Session Description

Sudden changes that have large impacts on our businesses happen more and more often. The global pandemic of COVID-19 is the most recent and most obvious. But disruptions, competing innovations, market changes, and political and economic shifts have always occurred. Our industry in particular seems to be changing and evolving faster than ever. But the traditional style of business plans that companies have been using for over 50 years is not always responsive and flexible enough to keep up. Companies can add agility to their business planning either with a new holistic approach, or by modifying how they use the plans they are already used to. I'll share some insights on how you can begin.

In this session you will learn:

1. What is an agile business plan
2. Why you should have one
3. Different ways to add agility to your business plan

Speaker Bio:

Chris has been obsessively studying languages and linguistics since he was 12 years old. He graduated from the College of William and Mary, studying Linguistics. And now, he has been in the language services industry for almost two decades.

Chris is currently the owner and President of Intelliglot, a consulting business helping language service companies work smarter with better strategy, operations, and technology. For eleven years, he served as Managing Director of aLanguageBank, an LSC focused on multilingual creative content.

Chris has served on the Board of Directors of the Association of Language Companies for several years, and is currently the Immediate Past President of the ALC. He has presented many times on the impact that new technologies could have on the language industry. Also, he previously worked in language assessment test consulting and he even co-founded a translation charity.

Recently, Chris helped launch ALC Bridge, an initiative for employers, educators, and students to collaborate together and better prepare people with language skills for careers in the language services industry. Oh, and Chris still does research in linguistics for fun.