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Ingram SMB Partners Become Intentional

Author David Russell talks to standing-room only crowds at Ingram Micro SMBA Invitational

Novato, California (August 28, 2009) – Author and popular speaker, David Russell, spoke to standing-room only crowds in each of his sessions at the Ingram Micro SMBA Invitational in Charlotte, South Carolina this week.

[Ingram Micro](#) is the world's largest computer distributor, serving over 170,000 technology resellers worldwide. The SMBA Invitational event serves their SMB Community partners who want to learn how to be more profitable serving small-midsize companies.

David led-off with the good news: The recession is ending. Then he challenged Ingram's partners that if they do not change their inconsistent management style then additional business from an improving economy can actually hurt them. It will increase client complaints, employee turnover and rework due to poor employee management. In reflecting on the event David says, "I challenged them to stop leading by assumption and start becoming an intentional leader. It is time to fully engage your people. Leaders have to teach employees how to work together more effectively by setting the standards themselves. Higher sales can kill you as fast as a slow economy."

David shared specific ways to automate employee accountability so Ingram partners achieve results and growing momentum. He helped them consider simple ways to train their people on core business behaviors so they are more productive, professional and profitable. And finally, David stated intentional leadership does not take a lot of time, but it is necessary if you want to thrive instead of just survive as we emerge into a new economy.

About David Russell, CEO, www.SuccessWithPeople.com

David Russell is the CEO of [Success With People](http://SuccessWithPeople.com), where he has authored 2 books on how leaders can overcome their addiction to poor management habits. He specializes in helping leaders achieve their objectives systematically through better utilizing talent. David has worked with over 200 organizations during the last 3 years. His clients include Microsoft, Cisco, Intel, Ingram Micro, Tech Data, ConnectWise, Catalyst Telecom, Vistage and the Entrepreneur's Organization members.

About Success with People

[Success With People](http://SuccessWithPeople.com), Inc. offers peer groups, coaching, consulting, assessments and services focused on helping entrepreneurs, managers and business owners manage people and priorities more effectively. We help leaders systematically engage people to be more productive, profitable and personally fulfilled in their careers.

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