

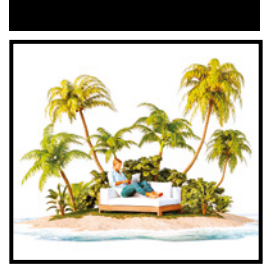
HENRY KURKOWSKI



REMOTE WORK TECHNOLOGY

Keeping Your Small Business
Thriving From Anywhere

Remote Work Technology



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Keeping Your Small Business
Thriving From Anywhere

Henry Kurkowski

WILEY

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This book is dedicated to my sister Lilibeth, my brother-in-law Brad, and my far better half, Kirby. As I wrote this book, all three began battling cancer. The strength that all three have shown has been beyond measure. To say that they have been inspiring would be an understatement.

*This book is also dedicated to all those who battle cancer and their families who fight alongside their loved ones in their own way.
Keep fighting the good fight.*



About the Author

Writer, entrepreneur, and author Henry Kurkowski is a pioneer in managed Wi-Fi technologies and digital customer engagement. He's an experienced founding partner in upstart technology companies with a long history in the telecommunications and SaaS industries. He has helped thousands of small businesses across the US leverage remote technologies and digital communications to automate operations, increase engagement, and boost the bottom line.

His insights on leveraging business partnerships and strategic brand marketing have been featured on *Forbes.com*. As an arts advocate and community-minded person, Henry has worked closely with arts and cultural nonprofit organizations as a volunteer serving on boards and subcommittees as well as professional nonprofit associations. He feels that there is no higher calling than to serve and give back to the community.



Acknowledgments

I am eternally grateful for the opportunity to write this book but especially for the timing of it. This came at a period when I needed it most. As Kirby was diagnosed with acute myeloid leukemia during the shutdowns of the pandemic, the hospital visiting hours were limited. I would have spent every moment of the day at St. Vincent's Hospital if I were allowed, but COVID-19 precautions only permitted me to be there during more restricted visiting times. Working on this book gave my mind something to focus on when I was home alone, rather than thinking of terrible scenarios of all the things that could go wrong over the following months. Writing this book granted me a calm sea to sail where I could escape from the storms looming on the horizon, even if it were only for a few hours a day.

No one writes a book alone.

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Foreword

When Henry reached out to me about the prospect of penning an introduction to this book, I enthusiastically agreed. After all, as a founding partner of High Alpha, I had recently gone through the process of overseeing our transition from a traditional office environment to a hybrid/remote-first organization. Early on, during the first phase of the COVID-19 pandemic, my partners and I made the decision to fully transition our team to a remote-first work environment. Throughout the process, I took a very hands-on approach to shaping our strategy, specifying our tech and software infrastructure, establishing our safety protocols, hardening our security procedures, maintaining our winning culture, and effectively managing communication with our team. I know firsthand what a monumental task it is to quickly transition an entire organization from on-premises to remote work while maintaining productivity and minimizing disruption. We ended up managing the transition remarkably well, but had *Remote Work Technology: Keeping Your Small Business Thriving from Anywhere* existed when we began our process, it would have saved us an enormous amount of time, energy, and second-guessing.

It is of course an understatement to say that we are living in unprecedented times. Mega-trends such as the rapid adoption of cloud technology, the meteoric growth of e-commerce, the work-from-anywhere movement (fostered by access to nearly ubiquitous broadband and 5G), and the advent of the gig economy are reshaping how we do business. When those trends coalesce with a pandemic, political unrest, and society's demands for greater equality and more equitable access to opportunity,

it creates both opportunity and perils aplenty. Strong leaders remain focused on opportunities for business transformation and growth, but the road to capitalize on those opportunities is often littered with pitfalls, and the potential for missteps is very real. We are on the precipice of a massive shift in how work gets done, and remote work will play a central role in that shift.

In our current context, there may be no more salient topic for a business leader than understanding how to rapidly transition to a remote work environment. After decades of flirtation with remote/hybrid work environments, every business in the world now has to confront the very real possibility that much of their workforce will transition to remote work. And up until now, there really was no road map for businesses to rely on as they rapidly remade themselves into remote-first organizations. Thanks to Henry and *Remote Work Technology*, that map now exists and is accessible to anyone who might require it.

When making the shift to a remote work organization, there is much to consider. Frankly, the list of decisions is downright overwhelming. Henry's approach, detailed here, demystifies the process while providing a flexible structure that can be applied by any business—large or small, traditional or progressive.

As is always the case, business leaders attempting to navigate uncharted waters would do well to seek out and implement the advice of those who have seen it before. I can think of no finer guide to help the reader navigate the quickly evolving landscape of remote work than Henry Kurkowski. Henry has spent the bulk of his career working at the intersection of technology, culture, and organizational transformation. His sincere passion for unlocking the hidden value in small businesses and his unparalleled ability to translate the esoteric into practical language is on full display in *Remote Work Technology*. Henry has written the definitive guide to “going remote” and, if you read its contents, I'm confident it will position your organization to thrive in the years ahead.

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