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EDITORIAL

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SALARY INCREASE?

Why You Get What You Negotiate, Not What You Deserve.

Humanly written by:
François Damian Aristhomene Martinez
CVO & Founder
FORT International



The world is a cruel place. It is a place filled with jealousy, anger, pain, a kaleidoscope of emotions often carried by narcissists and malevolent individuals often looking to not just take what they can, but also what they shouldn't; why? because ultimately hurt people, hurt people.

This is human nature. The physically strong preying on the weak, imposing their will at will on those who are neither built or equipped to sustain the anguish of oppression over a prolonged period of time, thus giving life to the art of negotiation.

Negotiation, just like any other primal necessity, was developed out of a need for survival. Where there is no muscle there is most likely a mind, one who served our physically weakest ancestors to not only survive, but also rule over others much larger and stronger.

Marcus Aurelios, Alexander the Great, Napoleon Bonaparte, JP Morgan, John D. Rockefeller, and Winston Churchill were all individuals who didn't reach 5ft 7in in height, yet used this soft and powerful skill to yield influence to the masses across borders not their own. They studied their opposition, were always a step ahead of the game, and had an undeniable air of confidence in their abilities almost to a fault. Preparation was key for them (Market research), but constant self-growth was the fuel that propelled them to their success. They were master negotiators.

“You get what you negotiate, not what you deserve.”

The above is nothing new, however fear and insecurity often lead this heart racing ballad at the dancehall of negotiations. We live in a society where most of us are trained from professional inception to fit into a box, follow patterned commands, and expect specific outcomes if you behave in a manner pleasing to those who can influence your pay check.

What many fail to realize is that knowing and understanding your professional worth while carefully studying your market sector and the multiple variances that can affect your company's bottom line, are all determining factors towards a favorable outcome when reviews and bonus times are looming in the horizon.

Getting what you deserve often requires a bit of work because just like you, the people who can make things happen for you financially are often also compensated by keeping a labor budget in line with a company's financial projections. It's often more about Budgets than it is about performance.

The bigger the company, the more of a number you become, and sometimes... bigger is actually painful, not better.

How to professionally get what you want.

- Understand what drives your company and the culture behind it. Don't expect orange juice from a Fig tree. Know who you are in bed with professionally (This is important to research before taking any job) and determine whether the relationship has enough upside potential to get you where you want to be. This is the first step. Look at leadership and the way they treat and develop the lowest paid employees. This will tell you all about the culture.



Photo by Freepik

- Your paycheck will often reflect the amount of money you generate, oversee, or can save an organization. If you are in Sales and Marketing, your direct financial contributions can give you a range of where you should be financially in your specific market sector, so it is your responsibility to constantly gauge the market and be in the know of what someone with your experience and title earns in your region.

If you are in Operations, focus on improving efficiency first - Creativity is your friend so think outside the box regardless of the playbook you are given, remember no one will complain if your ideas increase revenue but tread carefully. Please do this without burning bridges. Too often I have seen Managers and Operation Directors focus on cutting spend while sacrificing quality of service just to make their budget. Excellent Service at competitive prices (not the cheapest prices) is the key to a successful operation. Once this is in place, make sure your efforts are recognized and you are getting your flowers from leadership for being the creative pioneer who leads the charge of innovation and change.

- Timing is everything-
As a business owner I can tell you that employee retention is crucial to any company's long term success. As a team member, it is your job to become a key player to your organization, one who constantly adds value and gets recognized for it, but also understands the waters your organization may be navigating at any given time.
Growth is often accompanied by growing pains, so gauge the revenue needle.

Every industry is different and returns are often seen months or years down the road depending on the capital investment which propels organizational growth. While many may see new business or a spike in revenue, few look at the expenditures that come with it. Wait until the excitement has receded and the waters have calmed. Knowing how to efficiently read the room is an invaluable skill necessary to get what you are looking for.

Overall, do your research and work with purpose. This will grant you the confidence necessary to get what you deserve, but always keep in mind that sometimes, your ambition may need to be met at a new destination... and that is perfectly ok.

Don't be afraid to chase and live the dream you dreamt.

**Life is but a dream,
A day-night scene ,
As we're still waiting,
To be woken by somebody.**

**Who steal our dreams,
Or exploit our rhyme,
Are anywhere, and living
On a cosmic time.**

**They come, we go.
They live, we dream.
We are - the dreamers -
Living to be seen.**

**Cause life is but a dream,
That we dream on to live.**

Deniz Atay

The Crispy Truth:

Exploring the Hidden Downsides of Air Fryers.



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Air fryers have skyrocketed in popularity, touted as a healthier alternative to deep frying. While they undeniably offer convenience and lower fat content in dishes, there are hidden downsides to consider before making them a staple in your kitchen. One concern is the misconception about “healthier” foods. Just because something is cooked in an air fryer doesn’t automatically make it nutritious. Prepackaged, air-fryer-friendly foods often contain additives, preservatives, and high sodium levels, undermining the health benefits.

Another issue is the environmental cost. Air fryers are often constructed from non-recyclable materials, contributing to e-waste. Additionally, they consume significant

electricity, which can add up over time. For those aiming for a sustainable lifestyle, it’s worth considering the ecological footprint of this kitchen gadget and balancing its use with traditional cooking methods that might be more energy-efficient for larger meals.

Lastly, maintenance and durability can be problematic. Many air fryers have a nonstick coating that can wear off with frequent use, posing health concerns if ingested. Furthermore, their compact size often limits batch cooking, which might not be ideal for larger households. While air fryers can be a helpful tool, it’s essential to weigh their benefits against these potential drawbacks to make an informed decision.

Fast Fashion: What is it and Why Sustainability Matters

– Address the environmental impact of the fashion industry.

Fast fashion refers to the rapid production of inexpensive clothing that quickly follows the latest trends. Brands in this industry prioritize speed and affordability, churning out new styles at an unprecedented rate to meet consumer demand. While this business model makes trendy clothing accessible to the masses, it comes at a significant environmental and ethical cost. The cycle of constant production leads to overconsumption, waste, and harmful labor practices, raising concerns about the long-term impact of fast fashion on both people and the planet.





Photo by Freepik

One of the biggest environmental issues linked to fast fashion is the enormous amount of waste it generates. Because these garments are often made with low-quality materials, they tend to wear out quickly, leading consumers to discard them after just a few uses. This results in millions of tons of textile waste filling landfills each year. Additionally, the production process relies heavily on water, chemicals, and energy, contributing to pollution and resource depletion. The dyeing and treatment of fabrics release toxic substances into water systems, harming ecosystems and local communities.

Beyond environmental concerns, fast fashion also raises ethical issues. Many of these garments are produced in factories with poor working conditions, where employees—often in developing countries—are underpaid and overworked. The push for faster production at lower costs often leads to exploitative labor practices, including unsafe environments and a lack of fair wages. Consumers are becoming increasingly aware of these issues, prompting a shift towards sustainable fashion alternatives that prioritize fair labor, eco-friendly materials, and responsible production methods.

Embracing sustainability in fashion means making more conscious choices, such as supporting ethical brands, buying second-hand, or investing in quality pieces that last longer. Many companies are now adopting sustainable practices, including using recycled fabrics, reducing water waste, and ensuring fair wages for workers. While fast fashion continues to dominate the industry, awareness and action from both consumers and brands can help create a more sustainable future—one where style and responsibility go hand in hand.

The Truth About Dry January: Does It Work?

Explore the benefits
and science behind
abstaining from
alcohol for a month.

Dry January, the challenge of abstaining from alcohol for the entire first month of the year, has gained popularity as a way for people to reset their drinking habits and improve their overall health. Advocates of the movement report numerous benefits, from better sleep and increased energy to improved mental clarity and weight loss. But does taking a break from alcohol for just one month really make a lasting difference? Research suggests that even a short-term break from drinking can have significant health benefits, particularly when it comes to liver function, hydration, and mood regulation.

One of the most immediate effects of cutting out alcohol is improved sleep quality. While many people believe that a drink before bed helps them relax, alcohol actually disrupts sleep cycles, leading to poorer rest and grogginess the next day. Additionally, abstaining from alcohol can lead to better hydration, as alcohol is a diuretic that depletes the body's water levels. Studies have also shown that taking a break from drinking helps lower blood pressure, reduces inflammation, and allows the liver to recover from the strain of processing alcohol. Even after just a few weeks, participants often report feeling more energetic and mentally sharp.





Beyond physical health, Dry January can help reset drinking habits and promote a healthier relationship with alcohol. Many people don't realize how often they drink until they take a step back, and a month-long break allows them to reassess their habits. Some find that they drink less frequently even after January ends, leading to long-term benefits such as reduced risk of alcohol-related diseases and improved mental well-being. While one month of sobriety won't erase years of heavy drinking, it can be a powerful starting point for those

looking to make lasting changes. Ultimately, Dry January serves as a beneficial reset, both physically and mentally. Even if someone returns to occasional drinking after the month is over, the experience can increase mindfulness about alcohol consumption and encourage healthier choices. Whether as a one-time challenge or the beginning of a larger lifestyle shift, taking a break from alcohol—even for just 31 days—offers measurable benefits that can extend well beyond the start of the new year.

Top Trends in Sustainability for 2025

What's on the horizon for eco-friendly innovations

As sustainability continues to shape global priorities, 2025 is poised to bring exciting innovations in eco-friendly practices. One emerging trend is the rise of circular economies, where waste is minimized by keeping materials in use for as long as possible. This approach is gaining traction in industries like fashion, electronics, and construction, with companies focusing on recycling, upcycling, and designing products for extended lifespans.

Another major development is the integration of renewable energy into everyday life. Solar-powered devices, electric vehicles, and energy-efficient home technologies are becoming more accessible and affordable. Governments and businesses are investing heavily in clean energy solutions, aiming to reduce reliance on fossil fuels and combat climate change.

Sustainable agriculture is also on the horizon, with innovations like vertical farming, lab-grown meats, and regenerative farming practices gaining popularity. These methods address the need to feed a growing global population while minimizing environmental damage. Consumers are increasingly demanding transparency from brands, leading to more eco-labels and certifications to guide purchasing decisions.

As we look ahead, these trends underscore the importance of collective action. Whether as individuals, businesses, or governments, our choices in 2025 will shape the future of sustainability. By staying informed and adopting greener practices, we can contribute to a healthier planet for generations to come.



Word Search

Entertain yourself for a while and solve this word search as quickly as possible. If you prefer you can click on the link below and solve the challenge from your cell phone or computer.

Types of Food

K	A	E	T	S	B	A	E	C	U	T	T	E	L
R	T	A	E	A	U	L	A	E	R	E	C	S	S
V	E	L	I	T	T	E	H	G	A	P	S	A	H
E	N	N	A	H	T	O	F	D	N	B	A	L	A
G	A	A	T	U	E	G	A	A	L	U	E	A	M
E	D	T	N	P	R	E	S	E	A	R	A	D	I
T	I	U	R	F	A	E	T	R	I	G	O	N	H
A	O	N	I	O	N	B	F	B	T	E	O	G	O
B	O	T	A	V	K	R	O	P	D	R	D	R	T
L	L	S	E	L	D	O	O	N	A	S	S	A	D
E	F	N	T	U	N	A	D	C	A	T	H	V	O
S	L	E	U	E	M	T	A	L	G	N	A	Y	G
R	O	L	L	S	P	M	R	V	G	A	M	M	S
R	A	D	I	S	H	T	V	D	I	N	N	E	R

- ONION
- PORK
- BURGERS
- FAST FOOD
- RADISH
- MACARONI
- LETTUCE
- VEGETABLES
- NOODLES
- BREAD
- CEREAL
- HAM
- FRUIT
- TUNA
- SALAD
- SPAGHETTI
- BUTTER
- ROLLS
- TV DINNER
- HOTDOGS
- STEAK
- GRAVY

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TEAM FORT



Damian



Ely



Danny



Sebas



Goretty



Helina



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