

Australian wins 2018 British Business Book of the Year

London. 26 March 2018.

At the inaugural Business Book Awards gala evening on Friday 16th March in London, Campbell Macpherson's 'The Change Catalyst (Wiley 2017)' was awarded the top prize of the evening, The 2018 Business Book of the Year. (www.businessbookawards.co.uk)



The book also won the 'Leading the Team' category.



The Business Book Awards was the brainchild of Lucy Carragher, MD of ReThink Press to celebrate the best in business books. Over 150 entries from the world's top business publishers were assessed in detail by a total of 30 judges over 6 categories.

"The standard of the submissions was so strong that simply selecting the finalists in each category was a lengthy and difficult task for all of the judges," commented Head Judge Alison Jones, a 25+ year publishing veteran.

"But in the end, the choice of the overall winner wasn't difficult," said Ms Jones when announcing the winner at London's Grange City Hotel.

- *"First, the topic it deals with really matters. This is a book that frankly absolutely anyone in business today should read.*
- *Second, it's saying something original. Yes, the issue has been dealt with before, but the author brings new insights and a fresh way of looking at things that changes the way you see it.*
- *Third, the writing is clear, clean, direct and simply beautiful. I found myself stopping and re-reading paragraphs just for the sheer pleasure of it.*
- *And finally, the quality of production is superb: the thought that's gone into the page design particularly and the paper and bind quality all do the book justice.*

"I'm delighted to announce that the winner of the 2018 Business Book of the Year Award is The Change Catalyst by Campbell Macpherson."

"I thought having Wiley publish my book was a dream come true but this is simply incredible. I am overwhelmed and completely stunned," said Campbell.

"I was the only non-US-based Wiley author to be shortlisted as a finalist. For The Change Catalyst to be chosen as Business Book of the Year among so many outstanding books and excellent authors is such an honour. My consulting clients and speaking agencies will be overjoyed!"



About Campbell Macpherson

Campbell is a business advisor, author, entertaining public speaker, accomplished facilitator and Change Catalyst. He helps CEOs and leadership teams to clarify their strategy and align their teams to deliver sustainable change via his consultancy Change & Strategy International Ltd (www.changeandstrategy.com). His US clients call him “The C-Suite Change Guy.”

Campbell went to Maroochydore High School in Queensland and studied Physics at Melbourne University. He also flew jets (badly) in the RAAF. During his eclectic career he has been a multimedia pioneer, a computer sales professional, a management consultant with Andersen Consulting, the Head of eBusiness Development for AMP, Marketing Director of Virgin Wines, Founding Board Director (HR & Change) for the UK’s largest financial adviser network, Strategy Director of Zurich Global Life Emerging Markets and Senior Adviser to the Abu Dhabi Investment Authority, one of the world’s largest sovereign wealth funds. He has been advising CEOs and leadership teams on strategic change for the last 25 years.

He moved to the UK from Sydney in 1999 and now splits his time between the UK, Australia and wherever his clients need him to be.

About The Change Catalyst

The Change Catalyst helps leaders tackle the most important and most difficult challenge in business – the successful instigation of sustainable change. Change is inevitable; successful change isn’t.

88% of change initiatives fail. A similar number of business strategies, mergers and acquisitions suffer the same fate. The Change Catalyst explains why and then goes on to detail the essential ingredients for success. It also covers the thorny issue of culture and culture change in some detail. Campbell provides the reader with a plethora of tools and approaches to tackle strategy development, strategy implementation, organisation design, ... The chapters ‘Values Schmalues’ and ‘Vision, Mission and other buzzwords’ provide a pragmatic guide to creating – and assessing – your company’s key strategic statements.

Change has never been more relevant or more prevalent than it is today. The combination of AI, Augmented Intelligence, Blockchain, Driverless Cars, Gene Therapy / Immunotherapy and countless other technological innovations will make globalisation and the internet look like a picnic in the park. The changes to our societies, our businesses and our lives cannot be underestimated. We will be living longer, working less and our jobs will change. 50% of today’s white collar jobs are likely to disappear in the next decade. What will replace them? 90% of jobs in manufacturing, hospitality and transportation will no longer be required. Call centres will be a thing of the past.

Business leaders need to be able to take their organisations in different directions swiftly and decisively. To do this, they need to create a culture that embraces change and build a leadership team that is united and equipped to lead sustainable change. They need to be Change Catalysts.

The Change Catalyst may look like a text book but it reads like a novel. It is the 2018 Business Book of the Year. Available on Amazon and Booktopia.com.au.

For an interview, article, comments or hi-res photos, email campbell@changeandstrategy.com
@CampbellITCC Ph: +44 7748 704 705 www.changeandstrategy.com