

EMBRACING CHANGE

The essential change workshop for everyone

Providing individuals with the approach and tools they need to embrace change.

Become your own catalyst for change.

Change is inevitable.

Change has never been more prevalent or more relevant than it is today. While globalisation and the internet may have disrupted entire industries, the oncoming tsunami of AI and automation will make globalisation and the internet look like a ripple. Old jobs are being destroyed and new jobs created at an accelerating rate. The “job for life” days are long gone. The “career for life” days have also come to an end. We can all expect multiple employers and multiple careers over the course of our working lives.

There is no part of our life that will be untouched by change. We are even set to live longer due to incredible advances in genetic medicine, immunotherapy and stem cell research.

Change is personal.

Even the most complex organisational change is the product of a myriad of individual, personal changes. Those of us who develop the skills to cope with change will survive. Those of us who are equipped to seek out and embrace change will thrive.

Change is tough.

We all find change incredibly difficult, even when it is good change. We are hard-wired to resist change and yet we must learn to embrace it if we wish to live fulfilled, productive, successful and happy lives.

This workshop will equip you with the toolset you need to embrace change in both your personal life and your work life in order to maximise the odds of future success in both.

Why employers should invest in the ‘Embracing Change’ Workshop?

1. To help their people develop some invaluable skills
2. Organisational change may be inevitable; however successful change is only possible if employees at all levels are ready, willing and able to change.

“Followers are more important to leaders than leaders are to followers” Barbara Kellerman

Target Audience: All individuals at every level of an organisation.

Each participant will receive a detailed ‘Embracing Change’ workbook to take away with them.

Workshop Outline

'Embracing Change' is normally run as a half day workshop but can be extended if required.

Part 0. Introductions and expectations

Introducing the course, schedule, facilitator and one another. Expectation setting.

Part 1. Change is inevitable

Exploration of the inevitability of change; the plethora of changes we have all witnessed, experienced and adapted to. How technology, social attitudes, families, health, life and work have all changed so dramatically – and the dramatic changes heading our way.



Part 2. All change is personal

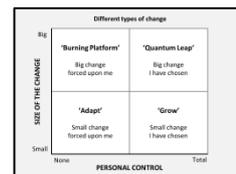
Interactive exploration of the different types of change and our natural reactions to change.

- The change matrix
- The change curve
- Leaders and followers

Part 3. The change barriers we all need to overcome.

Interactive exploration of the personal barriers to change:

- Denial
- Emotions
- Fear of the unknown
- Fear that the new world may be worse
- Fear of failure
- Fear of blame
- The cold comfort of victimhood
- Lack of assistance



Participants are encouraged to share instances of the above with each other and the wider group.

Part 4. Breaking through the barriers

Interactive exploration of how to break through the personal barriers to change:

- Approaches and mechanisms to overcome each of the barriers
- Find our own emotional triggers
- Personal scenario planning
- Choose our attitude
- Helping others

Part 5. My change plan

Putting all of the above to use to develop your own personal change plan.

Also available from Change & Strategy International:

- **'Leading Change' workshop:** *Critical for leadership teams*
- **'Power of Change' workshop:** *For individual executives*
- **Change Readiness Review:** *Is your culture ready for change?*
- **Change Catalyst Programme:** *Find & develop your Change Catalysts*

The Power of Change Workshop Half day workshop for executives to explore how to embrace and lead successful change.	Leading Change Workshop 2 day workshop for leadership teams to enable them to embrace and lead successful and sustainable change.	Leading Change Programme 7 step package for CEOs and leadership teams: Scoping with CEO Research & analysis 1:1s with all leaders Detailed design CEO consultation Leading Change W'shop Wrap-up & change plan	Embracing Change Workshop ½ - 1 day workshop for all employees to help them to embrace change. <i>"Only your people can deliver your strategy."</i>	Change Readiness Review Combination of world-class online survey, focus groups, workshops and interviews to assess the current change readiness of the organisation and develop a plan to ensure the culture is ready for change.	Change Catalyst Programme A series of workshops, classes and coaching sessions aimed at identifying and developing your own in-house Change Catalysts: professionals capable of guiding the delivery of the outcomes the business needs.
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Other Products & Services				
Business Advisory	Motivational Speaking	Change Planning	Organisation Design & Development	Strategy Execution
Masterclasses & Mentoring	Bespoke Seminars	Coaching & Mentoring	Org Design Masterclass	Strategy Execution Programme



Campbell Macpherson has been enabling CEOs and business leaders to create cultures that embrace change and to lead the successful implementation of sustainable change for more than 25 years.

He is a business advisor, facilitator, coach, speaker, author and Change Catalyst via his consultancy Change & Strategy International.

His acclaimed business book, 'The Change Catalyst: secrets to successful and sustainable business change' was published by Wiley in 2017.

"One of the most informative and influential books you will have the opportunity to read this year." *The HR Director Magazine*

All change is personal is the core philosophy that underlines Campbell's work. Even the most strategic and dramatic corporate change is the summary of thousands of individual changes.

As he advises business leaders: *"Only your people can deliver your strategy. Only your people can deliver the change you desire."*

He also passionately believes that none of us is powerless in the face of change – even when change is done to us. We have the power to decide how we are going to react to change. We can let change defeat us or we can square up to it, accept it, embrace it and look for the opportunities.

Change is inevitable. Successful change isn't. Campbell enables individuals, leaders and organisations alike to ensure that change is also successful.

Campbell lives in Oxfordshire, England, and works with organisations and leaders worldwide.

Campbell Macpherson

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



Senior Adviser, Abu Dhabi Investment Authority

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

Director, BP Northbound

Strategy Director, Zurich International Life & Global Life EM

Board & HR Director, Sesame (IFA Network)

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