

## CAMPBELL MACPHERSON – speaker, author, facilitator, business advisor and change catalyst

Introducing:

- International business improvement expert
- Change guru & authority on society/politics/business/investment
- Strategy execution specialist
- Accomplished transformation facilitator
- Author of leadership essential read ***The Change Catalyst***
- Entertaining and thought-provoking public speaker

For more information, visit [www.changeandstrategy.com](http://www.changeandstrategy.com)

For almost 30 years, Campbell has worked with CEOs and leadership teams across the UK, Europe, US, Australia, Asia and the Middle East to help them clearly articulate their strategy and align their people to deliver successful and sustainable change.

**Your people are the only ones who can deliver your strategy.** Campbell believes passionately in the power of clarity and aligning people to deliver.

What drives him is a burning desire to make a positive difference to the way that organisations work – and the impact they have on their customers, employees and shareholders.

He advises companies and organisations worldwide via his consultancy Change & Strategy International: [www.changeandstrategy.com](http://www.changeandstrategy.com).

He has been a trusted adviser for one of the world's largest Sovereign Wealth Funds, a board member and award-winning HR Director of the UK's largest IFA Network, Strategy Director of Zurich International Life and Zurich Global Life Emerging Markets, Marketing Director of Virgin Wines and and eBusiness incubator, eBusiness Head of the AMP Group and strategic change adviser to several other leading organisations including IPF, IFDS/State Street, Friends Life, Aviva, Gocompare, iPipeline, James Hay, Cofunds, Capital Radio, BBC, Lazard and Andersen Consulting.

He also flew jets (poorly) in the RAAF.

Campbell has a Physics degree from Melbourne University.

### Embracing change.

Change is inevitable; successful change isn't. Those organisations, leaders and individuals who are able to cope with change will survive. Those of us who are able to actively seek out change and embrace it will thrive.

Campbell's mission is to help us actively embrace change in order to thrive. As democracy is in crisis, globalisation disrupts industries, and artificial intelligence threatens to create even greater dislocation, his understanding of the political and societal tectonic plates is invaluable for effecting successful transformations.

### Speaker, author, facilitator, business advisor and change catalyst.

#### Campbell Macpherson

*Advisor, Executive, Board Member, Change Leader, Strategy Director, HR Director, Marketing Director, Public Speaker, Writer, Author...*

Senior Adviser, ADIA

Strategic change advisor and executive: IFDS, Aviva, James Hay, International Personal Finance, Friends Life, iPipeline, Cofunds, Gocompare, Centaur Media, CAF, ...

Director, BP Northbound

Strategy Director, Zurich International Life & Global Life EM

Board & HR Director, Sesame (IFA Network)

Strategic Change & OD: Misys, BBC, Capital Radio, Telewest, Sesame

Marketing Director, Virgin Wines, Smartlogik, BrightStation

Head of eBusiness, AMP

Snr Mgr Change, Andersen Consulting

CEO & Founder, InterMark Multimedia

Sales Manager, Ultimate Computers & NCR

Mgt Trainee, Hawker Pacific

Officer & Pilot Trainee, RAAF Academy



## ‘The Change Catalyst’

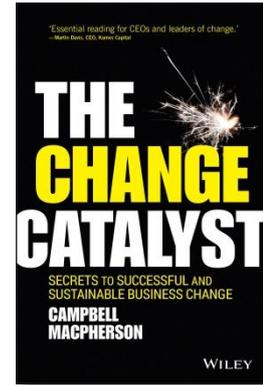
*Secrets to successful and sustainable business change*

A 2017 Wiley Publication - by Campbell Macpherson.

Available on [Amazon.com](https://www.amazon.com), [Amazon.co.uk](https://www.amazon.co.uk) and [Booktopia.com.au](https://www.booktopia.com.au).

**88% of change initiatives fail.<sup>1</sup> A similar proportion of strategies, mergers and acquisitions suffer the same fate.**

**‘The Change Catalyst’ arms business leaders with the insight, tools, methodologies and approach they need to ensure that their next change or strategy is among the 1 in 8 that succeed.**



And one of the most important ingredients is the appointment of a Change Catalyst: someone to guide the organisation to deliver the outcomes the business needs.

It is no ordinary business book. Its easy-to-read, conversational style leads the reader on an entertaining exploration of the subject of change, including:

- How change is inevitable
- Why change initiatives fail
- The top ten essential ingredients to successful change
- Culture change
- How to develop strategies that work
- Strategy execution
- Developing genuine values that drive your business
- How to design organisations that deliver
- How to create extraordinary leadership teams
- How to get the most out of your most valuable asset – your people

Amongst the plethora of real-life examples from organisations across the globe are five detailed case studies – the spectacular failure of globalisation, another of award-winning HR transformation and the fascinating stories of three Change Catalysts who have transformed entire industries.

**Change is inevitable. Successful change isn't.**

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*“The Change Catalyst’ is essential reading for CEOs and leaders of change. A how-to guide for accomplishing one of the most critical assignments in business - the successful instigation of sustainable change. Campbell not only explains what we should be doing, but more importantly, why and how.”* **Martin Davis, CEO Kames Capital**

*“The Change Catalyst’ is the most accessible, entertaining and insightful book on change I have read in many a year. Campbell possesses the rare ability to simplify complex subjects, and with his own inimitable style and humour, he gives the reader the confidence and insight they will need to achieve what most fail to deliver – successful and sustainable change.”* **David Pitman, Global Finance Partner, Boston Consulting Group**

*“If you want your next change or strategy to be the 1 in 8 that succeeds; buy this book.”* **Alastair Conway, CEO James Hay Partnership**

*“From the key recommendation of appointing a Change Catalyst to the primacy of engaging people’s emotions to make change happen, there is much wisdom here. This is a key read for anyone involved in the management of change.”* **Scottish Business Insider**

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<sup>1</sup> ‘The What, Who and How of Delivering Results’, Bain & Company, Feb 2016.

## Passionate Public Speaker

Campbell Macpherson is an entertaining and thought-provoking public speaker and an experienced Master of Ceremonies.

He is also a seasoned facilitator – able to ensure you get the most out of your event.

And, of course, copies of **'The Change Catalyst'** can be made available to your delegates.

Campbell is available to provide interviews, expert comment, keynote speeches or by-lined articles on a wide range of business, politics and change-related topics, including:

- **Why 88% of change initiatives fail**
- **The Power of Clarity**
- **Ensure your next M&A is the 1 in 10 that succeeds**
- **A Change Catalyst: The secret weapon to successful and sustainable change**
- **Clarity, Culture & Execution – the keys to an organization's success**
- **Aligning your organization to deliver**
- **The essential ingredients of successful change**
- **Emotions trump logic every time**
- **Brexit: How did we end up here? Why everyone will be disappointed by the 2019 Brexit deal**
- **The peasants are revolting: Widening inequality has gone too far. The backlash has begun.**
- **Automation: The 'rise of the machines' will come back to bite Trump**
- **Change is inevitable; successful change isn't**
- **Globalization: An ideal example of how not to instigate change**
- **Predicting rain doesn't count. Building arks does. Execution is everything.**
- **Values Schmalues**
- **Is your culture change-ready?**



Videos of Campbell can be found at [www.changeandstrategy.com/speaking](http://www.changeandstrategy.com/speaking)

“Your chairmanship was brilliant – the best I have ever seen. Thanks for helping make it a great day.”

“Great speech.” “Very impressive.” “Best speaker of the whole day.”

“I have been through so many changes. You nailed why very few of them succeeded.” ...

## Contact

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*every successful change requires a clear strategy - every successful strategy requires change*