

Latest Episode of "Brain of Command" Podcast From Omaha Steaks and The CEO Forum Group Reveals How to Build Your Brand Around Fiscal Responsibility

Podcast featuring CEOs Nate Rempe and Robert Reiss reveals magical hacks for real-world leadership



Key Points

- The newest episode of the Brain of Command podcast explores hack #5 of the Magic 11 hacks: the “Fiscally Responsible” personal brand.
- Co-hosts Nate Rempe and Robert Reiss speak with Farooq Kathwari about how deliberately building your brand around fiscal responsibility helps optimize team culture and drive success.
- Available on all podcast platforms on December 7th.

(OMAHA, Neb., Dec. 8, 2025) – The fifth episode of “Brain of Command,” co-hosted by Nate Rempe, President and CEO of [Omaha Steaks](#), and Robert Reiss, CEO of [The CEO Forum Group](#), is now available for streaming. The podcast centers on the “Magic 11” behavioral hacks that can help leaders transform into effective CEOs, no matter where they start on the organizational chart today. Through monthly episodes, Rempe and Reiss will talk with other industry-leading CEOs, breaking down what it takes to command a room, a career, and maybe even a company.

The fifth “Brain of Command” episode features Farooq Kathwari, CEO of [Ethan Allen](#), exploring hack #5 of the Magic 11 hacks: the “Fiscally Responsible” personal brand.

“The personal brand is the key there. It’s not just about being good with money. A lot of leaders can cut costs or deliver return on investment, but they never reap the reputational benefits. That’s the difference between doing and being known for doing,” said Nate Rempe. “You need to take intentional action: sharing the outcome with the right stakeholders, framing it as disciplined resource stewardship and then connecting it back to organizational goals. Then, you are building your brand at that point. People see it, they hear about it, and it leads to more access to resources.”

“When you talk [about] being fiscally responsible, you have to be responsible in every area of the business. And to do that, you have to create a culture. You have to create a culture where everybody thinks about every dollar they spend as if it is their own,” adds Farooq Kathwari. “Fiscal responsibility does not mean you will not spend in the area that you need to spend. Fiscal responsibility means that you have to be extremely cautious and careful where you spend.”

To learn more about creating a “fiscally responsible” personal brand, listen to the “Brain of Command” podcast, available now on Spotify, Apple Podcasts, YouTube, and 65 AM/FM radio stations nationwide, and read the accompanying [companion guide](#). Visit <https://www.omahasteaks.com/podcast> for updates, episode archives and more.

About The CEO Forum Group

The CEO Forum Group, founded in 2007, is a Tier 1 media and marketing company focused exclusively on CEOs. Its mission is to “Disseminate CEO wisdom to elevate business, the economy and society.” Robert Reiss, CEO, has interviewed more top CEOs in depth on timeless leadership principles than anyone, with over 1,000 national syndicated interviews on The CEO Show. They also publish The CEO Forum magazine and deliver quarterly Transformative CEO Summits.

About Omaha Steaks®

Omaha Steaks, America's Original Butcher, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company. Omaha Steaks markets and distributes a wide variety of the finest quality USDA-approved, grass-fed, grain-finished beef and other gourmet foods including seafood, pork, poultry, slow cooker and skillet meals, side dishes, appetizers, and desserts. Today, Omaha Steaks is recognized as the nation's largest direct response marketer of premium beef and gourmet foods, available to customers by calling 1-800-228-9055, online at www.OmahaSteaks.com or at retail stores nationwide.

Contact:

Kathleen Al-Marhoon, APR, Omaha Steaks Director of Public Relations and Corporate Communications

Phone: 402-597-8220

Email: kathleena@omahasteaks.com

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omahasteaks.iprsoftware.com