

FORT NEWS

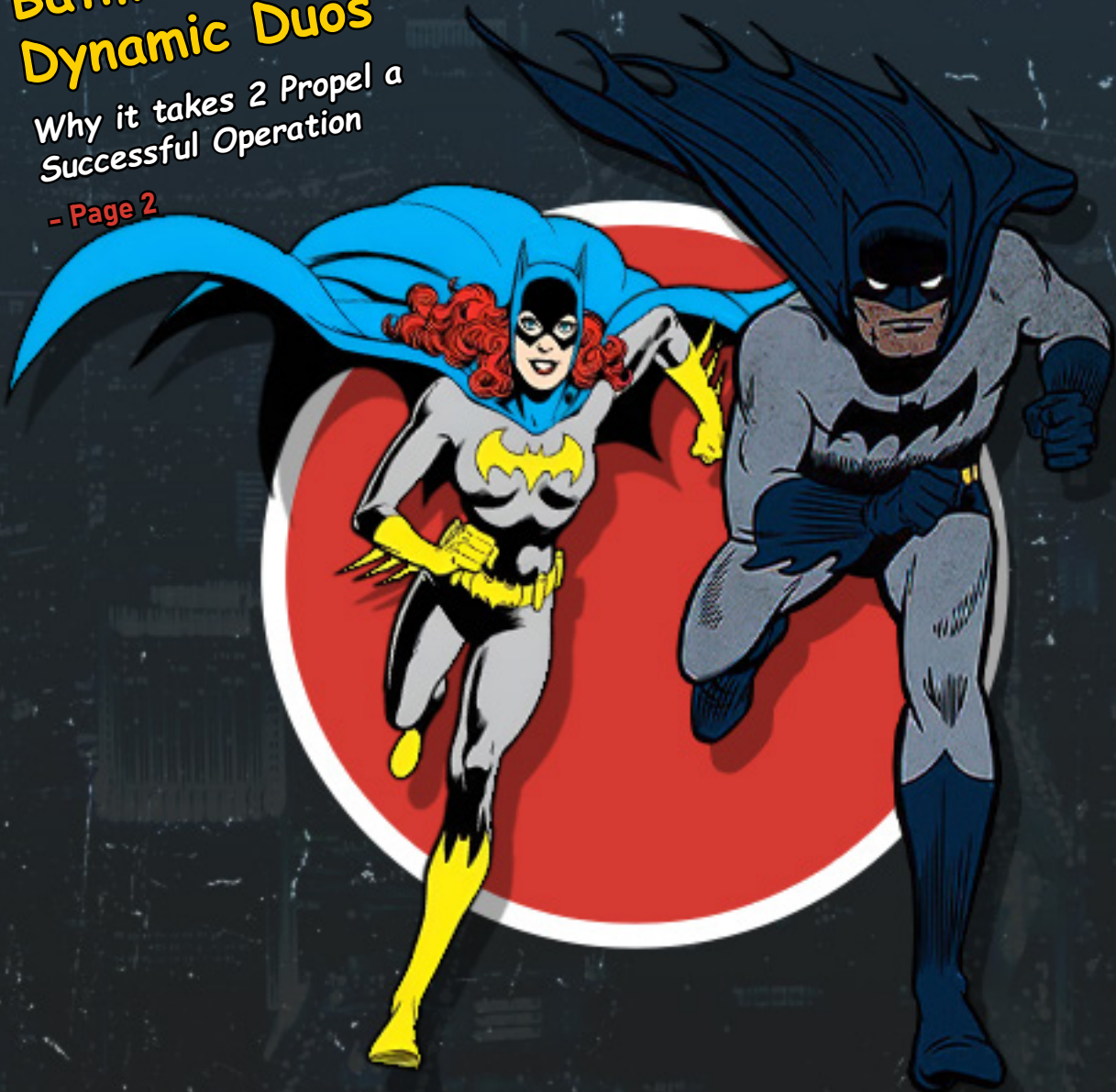
SPECIAL TEAM BULLETIN

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EDITORIAL

Batman & Robin Dynamic Duos

Why it takes 2 Propel a Successful Operation

*Humanly written by:
François Damian Aristhomene Martinez*

We are all familiar with the great cinematic duos of our times; Batman and Robin, Tango and Cash, Glover and Gibson and of course the latest addition to the list, Will Smith and Chris Rock.

What many do not know is the extensive list of dynamic professional duos who founded and currently head some of the largest companies in the world, companies who ultimately impact the way we live our lives and dictate how we spend our Money and continue to make them richer than what they already are!

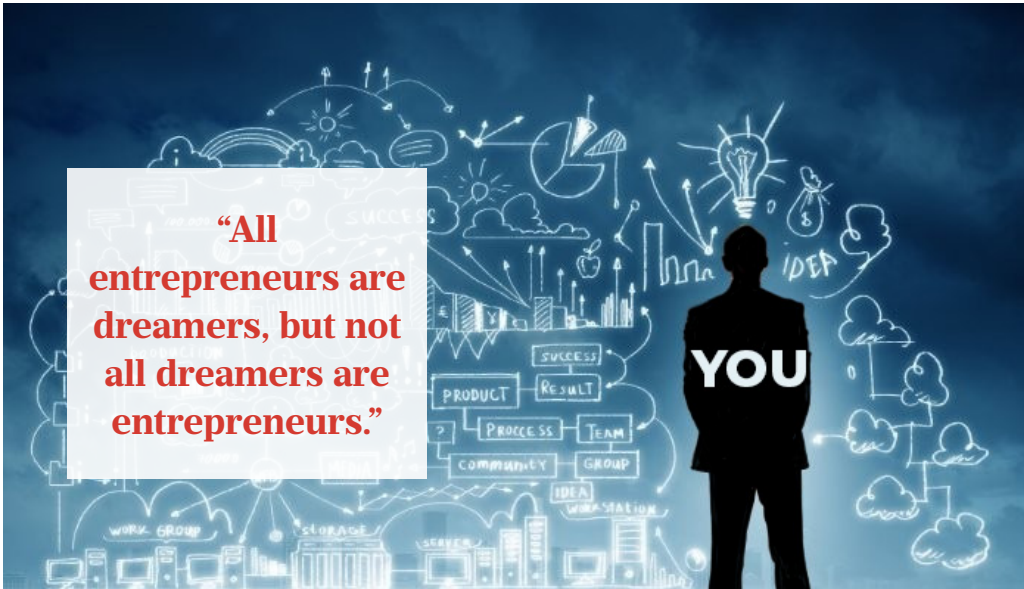
From Warren Buffet and Charlie Monger, Ray Croc and Fred Turner at McDonalds, to Henry Ford and James Couzens at Ford, there is a common theme in play, tremendous synergy between two great but opposite minds striving for a mutual goal. One is responsible for the vision and bringing the people together and the other the operational know how to execute that vision.

You see, running a business whether your own or someone else's, takes a team effort, and that effort begins at the top and rolls downstream to your department leads.



What I've come to learn in my almost 20 years of business ownership experience is that growth comes faster when my ideas are evaluated and at times challenged by someone who does not think like me, therefore analyzes situations with a different mindset, and as a result collaboration becomes the cornerstone of forward movement.

I have seen so many of my peers lose tremendous amounts of money, their homes, and even marriages due to uneducated business decisions; Many of which were spearheaded by lack of consultation and collaboration. All entrepreneurs are dreamers, but not all dreamers are entrepreneurs. Dreamers love to elaborate on the endless possibilities a vision can yield, and based on said vision they set on a quest that often leads to chaos due to rushed and not well executed initiatives. Entrepreneurs on the other hand will take a dream, study it, knock it down, rebuild it over and over again on paper to minimize risk, and only after doing this a few times will they begin to put an actionable plan in place. Once that's done, proper consultation is aligned with others who are more knowledgeable in specific areas crucial to the endeavor, and only then the true building process begins.



The book Rocket Fuel, a must read imho, details the importance of collaboration between Entrepreneurs/ Visionaries and Integrators/ Operators. The authors, Gino Wickman and Mark C. Winters, did extensive research on both the growth and struggles many businesses suffer due to lack of collaboration at the top.

If you are an outdoor person who loves interacting with people and enjoys sales, having an office job where you stare at a screen for 10 hours a day will make your life miserable; and if you enjoy creating processes and putting systems in place to enhance or create a machine, being the bubbly salesperson will be more punishment than reward regardless of income.

I truly believe understanding your capabilities is crucial to the success of your operation. It is almost impossible to be good

at everything, and just because you can do something, it doesn't mean you are the best person for the role.

No one can go at it alone for an extended period of time, and the reality is why should you. Having a solid counterpart to assist you where you are weak is perhaps the solution to all your growth and operational problems. This does take some humility and acceptance. Knowing when to let go of certain tasks is sometimes challenging, but this will propel your team and business forward and allow you the time to excel where you are most efficient, resulting in accelerated growth and more freedom to do what you truly enjoy.

After all, isn't freedom the ultimate goal?



CVO & Founder
FORT International

What is a Chief of Staff (CoS) and Do You Need One?

Once Upon a Time, I Didn't Know Either, Then, It Found Me!

Elizabeth Castillo
- Chief of Staff



Moving from role to role and department to department on an upward trajectory during my professional career placed me in a very unique position. I was able to see a business from a bird's-eye view. This particular perspective, paired with the project management skills I had acquired during my career and my studies in Business Management and International business, made me a great candidate for this role, except that I never even thought of this as something I would be interested in or that this role was a thing.

What was the role? I didn't know its "title" or "name." I just knew what I was capable of doing

within teams. At one point, I was in various managerial positions, thinking, This is it! I was able to see something, anything, a process, and each point in between quickly and in detail, and visualize the end result in the best and most efficient way. All this while understanding and mitigating possible risks and ripple effects across the business that can occur if things are not properly executed was something I knew and loved to do!

You see, every part of every business has some type of risk attached to it. While some risks may be greater than others, when you think of it as a full circle, which every

business is, every single piece is as important as the others. Everything has a ripple effect; if one thing falls through the cracks, it's bound to have an effect on something else.

So what is a CoS? It's someone who sees all this, works closely with all teams, and ensures one department is talking to the other. Making certain everything is working as intended, and if it's not, looking at what's broken and implementing what is necessary. This person is an executor by nature.

It's a role with infinite career growth. Why? You may ask. Because the one thing every business is striving for is



Chief of Staff



“While CoS roles can differ, the most senior people in this role manage the day-to-day business responsibilities, making them members of senior leadership.”

growth. As companies grow, this role expands and grows in such a way that the job itself never plateaus, and for someone who gets bored very quickly, it's perfect!

Yes, I said it. I get bored quickly and looking back, that was one of the reasons, apart from seeking more knowledge, that I moved within companies. I was bored because I was seeking more. A more dynamic role that had all I was looking for within a company that was seeking the same thing: someone who

can anticipate problems and serve as an implementer. A person who can point out pitfalls and point them out to the CEOs of the world, and most importantly, make business decisions that may not need to be escalated to them in the first place, leaves the CEO or other executive leaders with their real task at hand and can focus on their true responsibilities. While CoS roles can differ, the most senior people in this role manage the day-to-day business responsibilities, making them members of senior leadership.

Regardless of the specific responsibilities a CoS is tasked with, one thing is certain, this role can help leaders achieve their goals and impact team productivity.

Is your company growing? Do you find that teams across your organization are working in silos and looking to drive efficiencies and effectiveness? Do you need a piece that fits every puzzle?

If your answer is yes to any of the above, it's time to start seeking your CoS



Photo by Mathieu Stern en Unsplash

Benefits of Efficient Management of Your Accounts Receivable

Goretty González
- Accounting/Accounts receivable

One of the main challenges that companies face in the current business environment is having sufficient liquidity to be able to meet their commitments to pay accounts receivable on a regular basis while increasing profitability and making efficient use of company resources. To meet this objective, the efficient administration of working capital, which is made up of those resources that the company requires to be able to operate, is also known as current assets (cash, short-term investments, customer portfolios, and inventories).

What are accounts receivable?

Accounts receivable represent the credit that the company grants to its customers. through an account opened in the ordinary course of business operations when products or services derived from a sale are delivered to them.

How do accounts receivable impact the company's finances?

Accounts receivable are important since they represent demandable assets for the company, rights with which it has to obtain benefits for products or services delivered. They are also a crucial factor in maintaining a healthy cash flow for the company's operations.

Generally, in the company, the investment in accounts receivable represents a very important investment since they represent applications of resources that will be transformed into cash to finish the financial cycle in the short



term. The efficient administration of accounts receivable begins in the company from the moment of the sale and billing. It represents a significant proportion of the companies. Resources that are in the hands of the client, so the management and collection policies must be as defined as

possible and be well structured. Regarding the term for payment, it is of great importance that it be according to the financial needs of your company.



Images from Freepik

How do I get my clients to pay on time?

Achieving an effective and healthy collection process for the company is an arduous task. That requires attention and preventive actions, it will always be easier to collect a current account than an overdue one, to achieve more efficient management, you can resort to some methods: Preventive collection: It consists of notifying the client days in advance that he has an invoice that is about to expire so that he can schedule its payment and avoid having an overdue account. Discounts

for early payment: This is an incentive that is granted by a seller to a buyer for payments made before the scheduled due date of the contracted debts.

The administration of accounts receivable must be effective since it significantly influences the profitability and risk of the company. Without an efficient, controlled process for this item, it would cause an increase in it, bringing the company less cash inflows and, with this, less liquidity to meet their financial commitments.

From Principles to Partnerships.

Helina Awayehu
- Social Responsibility

Image from Freepik



In the sphere of business, a timeless principle firmly advises against forming partnerships with individuals who have a history of breaking contractual agreements or renegeing on their promises. Such behavior reflects a lack of integrity, and it serves as a poignant reminder of how personal values can profoundly influence one's approach to business, shaping the trustworthiness and reliability of the alliances they create.

At **FORT**, we take this wisdom to heart and strive to exemplify our commitment to social responsibility in all aspects of our business. Our core values are built upon the pillars of integrity, leadership, strong determination, and, above all, taking action. By proudly showcasing these principles in

our communication, we attract those who share our vision while inevitably encountering those who may not fully align with our beliefs.

Recognizing the significance of ethics and morals in the business landscape, we consciously seek to collaborate with individuals and enterprises that uphold similar standards. Whether it's representing organizations, contributing to our **KSA scholarship program**, or leading with unwavering integrity, we endeavor to maintain partnerships that reinforce our commitment to making a positive impact in the world.

Yet, while we firmly stand by our principles, we also understand the importance of staying

abreast of the latest trends and developments in the digital age. In this fast-paced world, relevancy is key, and to remain connected with our audience, we embrace various contemporary methods of content sharing. Embracing popular platforms like GIFs, memes, TikToks, tweets, and photos allows us to bridge the gap between traditional and modern communication, ensuring our message resonates with diverse audiences.

At **FORT**, we believe that by combining steadfast values with adaptability, we can create meaningful connections, foster long-lasting partnerships, and continue to make a difference in the world while staying attuned to the dynamic digital landscape.



How operation managers can increase the profitability of your business

Daniel DeLeon
- Operations Manager

Operation Managers play a key role in the structure of a company and its success, as they affect the efficiency, productivity, and profitability of the business. It requires strong problem-solving skills, an analytical ability to make informed decisions and effective leadership skills. Efficiency is a primary focus for operation managers. You need to be able to analyze workflows, identify what's not working, and implement improvements.

Eliminating waste, reducing costs, and improving productivity, ensures your resources are used effectively, leading to increased profitability. Effectively managing your supply chain is crucial in order to oversee procurement, inventory management, logistics, and vendor relationships.

By optimizing your supply

chain, you minimize costs, improve delivery timelines, reduce overstock, and eliminate situations where you can't provide a product for your customer. This results in lower expenses, amazing customer satisfaction, and increased profitability through better process optimization.

Cost reduction is a key objective for Operation Managers. You need to be able to analyze various cost components in order to reduce expenditures without compromising quality. Negotiating pricing with suppliers, optimizing your resource allocation, and effectively managing your logistics are just some of the ways you can achieve cost savings, directly impacting and improving profitability.

Maintaining high service quality is essential for customer

satisfaction and loyalty. By maintaining strategic measures of quality, we ensure that products and services consistently meet or exceed customer expectations.

This will help reduce customer complaints and improve the reputation of the company, ultimately driving up profitability. Loyal customers will take you with them wherever they go.

The importance of operations management should never be overlooked. Operation managers implement the company's vision on the ground. They ensure that all processes are optimized for efficiency. They handle staff and company objectives, ensuring company policies are upheld at all times. Operation Manager skills are essential, as they are the practical tools that keep the company flowing daily.



Sales:

**A trash bag on an
IV Pump machine
gives your patient
the wrong message!
Try these instead.**

Meet Saniflex, a patented pending option to keep not only your IV pumps machines sanitized, but also other equipment such as your OR lamps, foldable walkers, etc. First impressions are forever; Give your patients confidence with a bag that lets them know their health and prevention of germs is the only thing that matters!

To order please contact your **FORT International** representative or the sales team by visiting: www.fortinternational.com or contacting: sales@fortinternational.com





Image from Freepik

Customer Selling

Focus on the customer's perspective of the process

Keith Conerly
- Corporate Sales

We just completed another Amazon Prime Day, and it almost feels like a national holiday. Many companies use the fact that it is upon us to link you to their products or services however they can. Why? They know that is a day when many people will buy not what they need but rather what they want. It's like receiving a national authorized and formal day to

purchase items we don't need ('want' doesn't equal 'need'). So, getting you to buy has nothing to do with your need for the product or service. It's just an opportunity to capitalize on an extraneous purchasing day. When talking about selling, I've spent far more time on the customer side than the salesperson's side.

Since I haven't been selling for decades like most sales executives, I tend to look at the process from the customer's perspective first. What would it take to get my attention, and how can you keep it? That's the question I ask myself when approaching the discussion of a potential sale. Any sales training

would benefit from never losing that perspective. Selling is the process of matching needs and problems with solutions. There is no shortage of courses that teach you how to sell. However, at the end of the day, if the customer doesn't have a need that your product or service meets, the selling process is an uphill climb. When you link your selling "process" to addressing an actual or perceived need, it's easier to get a customer's attention. Once you have their attention, you have an opportunity to convince them that you (1) understand their need(s) and (2) have a solution that can help them.

Now the selling starts.

A vital boost for small and medium-sized companies

Sebastián Vásquez - Graphic Design

Social networks have become an important part of our lives. Their presence accompanies us for much of our day, and we use them both personally and professionally. Trade has been able to take advantage of its importance, and small and medium-sized companies are no exception. Taking advantage of its reach to connect with audiences and expand the market is essential today if we want to have a successful business.

The direct connection that a small or medium business can

create with its customers is one of the highlights. The platforms have evolved in different ways, offering great variety and special features. Each of them can be used according to what businesses need to communicate and how to do it. It is important to have a clear idea of what we want to do and how we want to do

it. Likewise, the advantage of being able to talk directly with our clients allows us to build solid and lasting relationships. These personalized interactions not only build customer trust but also give small businesses valuable insight to improve. The idea that a business needs a location so that people can buy or acquire its products is no longer entirely true.

Now, with global access to the internet, small businesses will enjoy unique opportunities to promote their brands effectively. Selling has now become a



universal activity. Our clients can be found on the other side of the world, so the message we want to convey is more important than anything else today. The networks allow us to segment our target audience and direct the appropriate messages to them, maximizing the impact of our promotion.

Undoubtedly, social networks have revolutionized the way we do business, but they have also opened up a large number of challenges, one of which is competition. Now businesses compete not only at the local level, but on many occasions they will have to adjust their strategies to be more attractive. Luckily, social networks are highly segmented advertising tools that allow you to reach specific audiences and increase the probability of sales. It is important to have proper strategies that turn into loyal followers. It is important to remember that networks can serve us not only to

connect with potential clients but also to share ideas and our vision of the world, as well as what we would like for a promising future. Engaging in relevant conversations, collaborating with other local businesses, and promoting community initiatives are effective ways to build a positive image and strengthen brands. These interactions can open up many opportunities for collaboration, alliances, and increased networking.

Social networks have become essential tools for our day-to-day lives. Learning to get the most out of them is a fundamental requirement if we want an active and relevant business. Harnessing its power allows you to level the playing field and compete successfully in today's market. The time has come to take the first step toward digital success.



Criteria in Managing Risk

Annette Martínez
- Cybersecurity

Cybercrime and data security and privacy risks have grown exponentially in the last couple of years. This should be at the top of the agenda for any management team or board of directors. Any company can be a target and be at risk, from small to multi-billion-dollar entities. The best way to navigate the threat of fraud and counterfeit emails is to develop a compliance plan, teach employees, and develop enforcement actions. Develop a security placemat by company design, such as the following:

- Data Protection Program
- Data cleansing and password recovery
- Insider threat management
- Incident response/Crisis management

The benefits of being proactive and implementing a program for cyber breaches include protection and preservation of stakeholder trust, less probability of cyber breaches and reduced impact, timely and cost-effective responses and enforcement actions, and less exposure to cyber threats.





This Month

Earlier this month, the vast majority of Americans came together to celebrate a momentous occasion—the commemoration of 247 years of independence. The significance of this event was marked by a grand and festive celebration.

As the night sky dazzled with fireworks, the atmosphere was filled with the resounding echoes of laughter and joy. Amidst the revelry, it is important to reflect upon the sacrifices made by the brave individuals who have served and continue to serve, safeguarding our cherished freedoms.

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.

Play this puzzle online at:
<https://thewordsearch.com/puzzle/572432/team-work/>

TEAM WORK

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- COMMUNICATE
- INVOLVE
- HELPFUL
- KIND
- POSITIVE
- SUPPORT
- EFFECTIVE
- SHARE
- TRY
- COOPERATE
- HONEST
- TOGETHER
- TEAM PLAYER
- PATIENCE
- RESPECT
- ENCOURAGE
- SPIRIT
- UNITE
- GOAL

TEAM FORT



Damian



Ely



Danny



Annette



Sebas



Goretty



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Helina

The Social FORT

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