



AmCham China in Action

How to Integrate Strategy and People for High-Stakes Growth in Small Businesses



Michelle Randall discusses small business strategies with AmCham-China members and guests

Do you have the vision and the people to drive your organization to the next stage of growth?

Key Points

- A results-driven strategy classifies goals and execution as one in the same
- Integrate strategy and people to accelerate results and grow potential
- Remember that strategy does not execute itself, people do
- Investment in the process of integrating strategy will lead to extraordinary returns

Synopsis

AmCham-China's Small Business Forum welcomed **Michelle Randall**, management consultant, speaker and author of *Cultural Profit: Generating Profitable Growth through Cultural Agility*, to discuss how to integrate strategy and people in small businesses. Ms. Randall emphasized the importance of a results driven strategy versus strategy driving results and discussed how strategy adjustments can affect a company. Ms. Randall then highlighted that companies profit from seeking outside help regarding strategy as they can bring fresh thoughts and opinions into the arena.

During Ms. Randall's presentation, she stressed the importance of building a well balanced team and keeping individuals with both skills and spirit as senior leaders and managers. The presentation was lively and interactive, with attendees asking questions and engaging in a dialogue with Ms. Randall about their own experiences and challenges they have come up against in their work environment. Questions included ways of keeping the company vision at the forefront and how to engage staff so that they are driving the company forward instead of simply going through the motions.

Speakers

Michelle Randall, management consultant, speaker, founder of Enriching Leadership and author of *Cultural Profit: Generating Profitable Growth through Cultural Agility*.

Services

Healthcare Benefits Program

AmCham-China offers members two global medical benefits programs. Small and large companies, as well as individual members, can enroll in these comprehensive programs. Please see our Health Benefits webpage or contact medicalbenefit@amchamchina.org for more information.

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