

## Campbell Macpherson: The Change Catalyst

**Author of the 2018 Business Book of the Year.**

*“Laugh and learn business therapy”*

Campbell is an international business adviser, sought-after public speaker, an Executive Fellow of Henley Business School and author of ‘The Change Catalyst’ (Wiley 2017) - winner of the best leadership book and ‘2018 Business Book of the Year’ at the 2018 Business Book Awards in London.



Campbell has been enabling CEOs and leadership teams to clarify their strategy, build cultures that embrace change and align their people to deliver for more than 25 years in Australia, UK, Europe, US, Asia and the Middle East – as an executive, board director, internal change leader, consultant and in-house adviser. He has been a multimedia entrepreneur and even flew jets, poorly, in the Royal Australian Air Force.

He has helped organisations of all shapes and sizes from major multinationals, large Sovereign Wealth Funds and institutional investors to family businesses, tech firms, retailers and travel companies.

He has delivered motivational keynotes and engaging ‘Leading Change’ and ‘Power to Change’ workshops across the globe including London, New York, Palm Springs, Sydney, Zurich, Liverpool, Las Vegas, Singapore, Nice and Marrakesh. More details and videos found at

[www.changeandstrategy.com/speaking/](http://www.changeandstrategy.com/speaking/)

**88% of change initiatives fail. It’s the same story for business strategies, mergers and acquisitions. Campbell gives leaders the insight, motivation and ability to be among the 1 in 8 that succeeds.**

*Only your people can deliver your strategy.*

*Only your people can deliver the strategy your business needs.*

### Keynote topics include:

- Change is inevitable; successful change isn’t
- 21<sup>st</sup> Century leadership
- Leading in an age of uncertainty
- Embracing the change challenge in financial services
- Mission Impossible: leading change in successful companies
- The Power to Change
- The future of work / The rise of the machines
- The psychology of change
- “Culture is everything”
- What does a good strategy look like?
- Why most mergers & acquisitions fail

## Campbell Macpherson

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



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

Senior Adviser, Abu Dhabi  
Investment Authority

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

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

## Campbell Macpherson – speaking testimonials

*"Unique ability to blend humor with deep insights into strategy and change leadership"*

*"Campbell makes you laugh and think at the same time"*

*"Mix of front line experience, great stories and good humour"*

*"His humorous, confident, yet self-deprecating style kept us glued to his anecdotes"*

*"How do I follow that?!"*

*"Excellent thought-provoking speech."*

*"Your chairmanship was brilliant – the best I have ever seen."*

*"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."*



For detailed testimonials: [www.changeandstrategy.com/speaking/](http://www.changeandstrategy.com/speaking/)



*"Fantastic Session" "Thought-provoking and captivating" "Insightful and engaging" "Inspirational and relatable" "Love the energy!" "Great insights" "Excellent energy" "Super engaging and plenty to think about" "Great content" "Awesome presentation" "Very insightful and your passion and enthusiasm is very motivating" "Will certainly be implementing your ideas" "Loved, loved, loved your passion and energy" "You were so engaging and so relevant to us!" "Inspirational and timely" "Your insight was amazing" "Fabulously insightful. Huge take-home" "Fantastic thought-provoking day" "Can't wait to read your book!"*

## Reviews of 'The Change Catalyst': 2018 Business Book of the Year

*"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."*

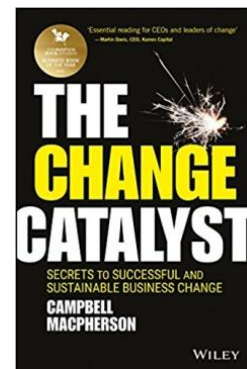
David Pitman, Global Finance Partner, Boston Consulting Group

*'The Change Catalyst' is well-written and a pleasure to read. It is full of insight and anecdotes to help organisations transform for the better."*

Association of MBAs

*"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/>