



# 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

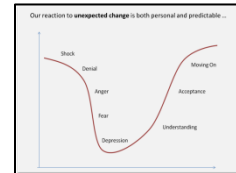
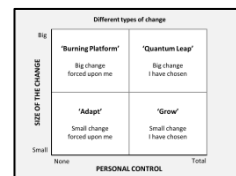
Interactive exploration of the different types of change and our natural reactions to change.

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

### Part 3. The barriers we erect to change

Interactive exploration of our personal barriers to change and how to overcome them:

- Denial
- Emotion
- Our thoughts
- Fear of the unknown
- Fear of the future
- Fear of failure
- Fear of blame
- Victimhood
- Lack of assistance



Participants are encouraged to share experiences.

### Part 4. Dismantling the change barriers

Discussion of how to minimise or mitigate the barriers to change

Interactive exploration of other approaches to embracing change:

- Approaches and mechanisms to overcome each of the barriers
- Finding your own emotional triggers
- Personal SWOT & scenario planning
- Choosing our attitude
- Helping others
- Be your own Change Catalyst

### Part 5. My change plan

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

## Campbell Macpherson

Campbell helps CEOs and leadership teams to clarify their strategy, build cultures that embrace change and align their people to deliver.

Campbell is a sought-after public speaker and author of the multiple award-winning book “The Change Catalyst: secrets to successful and sustainable business change” (Wiley 2017) which won the leadership category at the 2018 Business Book Awards in London as well as the coveted award of ‘**2018 Business Book of the Year**’.



He is an adjunct faculty member of the Henley Business School.

Campbell has been assisting leaders to clarify and deliver their strategies and business cases for more than 25 years throughout the UK, US, Asia, Middle East and Australia. His client organisations have included:

- A private travel company with 24 employees and £5m turnover on a fast growth trajectory looking for equity partners
- A family-run BP-branded forecourt business, helping the owner to double revenues to \$50m, triple profits and sell
- An investment services business with 600 staff and £45m revenue needing to clarify and deliver its strategy in preparation for an acquisition
- Enabling the leadership of Cofunds, UK’s largest investment platform, to clarify its strategy and align its people in preparation for trade sale.
- The leadership teams of Friends Life, Gocompare, Centaur, Aviva Claims
- Creating the UK’s largest IFA network (Sesame) out of the 5 networks that Misys had acquired – 1000 people and £400m turnover
- Assisting US insure-tech company, iPipeline, enter the UK market through an acquisition of Assureweb
- Establishment of two new platform businesses for IFDS/DST
- A 3 year exclusive contract until April 2017 as a Senior Adviser in the MD’s Office of the Abu Dhabi Investment Authority. Every proposal that went before ADIA’s IC crossed Campbell’s desk.
- Keynote speeches and leading change workshops for numerous organisations world-wide – NY, London, Vegas, Singapore, Nice, ...

Campbell has also been a board member and senior executive of several national and multi-national companies including:

- Executive Board Director, Sesame, responsible for HR & Change
- Strategy Director, Zurich Global Life Emerging Markets and Zurich International Life
- Head of eBusiness, AMP Group UK
- Founding Marketing Director of Virgin Wines
- Director of QLD’s largest independent BP-branded forecourt
- Founder of Australian multimedia pioneer, InterMark

Campbell believes that critical elements of any organisation’s success are: Clarity of strategy and its implications, a culture that embraces change, people who are aligned and motivated to deliver, and leaders able to lead successful change.

## Campbell Macpherson

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



James Hay, IFSWF, M&A Advisor, Bibby Group, FS Forum, SII, St James Place, Henley Business School, RER Network, Inst. Leadership & Mgt Senior Adviser, ADIA

Strategic change advisor: IFDS, Aviva, 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