

## 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.



He 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 UK, Europe, US, Asia, Australia 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. Go to: [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
- Mission Impossible: leading change in successful companies
- The Power of Purpose
- The Power to Change
- 21<sup>st</sup> Century leadership - a team sport not an individual pursuit
- Leadership in an age of uncertainty
- “Culture is everything”
- Emotion trumps logic every time
- Responsible capitalism: oxymoron or new dawn?
- Embracing the change challenge in financial services
- The future of work
- What does a good strategy look like?
- Beat the odds: The secrets to elusive M&A success

## 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 & Openwork

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"*

*"Funny, personal and inspiring"*

*"Best speech I have ever seen or heard"*

*"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."*

*"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."*

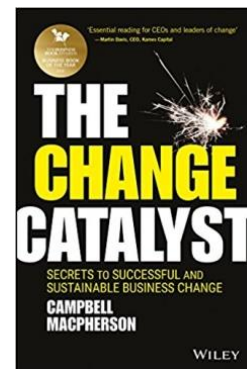
David Pitman, Global Finance Partner, Boston Consulting Group

*"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/>