

Campbell Macpherson

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

88% of change initiatives fail. A similar number of business strategies, mergers and acquisitions suffer the same fate.

How to lead successful and sustainable change is the theme of Campbell's multiple award-winning book "The Change Catalyst" (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'.



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 experience includes:

- NED of a family-run BP-branded forecourt business, helping the owner to double revenues to \$50m, triple profits and sell
- An investment services platform with 600 staff and £45m revenue needing to clarify and deliver its strategy in preparation for acquisition
- The market leading investment platform with 1000 staff and £50bn under management at the time – helping the leadership clarify its strategy and align in preparation for trade sale
- Aligning the leadership teams of several major organisations
- 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.
- He is a member of the adjunct faculty of Henley Business School
- He is NED of Excursions Ltd, the UK's premier shore excursions provider to the burgeoning cruise industry and founder/driver of World Leading Ground Operators global network.

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

- HR & Board Director, Sesame, UK's largest IFA network
- Strategy Director, Zurich International & Global Life Emerging Markets
- Head of eBusiness, AMP Group UK
- Founding Marketing Director of Virgin Wines
- Director of BP Northbound, QLD's largest independent 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.

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



Invesco, James Hay, U&U Recruitment, Uponsor, IFSWF, M&A Advisor, Bibby Group, FS Forum, SII, St James Place, Henley Business School, RER Network, ...

Senior Adviser, ADIA

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

NED, 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

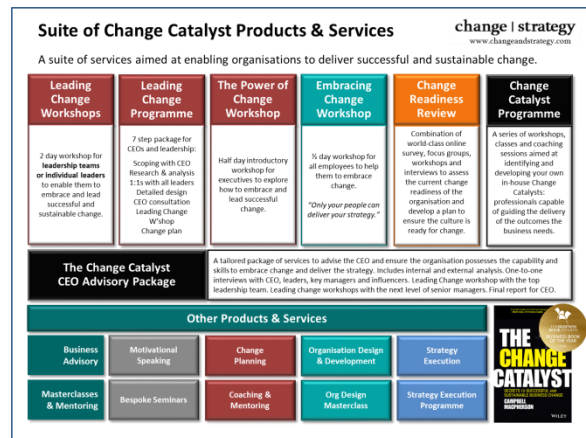
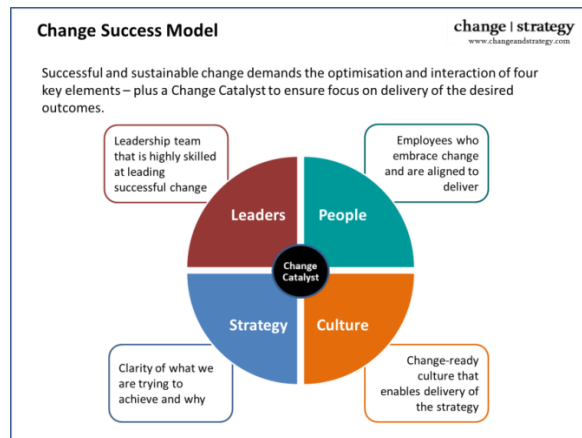
CEO & Founder, InterMark Multimedia

Sales Manager, Ultimate Computers & NCR

Mgt Trainee, Hawker Pacific

Officer & Pilot Trainee, RAAF Academy

Change & Strategy International's services are based on decades of strategic change experience, our Change Success Model and Campbell's multiple award-winning book, *The Change Catalyst* (Wiley 2017), winner of the Best Leadership Book and 2018 Business Book of the Year.



SWF & Institutional Investor Services

The following is a list of some of the services for Sovereign Funds and Institutional Investors to enable clarity of strategy, organisational alignment and successful strategy execution.

Peer Review	Peer selection, comparison, analysis, interviews and face-to-face meetings to benchmark the organisation against its peers – followed by write-up and appropriate dissemination of the resultant report.
Governance Review	Review of organisation's governance structures, committee remits and operation, and decision-making processes. Gap analysis, comparison with peers, comparison with intended outcomes.
Strategy Review	Review of organisation's investment and business strategies to ensure clarity of purpose, objectives, investment strategy, strategy execution and business planning processes. Interviews with leadership, staff and peer comparison.
Are you a long term investor?	Review of organisation's approach to being a 'long term investor'. What does this mean? How is it cascaded throughout the organisation? How is it reflected in its investment strategy, principles, objectives & benchmarks, behaviours, incentives?
Culture Review	Review of organisation's intended and actual culture to ensure it is aligned with the strategy. Involves interactions and interviews with leaders, employees, customers, suppliers, partners and third parties.
IC Support	Review of support to the investment committee to ensure robust debate and insight to ensure effective and informed decision-making. Could include review of the way other asset owners address the opportunity.

Responsible Capitalism Products & Services

A business does not exist purely to make a financial profit. Nor does it exist solely for the benefit of its executives or shareholders.

Responsible Capitalism recognises the synergistic value of addressing the needs of the entire ecosystem in which the business operates.

Responsible Capitalism Workshops	To enable the members of Boards, Leadership Teams, Shareholder Groups, and Senior Management Teams to work together to analyse Responsible Capitalism and the impact on the business.
Responsible Capitalism Review	A review of all of the organisation's stakeholders including its relationships with employees, suppliers, partners and the community in which it operates.
Responsible Capitalism Strategy	Assist the leadership team to define Responsible Capitalism as it pertains to their organisation, document the key implications and develop a detailed analysis of comprehensive strategy, implementation and communications plan.
Responsible Capitalism Mentoring	One-to-one sessions with the CEO and other C-Suite Executives on the definition and impact of Responsible Capitalism on them personally and their departments.

e: enquiries@changeandstrategy.com

More details can be found at: <http://www.changeandstrategy.com/services/>

Only your people can deliver your strategy.

Only your people can deliver the change your business requires.

Reviews for 'The Change Catalyst':

"Essential reading for CEOs and leaders of change."

Martin Davis, CEO Kames Capital.

"Ensure your next change is the one in eight that succeeds; pick up this book."

Institute of Leadership & Management.

"One of the most informative and influential books you will read this year."

The HR Director Magazine

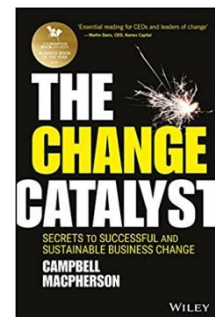
"The most insightful and accessible book on change I have read."

David Pitman, Global Finance Partner, Boston Consulting Group

"Beautifully written. I found myself re-reading passages for the sheer pleasure of it."

Alison Jones, Head Judge, 2018 Business Book Awards

More reviews and details of the book can be found at <http://www.changeandstrategy.com/book/>



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every successful change requires a clear strategy - every successful strategy requires change

Passionate Public Speaker

"Laugh and learn business therapy"

Campbell Macpherson is an accomplished, entertaining and thought-provoking public speaker, an experienced Master of Ceremonies and a seasoned facilitator, in demand worldwide.

He has given keynote speeches and run workshops in Zurich, London, Nice, New York, Palm Beach, Liverpool, Las Vegas, Singapore, Amsterdam, Fiji, Abu Dhabi and in numerous locations across the UK.

Copies of Campbell's best-selling, award-winning book and 2018 Business Book of the Year, 'The Change Catalyst' can be made available for every delegate to take away with them.

Campbell is available to present, lecture and facilitate on a wide range of topics, including:

- **The Power of Change**
- **Change is inevitable; successful change isn't**
- **Why 88% of change initiatives fail**
- **Leading and embracing change**
- **"Culture is everything"**
- **The Power of Clarity**
- **Ensure your next M&A is the 1 in 10 that succeeds**
- **A Change Catalyst: The secret weapon to successful and sustainable change**
- **Aligning your organization to deliver**
- **The essential ingredients of successful change**
- **Emotions trump logic every time**
- **Lessons in leadership from Brexit**
- **AI & Automation:** The 'rise of the machines' will make globalisation look like a picnic
- **Globalisation:** An ideal example of how not to instigate change
- **Values Schmalues:** Developing genuine values to drive your strategy
- **21st Century leadership**
- **Is your culture change-ready?**
- **Is your company ready for the Millennials?**



Videos of Campbell can be found at www.changeandstrategy.com/speaking

"You were awesome!"

"The delegates were on the edge of their seats."

"Absolutely brilliant!"

"Excellent thought-provoking speech."

"Your chairmanship was brilliant – the best I have ever seen. Thanks for helping make it a great day."

"Perceptive facilitation"

"Great speech." "Very impressive." "Best speaker of the whole day."

"I have been through so many changes. You nailed why so few of them succeeded."

"You never forget a Macpherson presentation."

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