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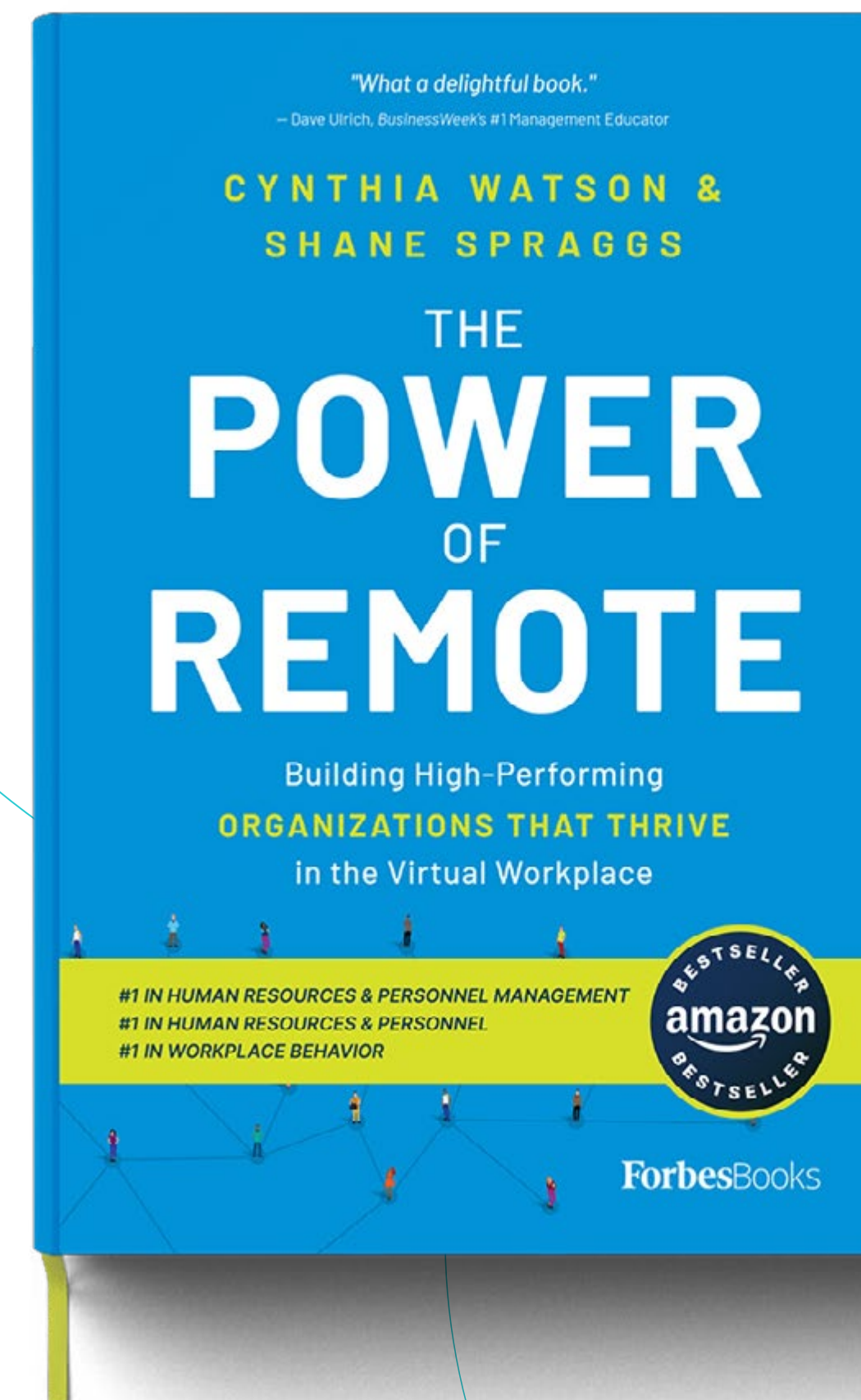
The Power of Remote

Building High-Performing
ORGANIZATIONS THAT THRIVE
in the Virtual Workplace

By Cynthia Watson and Shane Spraggs

Forbes | Books

AS FEATURED IN
Forbes | Books



The Power of *Remote*

When it comes to disruptions, the COVID-19 pandemic of early 2020 was about as disruptive as they come. Suddenly we were all living in lockdown and wearing masks and keeping our distance whenever we ventured out. In the business world, hundreds of millions of workers were forced to work from home — many for the first time. They quickly learned, along with their managers, that remote comes with its own set of unique challenges.

The Power of Remote provides a comprehensive roadmap for the countless companies and managers out there looking to take advantage of this workplace evolution, rather than lose out and fall behind.

Working virtually can boost productivity, cut costs, expand your talent pool, protect your business against disruption from natural disasters, improve employee morale, and lower the environmental impact of doing business. Once you learn how advantageous remote work can be, and how simple and effective the relevant changes, you'll never look back.



“What a delightful book”

Dave Ulrich, BusinessWeek's
#1 Management Educator



After reading this book, you'll know how to:

- Hire, train, and onboard a top-notch remote workforce
- Develop high-functioning remote employees who excel individually and in teams
- Empower remote starters to work cross-functionally with other teams and organizations
- Ensure clear and effective communications within remote teams and across your company
- Efficiently and productively manage remote projects



The Power of Remote

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#1 in Human Resources & Personnel

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#1 in Workplace Behavior



About the *Authors*



Cynthia Watson | Executive Chair, Virtira

Cynthia Watson believes in a world without bounds. After decades of working and leading remote teams, she believes that the global shift to hybrid and remote work can transform the way people live and work.

She is passionate about empowering people to find meaningful employment without leaving their communities and the opportunities the new future of work holds.

As an entrepreneur, she has focused on creating impactful communications that immediately sell a concept to the reader, specializing in business plans for tech startups for clients worldwide. Always looking for new challenges, in 2006, she joined Cisco Systems and conceived and built a PMO for US enterprise sales operations. In 2011, she joined Virtira, eventually becoming its CEO and more recently Executive Chair.



Shane Spraggs | CEO, Virtira

Shane is an advocate for understanding “why.” He works with organizations to unlock the potential of their teams and is passionate about improving how people work.

In early 2020, Shane joined Virtira to challenge and scale its operational capabilities, strengthen team building and implement more robust Lean/Agile methodologies. As COO, he transformed all solution and practice areas, Operations, HR, IT, and the PMO. More recently, with his promotion to CEO, Shane’s vast experience in project management, entrepreneurship, and team leadership will allow Virtira to continue exploring new areas of growth and achieve results for customers and partners.



New Book from Virtira Executives Guides How to Transform Remote Workforces

“The Power of Remote” by Cynthia Watson and Shane Spraggs is released with Forbes Books

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NEW YORK (February 7, 2023) — *The Power of Remote: Building High-Performing Organizations That Thrive in the Virtual Workplace*, by Cynthia Watson and Shane Spraggs is now available. The book is published with Forbes Books, the exclusive business book publishing imprint of Forbes, and is available on Amazon today.

The Power of Remote represents the collected knowledge of Virtira executives Cynthia Watson and Shane Spraggs on leading top-performing geographically dispersed teams. Long before the pandemic, where businesses and workforces needed to adjust to the new reality of remote work, Cynthia Watson was studying its potential to transform corporate life as early as 1993.

Firm believers that work is what we do, not where we do it, Watson and Spraggs want today's leaders to know that leading a highly-productive remote workforce doesn't have to be any more difficult than leading an office-based one. Rather, if done right, forward-thinking companies can use remote to their advantage – and the advantages are numerous.

As detailed in the co-authors' comprehensive roadmap to managing remote work environments, Watson argues that embracing this evolution boosts productivity, cuts costs, expands talent pools, protects businesses against disruption from natural disasters, improves employee morale, and lowers the environmental impact of doing business.

“Despite the impressive productivity we saw from remote workers in the pandemic's early days, we see many leaders moving employees back to the office, potentially impacting employee engagement, well-being, and trust,” Spraggs said. “We have a profound appreciation for the gap between office and remote, because we've been helping clients close it to achieve better results for decades.”

About Cynthia Watson

Cynthia Watson understood remote work long before it was a common topic. She wrote her 1993 master's thesis on telecommuting, then went on to build a career around the concept — running and advising a variety of companies while traveling the world. Today, as Executive Chair at Virtira, she continues to research remote best practices and develop training to make sure that everyone, whether working a few days from home or full time across the world, is thriving and productive.

About Shane Spraggs

Shane Spraggs, Virtira's CEO, is an industry leader in implementing project-based solutions that ensure sustainable success. He has brought his insights to a variety of firms and top media and software startups. Shane leads a team of consultants who implement remote productivity services, reporting and workflows so companies can drive performance and revenue.

About Forbes Books

Launched in 2016 in partnership with Advantage Media Group, Forbes Books is the exclusive business book publishing imprint of Forbes. Forbes Books offers business and thought leaders an innovative, speed-to-market, fee-based publishing model and a suite of services designed to strategically and tactically support authors and promote their expertise. For more information, visit books.forbes.com.

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Praise for *The Power of Remote*

“The Power of Remote is a valuable nuts and bolts review of the remote work revolution that could become essential reading as the remote work trend dominates the future of work.”

- Derek Gallimore, bestselling author of *Inside Outsourcing*

“A brilliant read that drills down to the core of the challenges and opportunities of remote work. Watson and Spraggs offer some incredible insights to help remote teams thrive. The global landscape is shifting and The Power of Remote should be in every executive’s knapsack.”

- Ryan Fahey, bestselling author of *How To Thrive In Remote Working Environments*

“If you’re looking for a playbook to harness the power of remote work, look no further. From virtual hiring and onboarding to remote meeting management, The Power of Remote provides insightful best practices from experts who know how to get the most out of distributed teams.”

- Karin M. Reed, Speaker Dynamics CEO & award-winning author of *Suddenly Virtual*

“

The best guide yet for those moving to a more remote operating model.

- Peter Cappelli, author of bestselling *The Future of the Office*

“

**A detailed roadmap
for evolving into a
high-performing virtual
team.**

- Lisette Sutherland, author of award-winning
Work Together Anywhere

Praise for *The Power of Remote*

“Buy a copy of *The Power of Remote* and slip it onto your CEO’s desk. They’re going to need the data, research, and recommendations this book provides to overcome their natural resistance to hybrid and remote working. They’ll thank you for it, once they realize that this unprecedented challenge is really a once-in-a-lifetime opportunity.”

- James McQuivey, Ph.D., author of *Digital Disruption*.

“Managing remote work is one of the most important topics for businesses today. With so much misunderstanding around the shift from in-person to remote work, *The Power of Remote* comes at the perfect time - and with all the right information. A must-read!”

- Dr. Marshall Goldsmith, *Thinkers50* #1 Executive Coach and *New York Times*’ bestselling author of *The Earned Life* and other books.

“Every business on planet earth was affected by the 2020 global pandemic and the biggest paradigm shift in business was the displacement of people out of the communal office to their urgently created home offices. We were forced to reinvent, restructure and rethink our traditional working approach. *The Power of Remote* will give you the tools to navigate this new territory and create, support and manage a thriving remote team.”

- Jason Vale CEO Juice Master Ltd



General Information

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If you are interested in reviewing **The Power of Remote** or interviewing Cynthia Watson or Shane Spraggs please email media@virtira.com

We look forward to hearing from you.