



THE POWER OF CHANGE

- CHANGE IS PERSONAL -

An essential ½ day workshop for all employees.

*“Only your people can deliver your strategy.
Only your people can deliver the strategy your business requires.”*

Change is inevitable.

Change has never been more prevalent or more relevant than it is today. 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 and happiness in both.

Why employers should invest in the ‘Power of 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.

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

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

Workshop Outline

‘Power of 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

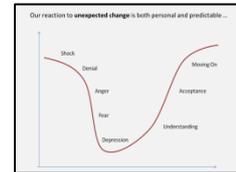
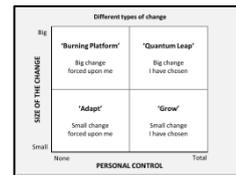
Interactive exploration of the different types of change and our natural reactions to change.

- 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.

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 and 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