



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.



To maximise success, organisations need a clear strategy with the implications known and embraced by everyone. Success also requires a collegiate and aligned leadership team capable of leading their people to deliver successful and sustainable change. Lastly it needs every employee to be ready, willing and able to embrace change and deliver. The tailored workshops above are interspersed with bespoke work with the participants to ensure the delivery of the outcomes the business requires.

The content of the two 6-week development work sessions between workshops will depend upon the status of the organisation and what you are trying to achieve. Areas of focus could range from deeper external/customer analysis, strategy clarification across teams and individuals, culture enhancement, leadership team alignment, organisational design enhancement or a combination of several of these.

¹ Bain & Co survey of 250 large companies 2016.

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