



## THE POWER TO CHANGE - ALL CHANGE IS PERSONAL -

An essential ½ day workshop for all employees.

*All change is personal. All change is emotional.*

*“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 lives 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 to 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 to Change’ workbook to take away with them.

## Workshop Outline

‘The Power to 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

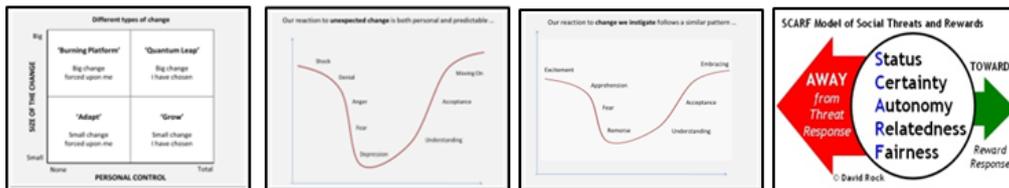
Exploration of the inevitability of change; the plethora of changes we have all witnessed, experienced and adapted to. How technology, social attitudes, families, health, life and work have all changed so dramatically – and the dramatic changes heading our way.



### 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 curves
- The SCARF Model



### 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
- Doubting the Vision
- Fear of failure
- Fear of blame
- Victimhood
- Lack of assistance

### 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** is an international business advisor, keynote speaker, facilitator, writer and award-winning author.

His book, 'The Change Catalyst' (Wiley 2017), won the leadership category at the 2018 Business Book Awards as well as the coveted title of '2018 Business Book of the Year'.

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

For more than 25 years, Campbell has been helping CEOs and leadership teams align to a clear strategy, build enabling cultures and achieve one of the most difficult assignments in the world of business – the leadership of successful and sustainable change.

*Only your people can deliver your strategy.*

*Only your people can deliver the change your business requires.*

His experience has included:

- Senior Adviser to the Abu Dhabi Investment Authority. Every investment proposal for ADIA's IC crossed Campbell's desk.
- Strategy clarification, alignment and culture change for James Hay - investment platform with 600 staff and £25bn AUM
- Enabling the leadership of Cofunds, UK's largest investment platform, to clarify its strategy and align its organisation to deliver.
- Assisting the leadership teams of Friends Life, Gocompare, Centaur, Aviva Claims, International Personal Finance, Misys, ...
- 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 leader, iPipeline, enter the UK market through an acquisition of Assureweb
- Establishment of two new highly successful businesses for IFDS
- A family-run BP-branded forecourt business, enabling the owner to double revenues to \$50m, triple profits and sell
- 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 organisations including:

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

Details of Campbell's experience, writing and speaking can be found at [www.changeandstrategy.com](http://www.changeandstrategy.com).

## Campbell Macpherson

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



Henley Business School,  
Invesco, James Hay, IFSWF,  
M&A Advisor, Bibby Group,  
FS Forum, SII, St James  
Place, Real Estate Results  
Network, FS Forum, ILM

Senior Adviser, ADIA

IFDS, Aviva, IPF, Friends  
Life, iPipeline, CAF,  
Cofunds, Gocompare,  
Centaur, ...

Director, BP Northbound

Strategy Director,  
Zurich Global Life EM, ZIS  
& Openwork

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