

# THE POWER OF CHANGE

Become a catalyst for change

*A half-day workshop for individual executives to provide them with an overview of the approach and tools they need to embrace and lead successful change.*

**Change is inevitable.** Change has never been more prevalent or more relevant than it is today. Our societies are changing; our workplaces are changing; our lives are changing – more rapidly than ever before. While globalisation and the internet have disrupted entire industries and communities, created untold wealth and transformed the way we work and live - this is just the beginning. For there is a tsunami of change heading our way from Artificial Intelligence, advanced robotics, blockchain, genetic medicine, clean energy, environmental destruction and climate change.

In the next decade, as many as 50% of existing jobs are anticipated to be replaced or changed dramatically due to the uncontrollable technological developments. New jobs will be created, new work streams will be born and many of today's industries will be transformed.

**Change is personal.** Every organisational change is the combination of a myriad of individual changes throughout the company.

**Change is tough.** Even good change sends us on a rollercoaster of responses and emotions. As change leaders, we must recognise this in ourselves and help our people to embrace change. Because only your people can deliver the change your business requires.

**This workshop will provide you with the insight and tools you need to be a Catalyst for Change:**

- For your company
- For the organizations that you serve
- For your personal life

In the **Power of Change Workshop**, you will discover:

- How change is likely to impact your industry, your business and the way we live
- Why 88% of change fails
- The essential ingredients to successful change
- How to embrace change
- How to help others embrace change
- How to lead successful change

Every participant will earn a Change Catalyst Certificate of Proficiency.

**\$1,295 per delegate.** Email [campbell@changeandstrategy.com](mailto:campbell@changeandstrategy.com) to register your interest for an upcoming workshop.

## Workshop Outline

### 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.



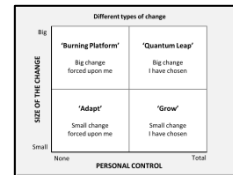
### Part 2: Why 88% of changes fail

Change enjoys a spectacular failure rate. This section explores the top ten reasons why change fails.

### Part 3. All change is personal

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

- The change matrix
- The change curve



### Part 4. 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



### Part 5. Breaking through the barriers

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

### Part 6. Leading successful change

Interactive exploration of how the top ten essential ingredients to successful organisational change and the key ingredients of successful change leadership.

Also available from Change & Strategy International:

- ‘Leading Change for Leadership Teams’ workshop
- ‘Leading Change for Executives’ workshop: *For individual executives*
- ‘Embracing Change’ workshop: *for all employees*
- Change Readiness Review: *Is your culture ready for change?*
- Change Catalyst Programme: *Find & develop your Change Catalysts*

The Power of Change Workshop	Leading Change Workshop	Leading Change Programme	Embracing Change Workshop	Change Readiness Review	Change Catalyst Programme
Half day workshop for executives to explore how to embrace and lead successful change.	2 day workshop for leadership teams to enable them to embrace and lead successful and sustainable change.	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	½ - 1 day workshop for all employees to help them to embrace change. <i>"Only your people can deliver your strategy."</i>	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.	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.

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)

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