

CHAPTER 13

Best Business Practices





Nature

If a Scrub Jay sees another bird watching while it is hiding its food, it will return alone later to hide the food in a new spot to prevent theft by competitors.

Business Lesson

When it comes to protecting confidential and proprietary information, some companies don't have the intelligence of a Scrub Jay! The first line of protecting your trade secrets, customer and vendor lists and other restricted or private information is to have every employee sign a confidentiality agreement. To emphasize that the company is serious about the protection of proprietary information, the agreement should be reviewed face-to-face with new employees. Additionally employees, particularly officers and directors as well as everyone on the sales team, should be required to sign a covenant not to compete. We'd all like to think that all of our employees are honest and ethical so putting systems and processes in place to prevent theft of proprietary information might seem like a waste of time and effort. But trust me; you'll sleep a little better at night knowing that your restricted information is protected from competitors.