nearly 90% of what sets exceptional leaders apart has little to do with IQ or technical expertise, it's rooted in emotional intelligence. That finding reframed what leadership means in today's world. It's not about being right all the time; it's about being real.

Authentic leaders don't hide behind roles. They lead with vulnerability, asking questions instead of pretending to know everything. When leaders allow themselves to be human, their teams begin to feel human too. And that authenticity lays the foundation for empathy, the next layer of emotional connection that turns leadership from transactional to transformational.



*Empathy allows leaders to understand what their people need... It means noticing when someone's quiet in a meeting, checking in when a camera stays off, or simply saying, "I understand."*

### EMPATHY, GRATITUDE, AND AUTHENTICITY: THE HUMAN CODE OF LEADERSHIP

Once authenticity opens the door, empathy walks through it. Empathy allows leaders to understand what their people need, not just professionally, but emotionally. It means noticing when someone's quiet in a meeting, checking in when a camera stays off, or simply saying, "I understand."

When empathy is paired with gratitude, it creates belonging. Gratitude reminds people that their effort matters, even when results take time. It shifts focus from perfection to progress, and that's what keeps teams motivated.

Researcher Amy Edmondson (1999) calls this feeling psychological safety, the shared belief that people can speak up without fear. When leaders lead with empathy and gratitude, they create that safety net. People stop competing and start collaborating. And once a team feels safe, culture begins to take shape, organically, through the way people treat one another every day.

### CULTURE IS WHAT YOU REPEATEDLY CARE ABOUT

Culture isn't something you announce; it's something you practice. It's born in daily interactions, the tone of a message, the pause to celebrate a win, the patience to listen. In remote and hybrid teams, this becomes even more critical. Without physical offices, connection is the workspace.

Leaders who consistently express care build cultures that outlast projects and job titles. When empathy and authenticity become routine, they transform into culture. Over time, this emotional consistency turns ordinary teams into communities built on trust.

And that's when emotional intelligence moves beyond a skill, it becomes a system.

A culture that feeds itself through care, gratitude, and respect. Which leads us to the kind of leadership that defines the future

### REFLECTION BREAK: ASK YOURSELF

**"How do my people feel after they've interacted with me?"**

- How do my team members feel after a meeting with me?
- Am I listening to understand, or to reply?
- When was the last time I recognized effort, not just results?

Because emotional intelligence doesn't just change how we lead, it changes how people live under our leadership.

### THE FUTURE BELONGS TO THE HEART-SMART LEADER

Leadership psychologist Richard Boyatzis (2005) describes emotionally intelligent leaders as resonant leaders, those who "move people through emotion." These are the leaders who don't simply manage, they inspire. They're not defined by their strategy, but by the emotional climate they create.

As artificial intelligence continues to evolve, emotional intelligence is what will keep leadership human. Machines can automate performance, but they can't replicate compassion. Leaders who can read a room, even through a Zoom call, and respond with empathy are shaping the workplaces people want to belong to.

So as we step into the future of leadership, perhaps the real question isn't, "How do I lead more effectively?" but rather, "How can I make others feel more human in the process?"



United States of America (USA)

### Contact us

Phone: 855-264-2673

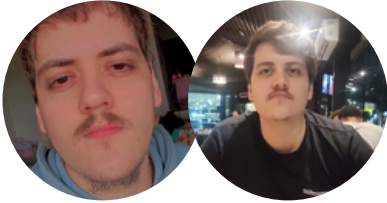
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# THE NEW PRODUCTIVITY

# TOOLS THAT SCALE WITHOUT LOSING THE HUMAN TOUCH



by Guilherme and Gustavo Zeferino

In 2025, productivity isn't just speed. For small and midsize service businesses, it means doing more with empathy, scaling with purpose, and automating without losing the human connection. Tech should amplify people—not replace them.

## 1) SMART CRMS: THE HEART OF CUSTOMER EXPERIENCE

SMBs that run one integrated system for sales + service gain speed and context. No repeated info. Full history at a glance. Faster, more human responses.

### 2025 highlights (pick one and grow from there):

- Pipedrive — Pipeline first, clean UI, fast onboarding, strong automations and email sync.
- Starting price: typically around \$15–\$20/user/month.
- Less Annoying CRM — Super simple and affordable; perfect for tiny teams that need contacts + pipeline without complexity.
- Starting price: flat monthly fee per user.
- Zoho One (optional if you need a full suite) — CRM + help desk + projects in one subscription; highly customizable and great value.
- Starting price: bundle per user/month.

Quick win: For small cleaning crews or dental offices, enable chat, email, and WhatsApp inside the CRM. Fewer dropped leads, more loyal clients.





## 2) SOCIAL MEDIA IN CHECK: SCHEDULE AND ENGAGE CONSISTENTLY

Consistency beats bursts. These tools keep you present even on busy days—without sounding robotic.

### Top picks for scheduling + engagement:

- Publer — Reliable scheduler, AI caption assist, strong “link in bio,” supports IG/TikTok/Facebook/LinkedIn/Google Business.
- Later (use if your workflow is highly visual and you’re satisfied with it) — Visual calendar; strong Instagram/TikTok pipeline; optimized “Link in Bio.”
- Hypefury (alt for X/threads-heavy teams) — Queueing, auto-retweets, evergreen recycling.

**Real-world example:** A dental clinic schedules weekly tips and short videos a month ahead in Publer. The front desk only handles DMs and confirms bookings—social turns into a steady pipeline.

## 3) HUMANIZED SUPPORT, BACKED BY AI

24/7 coverage without the “robot” feeling. Let bots clear FAQs and collect context, then hand off smoothly to a human for anything sensitive or complex.

### Balanced options for small teams:

- LiveAgent — Classic help desk with omnichannel inbox (email, chat, call) and solid automations; good cost/benefit.
- GrooveHQ — Shared inbox that’s simple and fast; great for very small teams that don’t need enterprise complexity.

### Pro tips:

- Make “Talk to a human” an explicit option.
- Route keywords like “urgent,” “billing,” or “reschedule” to agents immediately.
- Review bot transcripts weekly to refine tone and answers.



#### 4) THE FUTURE IS HUMAN + MACHINE (NOT ONE OR THE OTHER)

Generative AI, omnichannel service, and app integrations show the pattern: **automate the repetitive to make room for empathy, creativity, and relationships.**

##### Clean, proven mini-stacks:

- **Cleaning services:** Jobber (ops/CRM) + Stripe/Jobber Payments (online checkout) + QuickBooks Online (books) + Mailchimp (promos/reviews) + Zapier (glue).

Outcome: Faster scheduling and payment, fewer no-shows, no double entry.

- **Construction/remodel:** Buildertrend (estimates/schedules/change orders) + QuickBooks Online (costs/invoices) + DocuSign/Drive (contracts/files) + Zapier (lead → task).

Outcome: Real-time budget control and fewer surprises at closeout.

- **Dental practices:** Pipedrive (pipeline + recalls) + Modento/Adit or revenue-cycle add-ons (patient comms/payments) + Google Business Messages + Publer (social).

Outcome: Higher show-up rates, clearer billing, and steady inbound.

##### CONCLUSION: PRODUCTIVITY WITH PURPOSE

The winning model combines **intelligent automation + authentic connection**. With the right stack, a three-person team can deliver like a twenty-person crew—without losing names, warmth, or care.

**Remember:** Automate where it's useful. Humanize where it matters.



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# THE RIPPLE EFFECT

## HOW PURPOSEFUL BUSINESSES CREATE LASTING SOCIAL IMPACT



by Ana Gama

In today's fast-changing world, success isn't just measured in revenue; it's measured in **responsibility**. More than ever, entrepreneurs are realizing that doing good and doing well can (and should) go hand in hand.

Purpose-driven businesses are proving that every decision, from sourcing to hiring, can create a **ripple effect** that extends far beyond profit margins.

### BEYOND BUSINESS: BUILDING A LEGACY OF PURPOSE

The most successful modern companies aren't just selling products; they're **building communities**. They focus on how their work can positively impact people, the planet, and the future. Whether through eco-conscious production, fair employment, or local partnerships, these businesses are redefining what it means to lead responsibly.

A purpose-driven approach doesn't just attract customers, it inspires loyalty. Studies show that consumers are 4x more likely to support brands that share their values. And for small business owners, this creates an incredible opportunity: to stand out through authenticity and impact.

### SMALL ACTIONS, BIG CHANGE

Sustainability doesn't always mean massive investments or complex green initiatives. It starts small — with everyday decisions that reflect awareness and intention.

Choosing recyclable packaging, partnering with ethical suppliers, reducing waste, or donating a portion of profits to community causes are all ways to make a tangible difference.

For service-based companies, impact can come through **education, inclusion, and empowerment**. Hiring globally, providing flexible work, or supporting local charities are all steps that build stronger, more connected communities.



## LEADING BY EXAMPLE

Across industries, entrepreneurs are using innovation as a force for good.

- Tech startups are developing AI tools that optimize energy use.
- Retailers are prioritizing eco-friendly materials and zero-waste supply chains.
- Remote companies are reducing carbon footprints by eliminating unnecessary commuting.
- Family-owned businesses are investing in their local neighborhoods through sponsorships, mentorships, and volunteer initiatives.

The common thread? Each one recognizes that profit and purpose aren't opposites; they're partners.

## PURPOSE AS A GROWTH STRATEGY

When you build a business that gives back, you don't just grow — you evolve. Purpose brings clarity, motivates teams, and attracts clients who share your values. It creates a cycle where success fuels contribution, and contribution drives deeper success.

This is the ripple effect in motion: a single decision to operate with integrity can inspire a chain of positive change, for your team, your clients, and your community.

## FINAL THOUGHT

True impact starts with a question: How can my business serve beyond itself?

Whether through sustainability, social action, or ethical leadership, every entrepreneur has the power to create change that lasts.

Because in the end, the most successful businesses don't just grow. They give, they inspire, and they lead by example.

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# GRATITUDE THAT BUILDS GROWTH

As entrepreneurs, we're always chasing progress — new goals, new systems, new results. But Thanksgiving reminds us to pause. To look back. To remember how far we've come.

Gratitude isn't just a feeling; it's a foundation. It's what turns challenges into lessons, partnerships into friendships, and work into purpose.

This season, we celebrate the people and moments that shaped every success:

- ♥ The clients who trust our vision.
- ♥ The teams that give their best every single day.
- ♥ The mentors and peers who remind us to keep believing.

At Remote Rise, we believe gratitude and growth go hand in hand. Because when we build with gratitude, we build stronger. We lead with empathy, collaborate with intention, and create work that matters.

So as you gather with family, friends, and teammates this Thanksgiving, take a moment to honor your journey — the small wins, the lessons learned, and the people who made it all possible.

Here's to another season of purpose, connection, and gratitude.

**Happy Thanksgiving from the Remote Rise team.**



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# REMOTE RISE

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