

**HOW TO CREATE
& NURTURE AUTHENTIC
BUSINESS RELATIONSHIPS**

SPHERES

of

INFLUENCE

Press Assets

Brad's Bio



BRAD ENGLERT is the founder of Brad Englert Advisory and an author, advisor, and technologist. Brad worked for Accenture for 22 years, including 10 years as a partner. He then served The University of Texas at Austin for eight years, including seven years as the chief information officer (CIO).

During Brad's career with Accenture, a global management consulting and technology services firm, he worked in a variety of information technology leadership and operational roles for large, complex institutions of higher education, state governments (Texas, California, Minnesota, Montana), and commercial organizations (Best Buy, Caterpillar, Whirlpool, Bell South, Deutsche Bank, and Wyeth). When Brad retired as a senior partner in 2006, he had a proven track record in information technology operations, large-scale information systems implementations, and strategic planning.

Brad's service to The University of Texas at Austin began in October 2008, as a member of the Strategic Information Technology Advisory Committee. In 2009, he was asked to lead the implementation of the committee's unanimously endorsed recommendations as the chief operating officer of Information Technology Services. He was named CIO in March 2010 and retired in March 2017. He founded Brad Englert Advisory in May 2017.

As CIO, Englert created an information technology governance approach to align strategic capital investments and operating budgets with campus-wide priorities. Englert led a number of transformational initiatives such as transitioning to a modern, cloud-based learning management system, cloud-based email for 52,000 students and tens of thousands of alumni (no ads, no data mining, extra privacy protections), and cloud-based email and calendaring for 4,000 faculty members and 21,000 staff; launching 1,800+ virtual machines; implementing a voice-over-Internet protocol telephone system (23,000 lines); expanding file sharing capabilities for faculty, students, and staff (100+ terabytes); providing data planning and management resources to researchers; deploying a cloud-based and secure survey tool; investing in the network to support the 300,000+ devices connecting every day; and collaborating with The University of Texas System and the Texas A&M System to upgrade the joint statewide network to 100 gigabytes per second and redundantly connecting the Texas Advanced Computing Center to Internet2 through Dallas and Houston.

Englert's team also built and tested disaster recovery for critical services, upgraded the web infrastructure, developed a mobile strategy, deployed a mobile device responsive home page, provided data encryption tools, updated the technology roadmap for supporting teaching and learning, created a master plan for administrative systems modernization, designed and built the new administrative systems technical environment, developed an identity management strategy, offered laptop and workstation data backup capability for all faculty and staff, and transitioned to a cloud-based human resources and payroll solution.

Prior to Accenture, Brad held managerial positions in payroll and human resources and labor relations at the Internal Revenue Service and was a high school teacher in Maitland, New South Wales, Australia. Brad is married to Corliss Hudson Englert. They have two sons, Eric and Nathan.

Brad earned a master's degree in public affairs from The University of Texas at Austin and a bachelor of arts degree in social sciences with honors and distinction from Shimer College, which is now the Shimer Great Books School at North Central College in Naperville, Illinois.

Brad's Short Bio

Brad Englert is the founder of Brad Englert Advisory and an author, advisor, and technologist. Brad worked for Accenture for 22 years, including 10 years as a partner. He then served The University of Texas at Austin for eight years, including seven years as the chief information officer.

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Synopsis

TRANSCEND NETWORKING

Brad Englert has written *Spheres of Influence: How to Create and Nurture Authentic Business Relationships* to help emerging leaders develop and perfect what he calls the “critical hard skill” of building effective and enduring business relationships.

There are two major parts to the book. The first focuses on “internal spheres of influence,” those people with whom readers can have the most direct impact: relationship with the boss, relationships with executive leaders, relationships with direct reports, and relationships with all staff. In the second part, Englert focuses on “external sphere of influence,” and explores relationships where readers have less direct impact. These include relationships with customers, relationships with peers and influencers, and relationships with strategic vendor partners. The real-world stories in this book are relevant to a diverse range of industries, organizations, and backgrounds. In these pages, emerging and aspiring leaders will learn how to build authentic, mutually beneficial, trusting, and enduring relationships spanning years and even decades.

ONE SHEET

April 23, 2024

NAME: Brad Englert

TITLES: Author. Advisor. Technologist.

KEY FOCUS

Empowering leaders to build genuine, enduring, trusting, and symbiotic business relationships through strategic communication and authentic engagement.

BIO

Brad Englert is an experienced author, advisor, and technologist with over 40 years of experience in the private and public sectors: Accenture for 22 years, including 10 years as a partner, and then The University of Texas at Austin for eight years, including seven years as the Chief Information Officer. Brad is the founder of Brad Englert Advisory. His recent book, *Spheres of Influence: How to Create and Nurture Authentic Business Relationships*, offers a practical guide to help emerging and established leaders develop and perfect the critical hard skill of building effective and lasting professional relationships. The crunchy, real-world stories in this book are relevant to a diverse range of industries, organizations and backgrounds. The internal sphere of influence are those relationships with whom you have the most impact: boss, executive leaders, direct reports and staff. Relationships with customers, peers and influencers, and vendors form the external sphere of influence.

SUGGESTED SHOW INTRO:

Please welcome Brad Englert, an author, advisor, and technologist with over 40 years of experience in the private and public sectors: Accenture for 22 years, including 10 years as a partner, and then The University of Texas at Austin for eight years, including seven years as the Chief Information Officer. His recent book, *Spheres of Influence: How to Create and Nurture Authentic Business Relationships*, offers a practical guide to help emerging and established leaders develop and perfect the critical hard skill of building effective and lasting professional relationships.

SUGGESTED INTERVIEW TOPICS

- Relationship building is a skill you can master. You don't need to be born with this ability.
- Forge your future: Discover how to create enduring, trusting, authentic, and rewarding connections that span years and even decades
- Transcend superficial, transactional, "What's in it for me?" traditional networking
- Master the internal and external spheres of influence that shape your business world
- Understand their goals, set and manage their expectations, and genuinely care about their success

TESTIMONIAL QUOTE:

"Spheres of Influence brilliantly illustrates that in the game of life, the strongest moves are made through the power of genuine connections." -Liz Abersold, founder, Wildcard Thinking

Brad Englert, Author Of *Spheres Of Influence: How To Create And Nurture Authentic Business Relationships*

What inspired you to write this book?

Throughout my 40 year career, I have enjoyed helping people grow in their careers. In addition, I was fortunate to have strong mentors who helped me along the way. Each year, I mentor two or three people which I find very rewarding. But mentoring one-on-one does not scale and I cannot clone myself. The book is designed to help a wider audience discover how to create and nurture authentic business relationships. The good news is that you do not need to be born with the ability to build authentic business relationships. You can build authentic business relationship skills just like you can learn other hard skills, like computer programming if you adhere to the basic principles and practice.

Why is it important to build effective and enduring business relationships?

It is in your long-term self-interest. All business relationships are built on trust and reciprocity. Your mutually beneficial professional relationships should begin early in your career and grow over time. The book describes the ways to build a variety of authentic, mutually beneficial, trusting, and enduring business relationships spanning years and even decades. Three principles described in the book apply to all business relationships: understand their goals and aspirations, set and manage expectations, and genuinely care about their success. The litmus test of an authentic business relationship is whenever you reconnect you pick up right where you left off—there is no time gap.

What are the internal and external spheres of influence?

Your professional relationships span two spheres of influence. The internal sphere of influence focuses on those people you have the most direct impact: your boss, executive leaders, direct reports, and all your staff. The external sphere of influence includes business relationships where you have less direct impact: customers, peers and influencers, and strategic vendor partners.

Why do you believe the business community needs to transcend traditional networking?

Traditional networking tends to be transactional, short-lived--and in my experience--superficial. It is difficult to engage in meaningful conversations, create rapport, or build trust with traditional networking, especially if the participants go in with a "What is in it for me?" mindset. Networking events rarely lead to unexpected opportunities or long-term business relationships. Moreover, you cannot rely on social media's likes, shares and links to build mutually beneficial professional relationships.

How has your business background informed the book?

The crunchy, real-world stories in this book are gleaned from a 22 year career with Accenture, including 10 years as a partner, and eight years at The University of Texas at Austin, including seven years as the Chief Information Officer. These stories are relevant to a diverse range of industries, organizations, and backgrounds. My former bosses, direct reports, staff, customers, colleagues, peers and influencers, and strategic vendor partners have asked if their experiences, achievements, and issues would appear in this book. Absolutely, but I promise anonymity. All the names of the people have been changed to protect the innocent and guilty, and no companies on either my most favored vendor list or my most hated vendor list have been named.

What do you hope readers will take away from your book?

My hope is that aspiring and established professionals will have a clear roadmap for how to develop the critical career-enhancing skill of creating and nurturing effective business relationships. Please check out the book trailer and five fun stories on my YouTube channel: "Good Customer Service, It Never Happened, Swiss Cheese Feet, Copious Notes, and Give a Damn!"

Brad Englert: *Spheres of Influence: How to Create and Nurture Authentic Business Relationships*

Possible Talking Points:

- Building and nurturing enduring business relationships is a critical hard skill which can be learned like other hard skills like computer programming. You don't need to be born with the ability to create and nurture authentic business relationships.
- Aspiring and established leaders can learn how to create authentic, mutually beneficial, trusting, and enduring business relationships spanning years and even decades.
- I believe that the business community needs to transcend traditional networking which tends to be transactional, short-lived, and--in my experience--superficial. Networking events rarely lead to long-term business relationships. And you cannot rely on social media's likes, shares, and links to build meaningful business relationships.
- There are two spheres of influence. The internal sphere of influence focuses on those people you can have the most direct impact with: boss, executive leaders, direct reports, and all your staff. The external sphere of influence includes business relationships where you have less direct impact: customers, peers and influencers, and strategic vendor partners.
- People that I have worked with have asked if their experiences, achievements, and issues would appear in this book. Absolutely, but I promised anonymity. All the names have been changed to protect the innocent and guilty parties, and no companies on either my most favored vendor list or my most hated vendor list have been named.

Possible questions:

What is the main takeaway from your book?

Three principles described in this book apply to all business relationships: understand their goals and aspirations, set and manage expectations, and genuinely care about their success. I'll share three stories exemplifying these principles: a customer perspective, working with your boss point-of-view, and helping a peer.

- Customer Goals and Aspirations: In the early 1990s, a state government human service agency's goal and aspiration was to implement an electronic medical records system for 15 inpatient facilities. All their records were on paper.
- Managing Your Bosses Expectations: the Just say Whoa story
- Genuinely Care About the Success of a Peer: the Canvas story

You have extraordinary stories. What was the catalyst to sitting down and deciding to write your book?

- I have always enjoyed helping people grow in their careers and I thought this book can help aspiring and established leaders understand the importance of building authentic business relationships.

Who should read *Spheres of Influence*? Do you think people in certain demographics or industries will get more out of it than others?

- The crunchy, real-world stories are relevant to a diverse range of industries, organizations, and backgrounds.

What is a story you share in the book which you think people will be surprised by?

- How to deal with a peer who is a bully, a narcissist, or a manipulator.

What is the biggest lesson you've learned about being an author so far?

- It is hard and rewarding work.