

**BEYOND
THE SCREEN**

The human side
of remote work.

**FROM MILITARY
DISCIPLINE TO MODERN
RECRUITMENT**

This edition explores the emotions, relationships, and the everyday realities that make remote work more humane. From the origin story of GetNuva to the art of letting go and trusting your team, every page is about the people behind the work.

Plus: The diary of a VA, a quiz to discover your remote work style, and the practices that keep great teams together. These are the stories worth knowing.

Growth

People

Trust

Connection

REMOTE RISE





REMOTE RISE

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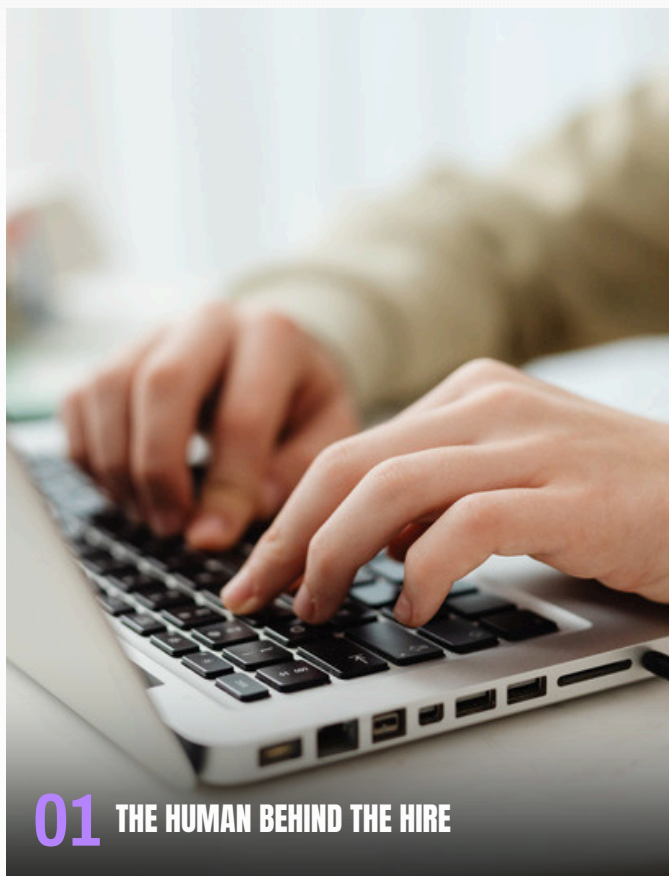
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EDITOR'S NOTE

There's a moment that happens in almost every video call. The screen freezes for a second, someone laughs, a kid wanders into frame, a dog barks somewhere in the background. And for that brief moment, the work disappears and the person shows up.

I think about that moment a lot.

We talk constantly about remote work as a system: tools, processes, time zones, productivity. And all of that matters. But underneath the systems are people. People who wake up early to overlap with a client's schedule. People who are building a career from wherever they happen to call home, whether that's a small apartment in a busy city or a quiet kitchen table somewhere else entirely. People who, despite never meeting in person, learn to trust each other with real responsibility.



This edition is about that layer underneath the screen.

We're telling the story of how GetNuva began, not as a company timeline, but as a story of people who decided to do things differently. We're talking about what it really means to delegate, not as a management technique, but as an act of trust that changes how teams grow and how leaders breathe. We're looking at the tools that don't just move tasks forward, but actually bring people closer, even across thousands of miles.

And we're including something we've never done before: a diary. A real, honest look at a day in the life of a VA, written from the inside. No polish, no corporate language, just a person describing their work, their challenges, and their wins.

If there's one thing I hope you take from this edition, it's this: the human side of remote work isn't a soft add on to the "real" business of getting things done. It is the business. The connection, the trust, the small moments of recognition, these are what make remote teams actually work, not just on paper, but in practice.



So as you read through these pages, I'd invite you to look past the screen for a moment. Think about the people on the other side of your messages, your calls, your shared documents. Their stories are worth knowing, and that's exactly what Remote Rise is here for: a space to slow down and see the people behind the work. Enjoy the read.

With appreciation,

Stefania

Marketing Coordinator & Editor,
GetNuva | Remote Rise



THE HEART BEHIND GETNUVA



By Fil, CEO & Co-Founder

People ask me sometimes how GetNuva started, expecting a tidy founder story with a pitch deck and a five-year plan. The truth is messier and, I think, more honest. It started as a creative studio. Kalita and I were building brands, doing design work, helping small businesses look and sound like the companies they wanted to become. Somewhere in that work, we kept running into the same wall over and over: brilliant business owners, completely buried. Drowning in admin, in follow-ups, in the hundred small tasks that never show up on a vision board but quietly decide whether a business survives.

We didn't set out to build a staffing agency. We set out to fix that one problem for people we genuinely liked working with. That's the part that doesn't make it into the polished version of the story, but it's the truest part: **GetNuva exists because we couldn't stand watching capable people get crushed by their own to-do lists.**

The early days were not glamorous. We were learning two businesses at once, ours and our clients', often in real time. There were placements that didn't work out. There were nights spent figuring out how to vet someone properly from thousands of miles away, how to build trust between a business owner in the U.S. and a professional they'd never met in person. We made mistakes. We fixed them. We wrote down what we learned so we wouldn't make them twice. That habit, more than any single decision, is probably the real foundation of this company.

What changed everything for us was realizing this couldn't just be about filling roles. It had to be about people on both sides of the relationship. A client trusting us enough to bring someone into their business, often into their inbox, their calendar, their client relationships, is an enormous act of trust. And the professional we place is trusting us too, trusting that we found them a real opportunity, a fair process, and a team that will actually support them, not just hand them off and disappear.

That's where the screening, the orientation weeks, the ongoing check-ins all come from. Not from a manual. From having felt, early on, what it's like when that trust isn't honored, and deciding we never wanted to be on that side of it again.



I think about the conversations where someone tells you, almost in passing, what this opportunity actually means in their life. A single mom who, for the first time, doesn't have to choose between being present for her kids and earning what she needs. Someone supporting their parents, who now gets to be the person who shows up for their family instead of the person who has to apologize for not being able to. People who are the first in their family to buy a car, or save toward a home, milestones that sound small until you realize what they represent: stability, dignity, a future that looks different than the one they were handed.

When you hear those stories enough times, something shifts. You stop seeing the work as "we provide staffing services" and start seeing it for what it actually is: we're a bridge. On one end, a business owner gets the support they need to grow without burning out. On the other end, someone gets a real opportunity, often the first one that's matched their talent to what they actually deserve, and that opportunity ripples out into their family, their community, their sense of what's possible for their life.

That's not something we put in a sales pitch, but it's become central to how I think about this company. Every placement we make is two stories at once. And honestly, knowing that the work we do quietly changes the trajectory of someone's life, gives them the chance to fulfill a dream they'd put on hold, that's not something I take lightly. It's probably the closest thing I have to proof that we're doing this right.



Our partnership with the cleaning industry community through CBF was a turning point too, but not for the reason people might expect. It wasn't about the volume of clients. It was about seeing, up close, how much heart goes into running a service business. These are owners who started with a vacuum and a truck and built something real. Watching them grow because they finally had the support to step back from busywork and lead, that's the moment GetNuva's mission stopped being a tagline and became something we could actually point to and say, "that's it, that's why we do this."

Today, when I think about what makes GetNuva GetNuva, it's not the countries we recruit from or the number of placements we've made, though we're proud of both. It's the fact that Kalita and I still read the feedback from clients and from our team personally. It's that when something goes wrong, our first question is "how do we make this right for both sides," not "how do we cover ourselves." It's that the people on our team, the ones doing recruitment, onboarding, support, day in and day out, care about the outcomes the way we do, because they've seen those same stories too.

We're still a relatively young company. We're still learning. But if there's one thing I'd want a client or a future team member to know about GetNuva, it's this: we built this because we believe business doesn't have to mean burnout, and growth doesn't have to mean losing the human connection that made you want to build something in the first place. We just didn't fully realize, at the start, how many lives that belief would end up touching on both sides of the screen. That belief is the heart of this company. Everything else, the processes, the systems, the global team, is just us trying to live up to it.

Filemon,
CEO, GetNuva | Remote Rise



THE NEW MATH OF TRUST:

WHY LETTING GO IS THE SMARTEST MOVE IN A BORDERLESS ECONOMY

By Adriana, Executive Director, GetNuva | Remote Rise

A few years ago, I sat across from a business owner who told me something that has stayed with me since.

He said, "I know exactly what I need to do to grow this business. I just don't have time to do it, because I'm too busy doing everything else."

He wasn't wrong about the second part. He was working sixty-hour weeks, answering every email himself, double-checking every invoice, personally onboarding every new hire. What he didn't see, what almost nobody sees from the inside, is that the thing standing between him and the growth he wanted wasn't a strategy problem. It was him.

I've come to believe this is one of the most expensive blind spots in business today, and it's gotten more expensive, not less, as the world has changed around us. Here's why.

The world quietly rewrote the rules, and most leaders are still playing the old game

For most of business history, talent was local. You hired who was nearby, you worked with what the local market offered, and your growth ceiling was, in part, the size of your city or your country.

That constraint is gone. Completely, permanently gone. And most leaders haven't fully absorbed what that means.



The companies pulling ahead right now aren't necessarily the ones with the biggest budgets or the flashiest offices. They're the ones who figured out, often by accident, that the team they need doesn't have to live where they live, speak the way they speak, or even be visible to them most of the day. A 2024 study tracking over 1,600 employees, led by a team of Stanford and Peking University researchers and published in one of the world's most prestigious scientific journals, found something that should have been front-page news in every business publication: companies that embraced flexible, trust-based work arrangements saw retention improve dramatically, with no loss in performance. Not a small effect. A third fewer people walking out the door.

Read that again. The companies didn't lose anything by trusting their people more. They gained loyalty, at scale, for free.

And it goes further. When companies stop requiring people to be physically present and start managing for outcomes instead, something else happens: the talent pool stops being a circle around your office and becomes the entire world. Suddenly, the most talented, most motivated, most cost-effective person for a role might be sitting in a different country entirely, ready to do work that would have been impossible to access just a decade ago.

This is not a future trend. It's already happening, right now, to your competitors.

So why does it still feel so hard to let go?

Here's the uncomfortable part. If the data is this convincing, why do so many capable, intelligent business owners still struggle to actually do it?

The answer isn't laziness, and it isn't lack of vision. It's something much more human, and much harder to see in yourself: when you do something, you can see everything. Every step, every small fix, every "oops, let me just adjust that real quick." When someone else does it, all of that disappears from view, and your brain, every brain, reads that disappearance as danger.

This isn't a character flaw. It's wiring. And it creates one of the strangest double standards I've seen play out, over and over, in businesses of every size.

The double standard that quietly kills great hires

Picture this. A business owner brings on a new team member, full of hope, expecting this to be the hire that finally gives them breathing room. Two weeks in, something goes wrong. Maybe a report has an error. Maybe a client email goes out with the wrong tone. Maybe a process gets followed slightly differently than the owner would have done it.

And in that moment, something shifts. The owner, often without even realizing it, starts asking: is this person actually good enough?

Here's the question almost nobody asks in that moment, but should: when you were doing this exact task, in your first weeks of figuring it out, was it perfect?

For almost everyone, the honest answer is no. It wasn't perfect. It was messy, improvised, half-documented, learned through trial and error over months, sometimes years. The difference is, back then, nobody was watching. You fixed your own mistakes quietly and moved on. Nobody wrote it down. Nobody questioned whether you were "good enough." You were just... learning. The way everyone does.

But the moment that same learning curve happens in front of you, in someone else, it doesn't look like learning anymore. It looks like a warning sign.

This is the moment that decides everything. Because here's what the research on global, distributed teams tells us, clearly and consistently: those first few weeks are when trust either takes root or quietly dies. Not because of the mistake itself, but because of what happens right after it. Handled with patience, with a quick conversation, a bit of guidance, a "here's how we usually do this", that early stumble becomes the foundation of a relationship built on real trust. Handled as a crisis, as proof the hire was a mistake, it can end something that was never given the chance to begin.

And in a world where your best people might be working with you from another country, another time zone, another life experience entirely, that first impression carries even more weight. For a lot of people stepping into global opportunities like this, it's not just a job. It's a chance to build something they've worked years to be ready for. The way that chance is met in the first few weeks often determines everything that comes after, for both sides.



The real shift

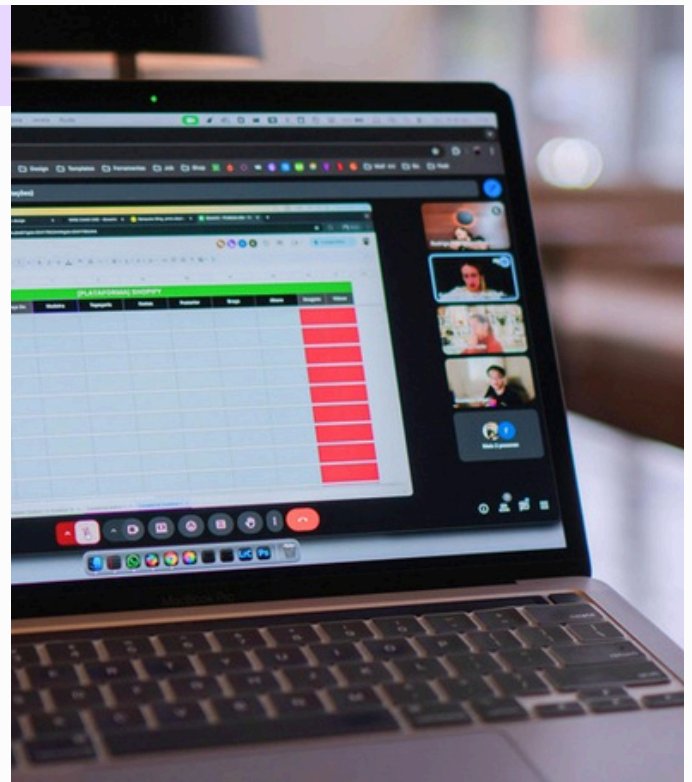
Here's what I keep coming back to. For most of us, letting go feels like losing something. Control, certainty, the comfort of knowing exactly how things are done because we're the ones doing them.

But in the world we're operating in now, holding on too tightly isn't protecting anything. It's quietly capping how big your business can become, how good your team can be, and how much of your own time you'll ever get back.

The businesses, and the people, thriving in this new landscape figured out something simple, but not easy: the goal was never to do everything yourself well. It was to build something that works without you having to. That shift, from doing to building, from controlling to trusting, is no longer optional. It's the difference between a business that depends entirely on one person, and one that's actually ready to grow.

Adriana

Adriana, Executive Director,
GetNuva | Remote Rise



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THE HUMAN BEHIND THE HIRE

WHY HUMAN CONNECTION STILL DECIDES EVERYTHING IN AN AGE OF SCREENS.

There was a time when selling was something you did with your feet. You walked the street, you knocked on the door, you looked someone in the eye and read their face while you talked. The handshake mattered. The kitchen-table conversation mattered. A sale was the end of a relationship that had been built in person, over coffee, across a counter, on a front porch. You earned trust by showing up.

That world is mostly gone. Today a customer might find a business at midnight on their phone, compare it against five others before breakfast, and decide based on how quickly someone replies to a message. The front porch has become an inbox. The handshake has become a notification. And somewhere in that shift, selling got faster, wider, and a great deal lonelier.

The paradox of the digital age

Here's the strange thing about modern sales: we've never been more connected, and connection has never been harder.

A business today can reach customers across an entire country, or several countries, without leaving a desk. The tools are extraordinary. But the same screens that opened the world also put a pane of glass between every buyer and seller. People scroll past a hundred messages a day. They've learned to tune out anything that feels automated, generic, or transactional. The reach is infinite; the attention is paper-thin.

What hasn't changed, not in fifty years, not in five hundred, is what actually makes someone say yes. People still buy from people they trust. They still remember how a company made them feel. They still tell their friends about the business that answered the phone warmly, followed up when they said they would, and treated them like a name rather than a number. The medium changed. The human part didn't.



The barriers nobody talks about

When you can't sell on a doorstep anymore, new obstacles appear, and most of them are invisible until they cost you a customer.

There's distance, the most obvious one. You're no longer serving the people on your block; you're serving people you may never meet, in places you've never been. That's an opportunity and a problem at once, because trust is harder to build when you can't be there in person.

There's time. Customers expect a response now, not tomorrow. The business that replies within minutes wins the ones that the slower competitor loses, regardless of who's actually better at the work. Speed has quietly become part of the product.

And then there are the deeper barriers: language and culture. Selling well across borders isn't a matter of translating words. It's understanding tone, humor, formality, the rhythm of how people in a given place prefer to be spoken to. A message that charms one customer can put off another. The difference between connecting and falling flat often lives in a nuance no algorithm can catch.

These are the real challenges of selling today. Not the technology, which mostly works. The human layer underneath it, which mostly doesn't take care of itself.

Connection at scale is a discipline, not an accident

The hard part is staying personal as you grow. It's easy to treat every customer like a human being when you have ten of them. At two hundred, the temptation is to automate the warmth out of everything, and customers feel it immediately.

The businesses that win the new era are the ones that build connection deliberately. They follow up not because a system told them to, but because following up is how a one-time buyer becomes a regular. They listen for what a customer actually needs instead of pushing what's easiest to sell. They turn complaints into loyalty by treating a problem as a chance to show who they are. This is a discipline, and like any discipline it has to be designed into how the business runs, not left to whoever happens to have a free minute.

The tools can help carry it, but the intention has to be human. A reminder to check in is just a task; the warmth you bring to that check-in is the whole point. Scale doesn't have to mean colder. It just has to mean more deliberate.

How growth actually sustains itself

Here's what the best operators understand: the goal isn't a sale. It's a relationship that produces many sales and brings others with it. A genuinely happy customer is worth far more than their first purchase, because they come back, they spend more over time, and they tell people. Word of mouth is still the most powerful sales channel ever invented, and it runs entirely on how well you treated the last person.

That's why sustainable growth almost never comes from shouting louder. It comes from a base of customers who feel looked after, a pipeline that's followed up with consistently rather than sporadically, and a reputation that does quiet work for you while you sleep. Reach a new market and the same rules apply, only now you have to earn that trust across distance, language, and culture, which means being even more intentional, not less.

No single owner can hold all of this in their own two hands forever. At some point, sustaining the human touch as you grow means building a team around it, people whose job is to keep the relationships warm and the follow-ups consistent, wherever in the world they happen to sit. Growth, in the end, isn't about reaching more people. It's about making sure that as you reach them, not one of them stops feeling like they matter.



What endures

Strip away the tools, the platforms, and the geography, and selling is what it always was: one person convincing another that they'll be taken care of. The door-to-door salesperson knew it. The shopkeeper who remembered your name knew it. And the businesses that thrive in this remote, digital, borderless market know it too.

The channels will keep changing. The next decade will bring tools we can't yet imagine. But the heart of commerce will stay exactly where it's always been, in the moment one human being decides to trust another. The companies that remember that, and that build real human connection into how they sell no matter the distance, are the ones that will still be standing when the technology changes again.

That's the work worth doing. Not selling harder. Selling more humanly, across whatever distance the world puts between us.



Eduardo

Eduardo, Sales Representative,
GetNuva | Remote Rise

FROM MILITARY DISCIPLINE TO MODERN RECRUITMENT

AN INTERVIEW WITH ETHAN, RECRUITMENT AND ACCOUNT MANAGEMENT AT GETNUVA. VETERAN, QUALIFIED NURSE, AND NOW BUILDING A LIFE IN BRAZIL.

Background

Let's start at the beginning. Where are you from, and how did you end up in Brazil of all places?

I'm British, born and raised in the UK. I joined the army at sixteen, the Royal Engineers, where you're a Combat Engineer, known as a Sapper, with a trade on top of that; mine was Fitter General, which is about as young as you can sign up. The Sapper side is the soldiering and engineering in the field; the Fitter General trade is the mechanical work, keeping kit and machinery running: maintaining it, repairing it, getting it back into service when it fails. That decision shaped everything that came after, because I grew up inside a system that runs on standards, structure and teamwork before I'd really grown up at all.



My service time was cut shorter than I'd planned, I was medically discharged because of tinnitus, which is a strange thing to lose a career to. There's no scar to point at, but the noise doesn't switch off. When your time comes to an end sooner than planned, you're suddenly handed all this freedom and you have to decide what to do with it. A lot of people struggle with that gap. I decided to chase a different dream instead of grieving the old one: I wanted to speak another language properly and travel more than I already had.

So I came to Brazil. It was meant to be a visit. I extended my tourist visa, and somewhere in that extra time I fell in love with the place, the people, the pace, the warmth of it. I decided to stay and actually build something, so I took on nursing. I had a rough understanding of the field, but studying it in a second language, with less than six months in the country, was a real challenge, you're learning the subject and the language it's taught in at the same time, and in nursing the words have to be exact. After I finished my course I applied for residence, and I've settled down in my city in the countryside.



That's quite a journey, soldier, nurse, now recruitment. Is there a thread connecting all of it?

People always assume it's a random scatter, but to me it's one line. As a soldier and combat engineer it taught me to hold a standard and to keep things running to diagnose what's actually wrong rather than what looks wrong, and to fix it properly. Nursing taught me to care for people when they're at their most vulnerable and to listen properly. Recruitment sits right in the middle of those two, you're keeping a business running, but the raw material is human beings with hopes and fears and bills to pay. If you treat hiring purely as mechanics, you get it wrong. If you treat it purely as care work, you also get it wrong. You need both.

Professional Journey

Tell us about the work itself: Getnuva, recruitment, account management. What does the day-to-day actually involve?

Recruitment, stripped down, is matching. You've got a business that needs something and a person who needs something, and your job is to find the overlap that genuinely works for both, not just to fill a seat and move on. The account management side is where I think the real value lives. Managing the relationship, understanding what a client actually needs versus what they've written in the brief, managing expectations on both sides, keeping people honest - that's the craft!

What surprised me coming into it is how emotional the process is, even though everyone pretends it's logical. A business owner hiring their next person is rarely calm about it. There's money on the line, there's risk, sometimes there's a previous hire that went wrong and left a scar. So a lot of the job is reading people, lowering the temperature, and being the steady voice of reason in the room. That's where the nursing and the military both pay off, oddly enough, calm under pressure and a habit of treating people like people.

The Evolution of Recruitment

You've watched this industry shift. How has recruitment changed over the last ten years?

Massively, and the biggest change isn't technology, it's the balance of power. Ten years ago the employer largely held the cards. You posted a job, people queued up, and you picked. Today, for any decent candidate, the relationship is far more two-way. Good people interview the company as much as the company interviews them. They check reviews, they ask about culture, they walk if something feels off, and they're not desperate the way the old market assumed everyone was.

The tools changed too, obviously, the CV-and-job-board era gave way to LinkedIn, social recruiting, employer branding, remote and hybrid work, and now AI doing the first sift. But I'd argue the tools are downstream of the mindset shift. People expect transparency now. They expect to know roughly what a job pays before they invest three rounds of interviews. They expect to be treated like an adult. Companies that didn't notice that change are the ones complaining they "can't find anyone," when really they can't keep anyone.

You mentioned mindset. There's a lot of talk about generational differences. Gen Z versus millennials. What have you actually observed?

I'm cautious with generational labels because they get used lazily to mean "young people I don't understand." But there are real, observable patterns.

Millennials came into the workforce around the 2008 crash. They were sold the idea that loyalty and hard work would be rewarded, and then watched that promise get broken - redundancies, stagnant pay, the gig economy. So they tend to want purpose and balance, and they're a bit wary of institutions. They'll commit, but they want to know it means something.

Gen Z grew up after that disillusionment was already baked in. They never had the illusion to lose. They're financially pragmatic, sometimes more than people give them credit for and they saw their older siblings get burned. They're digital natives, so transparency and authenticity aren't nice-to-haves, they're the baseline; they can smell a corporate fake from a mile off. They'll leave fast if their values aren't met, and they expect mental health and flexibility to be treated as normal rather than as a perk you're generously granting.

The mistake business owners make is treating these as character flaws, "this generation has no loyalty." It's not a loyalty problem. It's that loyalty now has to be earned rather than assumed, and earned continuously. That's uncomfortable for anyone who came up in a world where a job was a job and you were grateful for it.

The Problems Business Owners Face

Dealing with business owners directly. What are the main problems you see? And are their concerns valid?

The recurring ones cluster together. They want a perfect candidate, immediately, for less than the role is worth, then take three weeks to decide and lose the good ones to faster-moving competitors. They underestimate how much their own reputation and culture affect who's willing to join them, and many still treat recruitment as a one-off transaction, find the body, fill the gap, rather than the start of a relationship that includes keeping that person. Tied to that is an obsession with experience: owners fixate on a number of years on a CV as if it's a guarantee. But skill can be taught and experience can be gained, what you can't easily teach is attitude, character and the willingness to learn. Sometimes the person with ten years in the role brings ten years of bad habits, while the hungry one with less on paper outgrows them within months because they're actually coachable. Experience is useful information, but it's not the whole story.

Two other things quietly hurt them. One is how fast they lose touch with the candidate market, what people expect on pay, flexibility and communication shifts constantly, and unless you're in it day to day it's frankly scary how out of touch you can become without realising. The other is expecting recruitment to be a perfect, clean process. There's an old line in the army: no plan survives contact. People change their minds, counter-offers appear, a candidate who looked perfect on paper isn't, the role shifts halfway through. The owners who cope best treat it as a living process they adapt as they go, not a machine that's broken every time it doesn't run flawlessly.

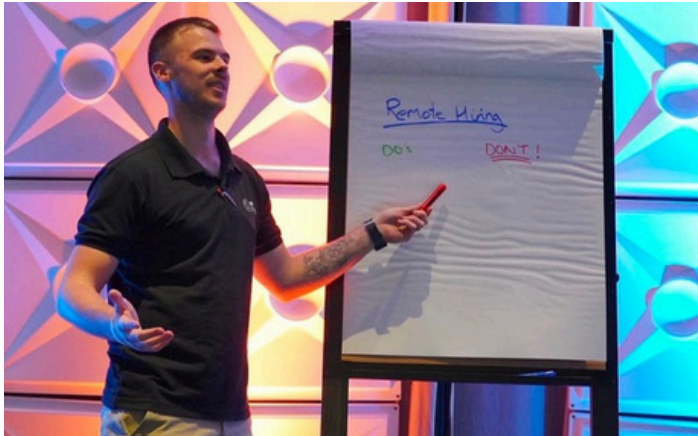
Now, here's the honest part: a lot of their underlying concerns are completely valid. They're risking real money. A bad hire is genuinely expensive and demoralising for the whole team. They worry about commitment and reliability because they've often been let down before, and owners who've built something from nothing carry a level of stress that an employee never fully sees. So I never dismiss the concern.

What's not valid is the conclusion they sometimes draw from it, that the answer is to clamp down harder, pay less, demand more, and wait for the market to go back to how it used to be. It isn't coming back. The valid worry, plus the outdated solution, equals frustration. My job is often to honour the worry while gently dismantling the solution.

On Adapting to New Ways of Working

How important is it for business owners to change or adapt to new ways of recruiting, doing business, even living?

It's not optional, but I want to be careful here, because "you must adapt or die" has become a cliché that lets people off the hook from thinking. Adaptation isn't abandoning everything you know and chasing every trend. The best operators I see are the ones who hold onto their non-negotiables - quality, integrity, looking after their people - and stay flexible on everything else: where work happens, how it's structured, how they communicate, how they pay.



Coming from a military background I have a lot of respect for discipline and standards, and I'd never tell someone to throw those away. But the army also taught me that rigidity gets people killed. A good unit adapts to the ground in front of it while keeping its core mission intact. Business is the same. The owners who struggle are usually rigid about the wrong things - they'll die on the hill of "everyone must be in the office at 8am" while being completely flexible about whether they treat their staff well, which is exactly backwards.

What "Business Leader" Means Now

What's the difference between the concept of a business leader ten or fifteen years ago and what it means today? And is that shift valid?

Fifteen years ago, "leader" largely meant authority. The boss. Position gave you power, hours equalled commitment, presence equalled productivity, and you led by telling. Command and control. It worked, after a fashion, in a world where information and options were scarce.

Today the centre of gravity has moved toward something more like coaching. A modern leader is expected to create psychological safety, to be transparent, to explain the why and not just issue the what, to show a bit of vulnerability, and to get the best out of people who could leave at any moment and increasingly aren't even in the same room. Authority is still there, but it's earned through trust rather than granted by a title.

Is that shift valid? Mostly yes. I say that as someone who came from the most command-and-control institution there is. But I'd push back on the pendulum swinging too far. Some of the modern stuff curdles into leaders who won't make hard decisions, who confuse being liked with being respected, who mistake endless empathy for a lack of standards. The best leaders I've seen blend the two: the old discipline and clarity, with the new humanity and adaptability. Ironically, the military at its best already did this - the leaders people would follow anywhere were never the loudest ones; they were the ones who held the standard and genuinely looked after their people. That model was always right. The rest of the world is just catching up to it and calling it new.



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Advice for Business Owners

Finally, what would you advise a business owner who's starting or growing a business in this challenging environment?

A few things, and I'll keep them honest rather than a motivational-poster.

First, treat recruitment as a relationship, not a transaction. The hire is the beginning, not the end. If you're brilliant at attracting people and useless at keeping them, you've just built a very expensive revolving door.

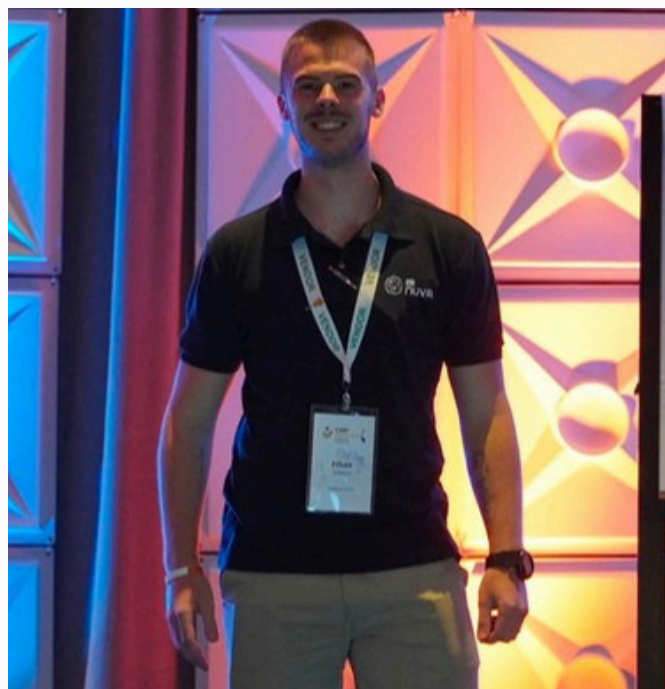
Second, sell your why, and be transparent about the practical stuff - pay, expectations, what the work actually involves. The good candidates have options. Vagueness reads as a red flag, not as mystery.

Third, move faster than feels comfortable. Indecision costs you the exact people you most wanted. A slightly-too-quick decision you can fix; a great candidate who took another offer while you "thought about it," you can't get back.

Fourth, don't pander to younger workers, but don't dismiss them either. You don't have to agree with everything they want, but you do have to take it seriously and explain your reasoning. Respect travels in both directions.

And fifth, and this is the one I'd underline, keep your discipline and lose your rigidity. Know what you'll never compromise on, your standards and how you treat people, and be genuinely flexible about almost everything else. That combination is rare, and it's what people quietly want to work for.

I've built things, I've cared for people, and now I match people to places. The lesson that runs through all of it is the same: you can't shortcut the human part. Get that right and the rest follows. Get it wrong and no amount of clever process will save you.





The CBF Movement: A Decade of Transformation

Debbie Sardone didn't walk into the coaching world from a corner office. She came from the work itself, building a residential cleaning business from the ground up, figuring things out the hard way, and living through the kind of growing pains that every cleaning owner knows but few talk about openly. More clients, more staff, more revenue, and somehow less and less to show for it. The business was moving, but it wasn't working.

What she eventually discovered wasn't just a fix for her own company. It was a blueprint. And instead of keeping it to herself, she turned it into something the cleaning industry had never really had before: a program built specifically for residential cleaning business owners. Not generic business advice repackaged with a mop on the cover, but something that actually spoke their language, addressed their real problems, and understood the world they were operating in. **That's how Cleaning Business Fundamentals was born.**

Ten years later, the results are hard to argue with. CBF has grown to over **1,100 graduates and members**, and has produced more than 120 Mop-Free Millionaires, cleaning business owners who built companies that work for them, not the other way around. The impact map tells the full story visually: a decade of reach across the country, one business owner at a time.



Twenty Years of Showing Up

And 2026 is a year worth celebrating twice. **CBF turns 10, but the story behind it goes back even further. Debbie has been coaching cleaning business owners for 20 years now, and what makes that number meaningful isn't just the time.** It's what happened during it. Twenty years of sitting across from owners who were overwhelmed, underpaid, and convinced that the chaos was just part of the deal. Twenty years of helping them see that it didn't have to be. She didn't build CBF from theory. She built it from her own experience of struggling, figuring it out, and eventually creating a business that ran without her having to be everywhere at once. That's the foundation every member steps into when they join. And over two decades, that foundation has held. Owners who came in burned out left with systems, confidence, and businesses they were actually proud of. That's not a coincidence. That's what twenty years of doing one thing, and doing it well, looks like.



A New Way to Connect: Coffee & Conversations

Whenever Debbie travels, she sets up a small, informal gathering with local cleaning business owners at a nearby coffee shop. No stage, no pitch, no agenda, just a real conversation with someone who has spent over 40 years in this industry. You bring your most pressing question; she brings the kind of honest, experience-backed answer you can actually do something with. So far, these gatherings have taken place in **Columbus OH, Houston TX, and Phoenix AZ.**

If you want to be the first to know when Coffee & Conversations comes to your city, join the Cleaning Business Profits Facebook Group. <https://www.facebook.com/groups/cleaningbusinessprofits>

That's where Debbie announces the next location and how to save your seat. **A community of cleaning business owners**, one good question, and a coffee worth showing up for.



PEOPLE FIRST: BUILDING REMOTE TEAMS THAT STAY

Somewhere right now, a manager is buying a logo-stamped hoodie for a new hire they've never met, convinced it will make them feel like part of the family. The hoodie will arrive. The new hire will wear it once, on laundry day. And in eight months, they'll quietly accept an offer somewhere else.

The hoodie was never the problem. The problem is that we keep treating retention like a merchandise question when it's a human one.

Remote work stripped away all the accidental glue that used to hold teams together - the hallway chats, the shared lunch, the colleague who noticed you looked off and asked if you were okay. None of that happens by accident anymore. On a distributed team, connection and belonging aren't ambient; they're built on purpose, by people who decide they matter. The good news is that this is learnable. The better news is that it doesn't require a bigger budget, just a bit more intention.

Here are four practices that actually move the needle.

Hire for the human, then design onboarding like you mean it

Most remote hiring optimizes for the wrong signal. We screen for people who interview well over video, which mostly means we screen for people who are comfortable on video this is not the same thing as people who'll do great work or stick around. Build at least one part of your process around how a candidate actually works: a short paid exercise, a realistic problem, a conversation about how they handle ambiguity when no one's watching. You'll learn far more than a fifth "tell me about a challenge" round will ever give you.

Then treat the first thirty days as a real project with a real owner, not a Slack invite and a shrug. The fastest way to make a new hire feel like a number is to leave them staring at a blank screen wondering who to ask about the VPN.

Instead:

- Assign an onboarding buddy whose only job is to answer the dumb questions (the ones too small to email a manager about but big enough to make someone feel lost all week.)
- Write down the unwritten rules. Where do decisions actually get made? Is a green status dot a promise? What does "end of day" mean across four time zones? Every team has a hidden rulebook; remote teams just don't get to absorb it by osmosis.
- Schedule a real first win in week one. Nothing builds belonging like shipping something small and being thanked for it.

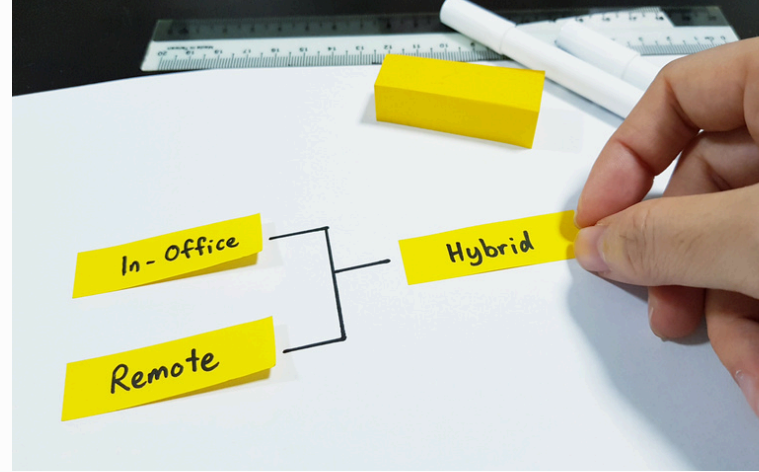
Communicate the plan, then follow up without hovering

In an office, the plan leaks. You overhear the strategy debate in the next room, you catch the offhand "we're betting the quarter on this," you notice what the founder keeps circling back to on the whiteboard. Remote, none of it leaks. The plan exists only where you deliberately put it - and if you put it nowhere, you end up with a set of very busy people pointed at slightly different horizons, never noticing the gap until something expensive breaks.

The part most managers miss is that communication isn't mainly about telling people how they did. That's the smallest, latest slice of it - the verdict after the work is already spent. The communication that actually saves you happens before anyone starts, the kind that makes a wrong turn nearly impossible because everyone already knew where the goalposts were. And it isn't a call for ten hours of meetings a week; you can sit in back-to-back calls and still leave the team fuzzy on what matters. Alignment isn't a function of meeting volume but of shared understanding, and most of it is better written than spoken. So broadcast the plan at every altitude - quarterly for where you're going and why, monthly for whether you're on track, weekly for what's in front of you and what's in the way - and write it down once, so people can re-read it in their own time zone instead of half-remembering a call. A ten-minute conversation about what "done" looks like prevents a week of beautifully executed work in the wrong direction.

Then there's the follow-up, which a lot of managers avoid because they've quietly confused it with micromanagement. The two are opposites. Follow-up is about the work; micromanagement is about your anxiety. One hands the person context and clears the obstacle in their path; the other hovers and, without meaning to, tells them you don't trust their judgment. The test is simple - does the check-in leave the person with more clarity, or less autonomy? A follow-up asks where you are against the plan and what's in your way, then goes and removes the thing in the way. Micromanagement asks what exactly you're doing right now, and then has opinions about all of it. Follow up on outcomes and obstacles, never on keystrokes; check the plan, not the person.

Get this right and most of your "performance problems" quietly vanish, because they were never performance problems. They were people who never quite knew where the goalposts were.



Make recognition specific, frequent, and public

People decide how they feel about a job remarkably early. Spend your effort where it compounds. Remote work is where good work goes invisible. When nobody sees the late-night save or the quietly elegant fix, the only feedback most people get is the silence of nothing breaking. That silence is corrosive. It teaches your best people that excellence and mediocrity look identical from the outside - and that's the moment they start reading recruiter messages.

The fix is almost embarrassingly cheap: notice things out loud. Not the annual-review, "let's circle back on your growth areas" kind of noticing. The specific, timely, "this thing you did was genuinely good and here's exactly why" kind.

A few rules that keep it from feeling hollow:

- Be specific or stay quiet. "Great job team!" lands as noise. "The way you rewrote that onboarding doc cut our support questions in half" lands as respect.
- Do it in public, and do it fast. A shout-out in a shared channel the same week beats a glowing line in a review six months later. Praise has a shelf life.
- Spread the spotlight. The loud, well-positioned people will get noticed anyway. Make a point of seeing the quiet ones doing essential, unglamorous work (they're often the ones holding everything together, and the first to leave when they feel taken for granted).

Recognition isn't a soft perk. It's the cheapest retention tool you have, and most teams leave it sitting on the shelf.



Protect wellbeing for real - which means changing your own behavior!

Here's the uncomfortable part. You cannot wellness-app your way out of a culture that quietly rewards people for being online at 11 p.m. The meditation subscription is not going to outrun the message you sent at midnight that everyone now feels they have to answer. People watch what leaders do, not what the benefits page says.

So the work is behavioral, and it starts with you:

- Model the boundaries you claim to want. Log off visibly. Take your vacation and actually disappear. If you must send something off-hours, schedule it for morning - your "no pressure to reply!" disclaimer fools no one.
- Default to async, defend deep work. Not everything needs a meeting, and a calendar packed wall-to-wall is a productivity costume, not productivity. Protecting uninterrupted focus time is one of the most generous things you can do for a remote team.
- Make it safe to be a person. Sometimes the kid is sick, the internet dies, or the brain just isn't braining today. Teams where people can say that without flinching are the teams people don't want to leave.

Supporting wellbeing isn't about adding perks on top of an exhausting culture. It's about not building the exhausting culture in the first place.

The throughline

Notice that none of this required a ping-pong table, a retreat in Tulum, or another hoodie. Hiring with empathy, onboarding with care, keeping everyone pointed the same direction, recognizing real work, and protecting people's lives outside the laptop, these aren't perks. They're just what it looks like to treat people like people, consistently, when you can't see them every day.

That, in the end, is the whole secret. Remote teams don't stay because of what you give them. They stay because of how it feels to work with you. Get that right, and you'll spend a lot less time shopping for hoodies.



Ethan

Ethan, Recruiting and Account Manager,
GetNuva | Remote Rise

TECH THAT BRINGS US CLOSER



by Guilherme and Gustavo Zeferino

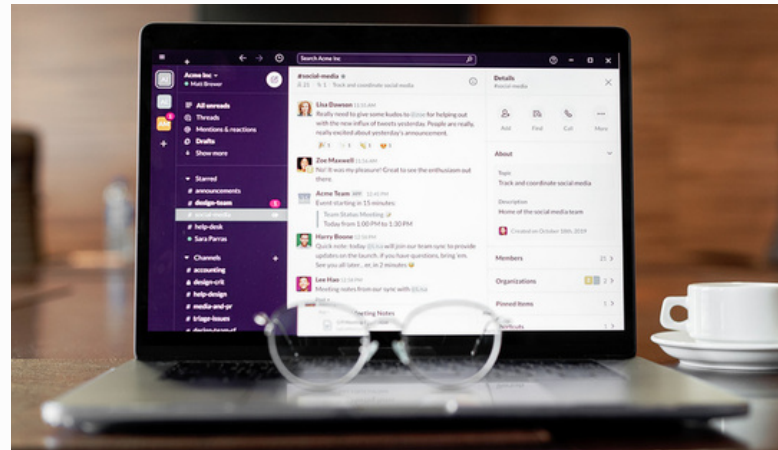
TOOLS THAT SUPPORT DISTRIBUTED TEAMS WITHOUT REPLACING THE HUMAN ELEMENT

The best workplace technology does not replace human connection. It removes the friction that gets in the way of it.

For distributed teams, distance is rarely the hardest part. The harder part is losing the small, everyday interactions that happen naturally when people share a room. Someone notices a colleague is stuck and offers help. A quick hallway question clears up a misunderstanding before it grows. A win gets celebrated the moment it happens. Remote, those moments do not disappear, but they stop being automatic. They have to be designed for.

That is where good tools earn their place. Not the ones with the longest feature lists, but the ones that make communication clearer, collaboration more inclusive, knowledge easier to reach, and work more sustainable.

At GetNuva, we run a team spread across Brazil, Colombia, Argentina, and the Philippines, so this is not theory for us. Here are six categories of technology that help distributed teams stay close, with the tools we see working in practice and why each one matters.



Hire for the human, then design onboarding like you mean it

1. Team communication: Slack and Microsoft Teams

A communication platform becomes the virtual headquarters of a remote company. It is where updates get shared, questions get asked, and work moves forward through the day.

The real value sits below the surface. When channels are organized with intention, they create visibility. A single project channel keeps every decision in the open instead of buried in private messages, so anyone joining late can scroll up and catch the full story. A recognition channel turns good work into something the whole team sees. A space for pets, music, or weekend plans rebuilds the casual talk that helps people see each other as people, not profile pictures.

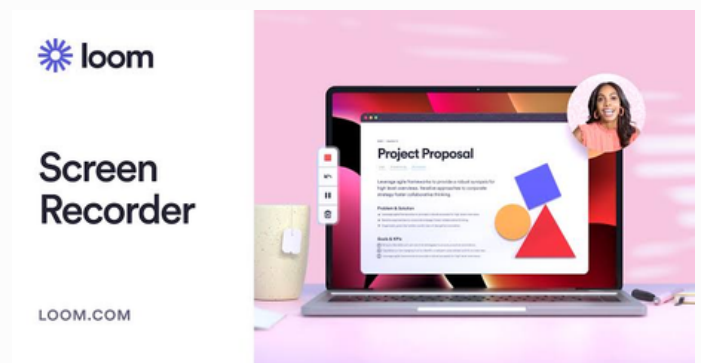
The risk is letting the tool become a constant stream of interruptions. Teams that set clear norms, around response times, channel purpose, and when to move a thread to a call, get the presence without the pressure. Used this way, a chat platform does not demand that anyone be always online. It creates a reliable sense that the team is there.

2. Asynchronous video: Loom

Text is efficient, but it loses tone and nuance. A short message can read as cold. A multi-step process turns into five dense paragraphs. Feedback on a design gets confusing the moment it is separated from the design itself.

Short asynchronous video closes that gap. Someone records their screen while walking through a process, reviewing a draft, or explaining an idea, and the recipient watches when it fits their day, pausing and rewinding as needed.

For a global team this matters more than it first appears. Instead of pulling a colleague in Manila into a 6 a.m. call so someone in Brazil can explain a layout, a three minute recording lets both people work on their own clock. The voice and the face also carry warmth that text cannot. The same feedback that feels blunt in writing often lands as helpful when you can hear how it was meant.



The point is not to record everything. It is to save live meetings for the conversations that genuinely need real time.

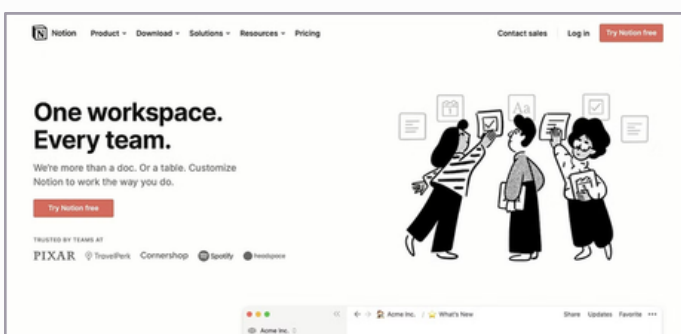
3. Shared knowledge: Notion and Confluence

Few things make a remote employee feel more lost than not knowing where to find an answer.

When processes, decisions, and company knowledge are scattered across direct messages, email threads, and someone's personal documents, the team becomes dependent on whoever happens to remember. Work slows down and people get stuck waiting.

A knowledge base fixes the structural version of that problem. Onboarding guides, project plans, policies, meeting notes, and FAQs live in one searchable place. A new hire can ramp up without feeling like they are interrupting someone every ten minutes. A teammate five time zones away can read a decision at the start of their day without waiting for anyone else to come online.

This is really about inclusion. Documentation does not replace conversation, but it stops people from being shut out of one simply because they were offline when it happened.



4. Informal connection: Donut

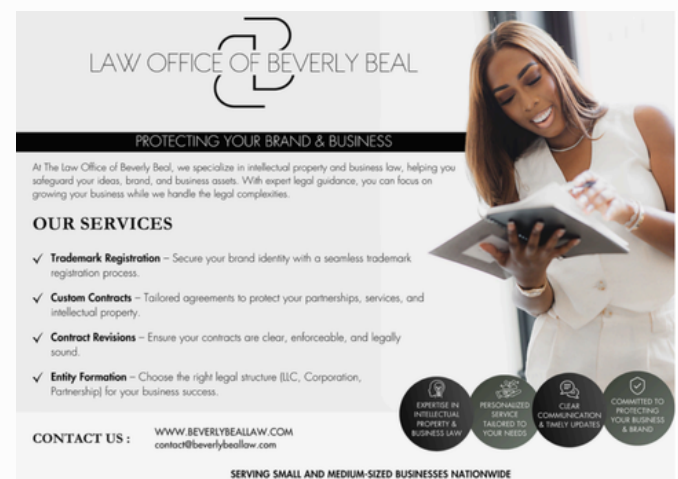
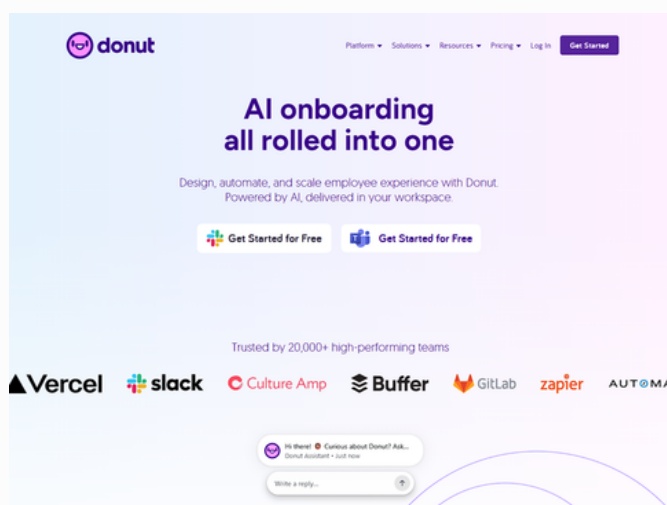


Plenty of remote teams talk constantly about tasks and almost never about anything else.

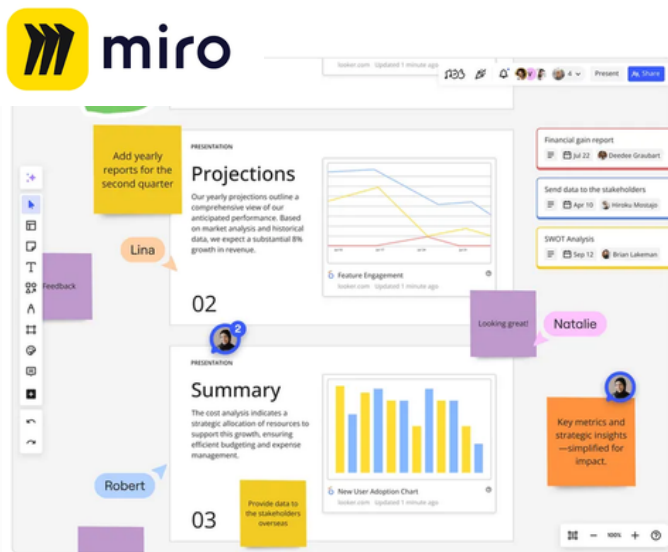
Tools like Donut, which plug into Slack or Teams, exist to fix that. They pair colleagues for a casual virtual coffee, connect people across departments, or form small groups around a shared interest.

It sounds trivial, and it solves something real. On a distributed team, relationships tend to stay locked inside your immediate squad and current project. A ten minute chat with someone from another team makes the next cross-functional project easier, because you are no longer collaborating with a stranger.

What keeps these programs working is that they stay optional. Connection that is encouraged grows. Connection that is mandated turns into another meeting people resent.



5. Visual collaboration: Miro



Brainstorming over a video call has a built-in flaw. The loudest voice wins, and the people who need a minute to think get talked over.

A shared whiteboard like Miro gives everyone a surface to build on at the same time, or to add to before the meeting even starts. That second option is the quiet superpower. A teammate who processes slowly, or who is in a time zone where the meeting falls late at night, can drop their ideas onto the board on their own schedule and still shape the outcome.

A visual workspace also lets a team watch an idea take shape together rather than sit through one person presenting a finished version. People see where their piece fits, which is most of what makes someone feel included.

6. Wellbeing support: Headspace, Calm, and similar platforms

Connection is not only about how people communicate. It is also about whether they feel supported as people.

Wellbeing platforms offer guided meditation, sleep tools, focus exercises, and stress management content that an employee can use privately and on their own time.

It is worth being honest about the limits. An app will not fix an unrealistic workload, weak management, or a culture that quietly rewards always being online. Offered as one part of a real wellbeing strategy, though, these tools give people practical support they control. The trap to avoid is turning wellbeing into one more thing to perform. Nobody should feel pressured to log streaks or prove they are taking care of themselves. The humane version is simple: provide access, protect privacy, and pair it with reasonable workloads and clear boundaries.



The test that actually matters

The question is never whether a tool is new or impressive. It is whether it improves what it feels like to work together.

Does it make expectations clearer? Does it let someone contribute regardless of their location or how they communicate? Does it cut a meeting that did not need to exist? Does it make knowledge easier to reach? Does it leave room for empathy, recognition, and a real conversation?

Technology works best when it handles the friction around human interaction instead of trying to automate the interaction itself. A chat platform opens the door to a conversation. A video adds warmth and context. A shared board makes collaboration something everyone can join. A wellbeing resource offers a hand on a hard day.

The connection still comes from people. For a distributed team, the future of work is not measured by how many tools a company adopts. It is measured by how thoughtfully those tools are used to help people feel seen, supported, and part of something shared.



From Screen to Handshake: Stefan's Story of Real Connection

A weekend that turned a working relationship into a real connection.

Some relationships start on a screen and stay there. Stefan's didn't.

After months of working together remotely, Stefan finally got to meet Ingrid and her husband in person, and what followed was more than a professional visit. Over the course of a Friday and Saturday filled with shared meals and genuine conversation, the three of them found something that's hard to manufacture: **a genuine connection.**

Stefan described Ingrid and her husband as kind and approachable, and the dynamic between them came naturally. He didn't have to choose between being professional and being himself.

This is what remote work looks like when it's done right.



A Little Extra to Celebrate

Stefan also came home with something to remember: three badges recognizing his impact on the team.

- Star Employee
- Team Player
- Thank You for Your Services

He loved every one of them. And honestly? He earned them.

THE DIARY OF A VA: THE PERSON BEHIND THE SCREEN



There are days when my work feels completely ordinary, and if I'm being entirely honest, a little exhausting.

I wake up early, brew a hot cup of coffee, and sit in the quiet glow of my laptop screen. Then, the pings start. Messages stream in, and the inbox I cleared last night is suddenly full again. Most people only see the finished result...the scheduled meeting, the answered email, the smooth project update.

What they rarely see is the invisible effort behind the screen. When everything runs perfectly, it means we're doing our job well. But because of that, the real dedication behind the work can easily go unnoticed. We aren't just names on a spreadsheet; we are real people pouring our energy into making someone else's business succeed.

The real challenges nobody posts about

Every VA has a story that never makes it into a project update. There's a whole side of our daily life that clients never see.

When we first start out in this digital space, it begins with a quiet wave of uncertainty. We stare at our screens, palms slightly sweaty, wondering: Am I truly qualified enough for this? But we aren't just navigating a professional learning curve; we are navigating life.



Sometimes we are managing intense personal challenges, family responsibilities, or unexpected emergencies while still showing up flawlessly on a Zoom call. We scramble through sudden power outages, hunt for backup internet during a heavy storm, or swallow our own difficult days just to make sure a deadline is met. We don't do it because we're robots. We do it because we know someone is genuinely counting on us. Growth happens quietly... one tricky problem solved, one late-night crunch handled at a time.

When a profile picture becomes a real partner

One of the biggest misconceptions about virtual assistance is that the relationship is purely transactional. A client assigns work, a VA completes it, end of story.

But over the months, a massive shift occurs. When you work with someone every single day, you naturally become deeply invested in their journey. We don't just learn a client's business; we learn them.

Many of us know our clients' daily routines and stressors better than anyone else. We notice the subtle shift in the tone of their Slack messages when they're carrying extra pressure. We exchange silly memes and inside jokes during hectic weeks to keep each other sane. We celebrate their business milestones and personal birthdays like they are our own, because we poured our late nights into building them. The relationship remains entirely professional, but it also becomes beautifully, deeply human.



Dreaming the same dream together

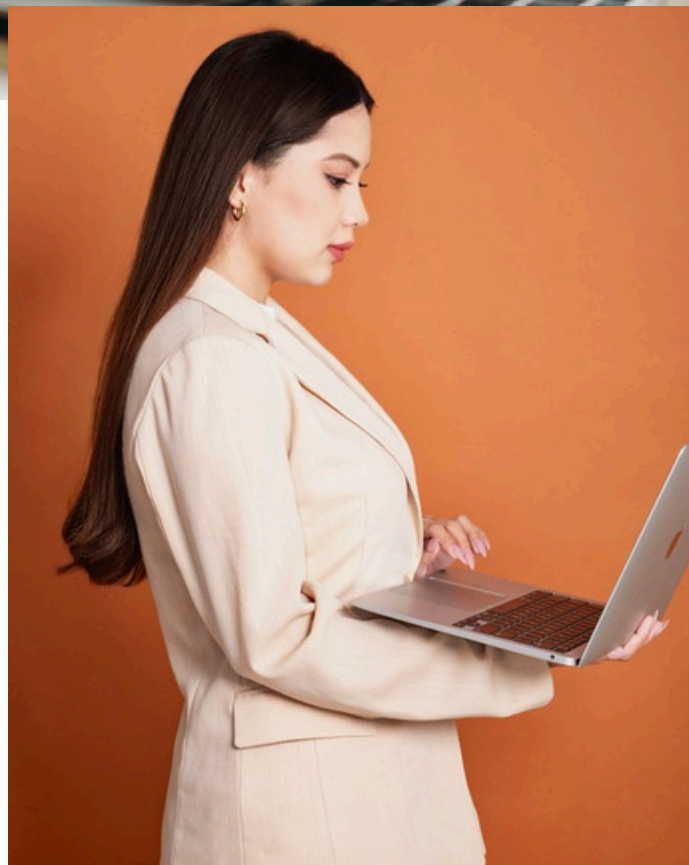
At the end of the day, conversations about virtual assistants always focus on productivity, efficiency, and metrics. Those things matter, but they don't tell the full story.

Behind every organized calendar is a person who took the time to understand how their client works best. When a client shows up as a great leader... someone who respects our time, listens to our input, and treats us with genuine care... something incredible happens. We stop just working for them, and we start dreaming with them.

We become fierce defenders of their vision, putting in the extra attention to detail because we genuinely want to see them win. Their success feels personal because we've invested our own energy into making it happen.

So, to the business owners opening their perfectly organized calendars today: remember that the most valuable contributions happen quietly. It's the trust, the consistency, and the care built across the world, one laptop at a time. Virtual assistants are not just "someone, somewhere." We are real people who care, adapt, and persevere.

We are no longer waiting for a seat at the table; we're building a whole new space right from home.



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Diza

Diza, Talent Development Specialist,
GetNuva | Remote Rise

NUVA • GET NUVA • GETNUVA • GETNUVA

How it works

GetNuva connects businesses with world-class bilingual virtual assistants, fully managed and ready to grow beyond borders. Professionals who don't just complete tasks, but carry your brand with care.

Every assistant we place is trained, and ready to integrate into your workflow from day one. No long hiring cycles. No guesswork. No overhead. Just a reliable professional who understands your business and your clients.

We work across industries including law firms, medical and aesthetic practices, architecture studios, and service-based businesses because great support looks different in every field, and we know how to match it.

1

Share your needs. We find the right bilingual professional for your team.

2

Meet your match. Your assistant integrates into your workflow from day one.

3

Start growing. GetNuva
handles everything
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WHAT'S YOUR REMOTE WORK STYLE?

THE



Pick the answer that sounds most like you. Jot down the letter for each one.

1. Your ideal workday looks like...

- A. Time-blocked start to finish, calendar color-coded
- B. Loose and open: I follow the energy of the day
- C. Calls, chats, and check-ins with my team
- D. Head-down on whatever moves the needle most

2. When a surprise free hour appears, you...

- A. Slot in something you'd already planned for "later"
- B. See where the day takes you
- C. Ping a colleague to catch up or unblock them
- D. Knock out the task that's been nagging you

3. Sunday night (or Monday morning), you...

- A. Map out the whole week, task by task
- B. Glance at the calendar and trust future-you
- C. Message the team to align on priorities
- D. Pick the 3 things that absolutely must ship

4. Your to-do list is...

- A. A prioritized, sub-tasked masterpiece
- B. Mostly in your head, occasionally on a sticky note
- C. A shared doc everyone can see and add to
- D. Short, brutal, and crossed off fast

5. A "quick question" pings you mid-focus. You...

- A. Note it and reply at your next scheduled break
- B. Answer right away, pivots are part of the job
- C. Hop on a quick call; it's faster to just talk
- D. Fire back a one-line answer and get back to it

6. Your internet dies for an hour. You...

- A. Switch to the offline tasks you keep ready for exactly this
- B. Shrug, grab a coffee, and improvise
- C. Tether your phone and tell the team you're around
- D. Find one thing you can finish without wifi and do it

7. Plans change at the last minute. Your reaction is...

- A. Re-plan immediately and restore order
- B. "Cool, what now?" You love a good pivot
- C. Loop everyone in so you adjust together
- D. Map the new fastest path to done

8. When you hand off a task, you...

- A. Write a clear brief with steps and a deadline
- B. Explain the gist and trust them to figure it out
- C. Talk it through so you're on the same page
- D. Define what "done" looks like, then step back

9. You'd rather a teammate...

- A. Follow the process you set up
- B. Surprise you with their own approach
- C. Keep you in the loop along the way
- D. Just deliver the result, updates optional

10. You'd rather a teammate...

- A. At the milestones you scheduled in advance
- B. Whenever it happens to cross your mind
- C. Often, you like staying connected
- D. Once: "Is it done?"

11. You'd rather a teammate...

- A. Run a tidy retro and update your templates
- B. Move on, onto the next adventure
- C. Thank everyone and celebrate the team
- D. Confirm it's truly closed, then archive it

12. The thing you're secretly proudest of at work is...

- A. Never missing a deadline or a detail
- B. Staying calm when everything's on fire
- C. Being the person everyone likes working with
- D. The sheer number of things you get across the line

INTERACTIVE & FUN

TALLY YOUR LETTERS

Count up how many of each letter you chose. Whichever one wins is your style. (Tied? Read on, that's a thing too.)

Mostly A → The Planner
Mostly B → The Improviser
Mostly C → The Connector
Mostly D → The Finisher

YOUR RESULTS



Mostly A — The Planner

You run remote life on rails, calendars, checklists, and a plan for the plan.

Takeaway: Your structure is a superpower. Just leave a little white space for the unexpected good stuff.



Mostly B — The Improviser

Flexible, fast, and unflappable, you thrive when the day throws a curveball.

Takeaway: Your adaptability is gold. A few light guardrails help all that energy land where it counts.



Mostly C — The Connector

Remote work is a team sport to you; you keep people aligned, unblocked, and enjoying the work.

Takeaway: You're the glue. Protect a little focus time so your own to-do list gets some love too.

Mostly D — The Finisher

You're allergic to loose ends, you spot what matters, get it done, and close the loop.

Takeaway: Your bias for action moves mountains. Every so often, pause and enjoy the view.

Tied between two letters? You're a hybrid, and honestly, most great remote workers are. Read both profiles and steal the best of each.



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