



STRATEGIC CHANGE PROGRAMME

- FOR LEADERSHIP TEAMS -

A 16 week programme with the senior leadership team to ensure clarity of strategy, strategic alignment and successful change leadership.

Strategic clarity.

True clarity of strategy is not as easy as it seems. It requires clarity of purpose, clarity of mission, clarity of corporate objectives – and all of these must be built upon a foundation of clear and honest understanding of the market, your position within it, your comparative advantages, strengths, weaknesses, challenges, opportunities and the organisational implications of the new strategy.

Alignment of the leadership team.

More importantly, every single member of your leadership team must be engaged in developing the strategy and aligned to deliver it.

Change is inevitable. Successful change isn't.

Leadership teams need to be able to take their organisations in new directions swiftly and decisively when the time arises. The organisation that is able to seek out and embrace change will thrive. And this is precisely what business leaders must help their people to do – for two reasons:

1. **Only your people can deliver the change your business requires, and**
2. **88% of change initiatives - and business strategies - fail.¹**

Leading change is tough.

Leaders not only have to embrace change themselves, they also have to lead their people to embrace change and deliver. But 7 out of 8 leadership teams are not equipped to succeed.



The outcomes of the 16 week programme will be a clear strategy and an aligned leadership team capable of leading their people to deliver successful and sustainable change.

The content of the two 6-week development work between workshops will depend upon the status of the organisation. Areas of focus could be external analysis, internal analysis, culture, clarifying key parts of the strategy clarification, strategy articulation, leadership team development or a combination of some or all of these.

The content of the workshops will be informed by Campbell's book, *The Change Catalyst: secrets to successful and sustainable business change* (Wiley 2017), the 2018 Business Book of the Year.

¹ Bain & Co survey of 250 large companies 2016.

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