

THE POWER OF CHANGE

Become a catalyst for change

A half-day introductory 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

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.



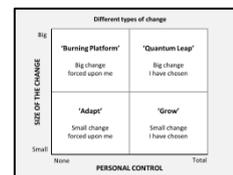
Part 2: Why 88% of changes fail

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.

Campbell Macpherson

Author of the 2018 Business Book of the Year – ‘The Change Catalyst’.



A multi-disciplined, international, senior business advisor with more than 25 years of experience in enabling the design and successful delivery of strategic change, especially within financial services.

- International business improvement expert
- Strategic change business advisor and change leader
- Strategy execution specialist
- Accomplished transformation facilitator
- Entertaining and thought-provoking public speaker

Campbell advises organisations worldwide via his consultancy Change & Strategy International (www.changeandstrategy.com)

Abu Dhabi Investment Authority (April 2014 – April 2017)

Senior Advisor, Evaluation & Follow-up Division, MD’s Office. 3 year exclusive contract with one of the world’s largest Sovereign Wealth Funds:

1. Improvement of the clarity, impact and value that this pivotal ‘checks and balances’ division added to the Investment Committee. EFD reviewed every investment that went before ADIA’s IC.
2. Leading IC advisory projects including ‘peer review’ missions to the leaders of over 20 of the world’s largest asset owners and managers.
3. Reviewing ADIAs investment governance structure and processes.

Other career highlights:

- James Hay: Leadership team alignment - Leading Change Workshop. Strategy clarification and documentation.
- Sesame: Merged five companies into one, creating the UK’s largest IFA Network. Joined board responsible for Change, HR and Sesame Learning. Conducted national roadshows for 5000 IFAs. Winner HR Leadership award.
- IFDS: Enabled the establishment of two new market-leading businesses – platform solutions and pension solutions. Aligned the new leadership teams and led business development as an ad-hoc executive.
- iPipeline: UK market entry through acquisition and assisted with the development of the newly acquired business.
- Cofunds: Worked with CEO to clarify new strategy and align leadership, management and organisation to deliver.
- Zurich Life: Strategy Director for Zurich Global Life across ME, Asia, CEE and Latam. Led expansion and commercial teams.
- BP Northbound: Director of this family business, doubling revenue and tripling profit in four years, resulting in successful sale.

Campbell Macpherson

Business Advisor, Facilitator, Speaker, Author, Change Catalyst.



IFSWF, M&A Advisor, Bibby Group, FS Forum, Sovereign Investor Institute, Henley Business School, ILM.

Senior Adviser, Abu Dhabi Investment Authority

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

Director, BP Northbound

Strategy Director, Zurich 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