



# LEADING CHANGE

THE CORE SKILL FOR SUCCESSFUL LEADERS

*“If you are not leading change, you are not leading anything.  
You are just managing the status quo.”*

Leading change is the business critical skill for leaders at all levels of an organisation.

**Change is inevitable. Successful change isn't. 88% of change initiatives fail.**

Leaders not only have to embrace change themselves, they also have to lead their people to embrace change and deliver. However, 7 out of 8 leaders are not equipped to succeed.

**Equip your leaders with the toolset and approach they need to accomplish one of the most critical assignments in business: the leadership of successful and sustainable change.**

### Record rating scores!

**4.83 out of 5** (senior managers of a global fund manager)

**9.3 out of 10** (Henley Business School clients)

The Leading Change workshop is an acclaimed interactive learning experience that can be run in 1 or 2 day versions – for individual leaders or leadership teams at all levels of your organisation.

It was the most popular and over-subscribed workshop of The Henley Partnership 2019 calendar.

*“Perfect timing given the change we are embarking upon”,  
“Love The Change Matrix”, “The Quantum Leap Change Curve  
was spot on. I hadn't thought about change that way before”,  
“Love the energy”, “Engaging, insightful and oh so relevant.”*

As leaders, it is our job to help our people to want to change.

### Content includes:

- Change is inevitable
- Why change fails
- How we react to change
- Overcoming our personal barriers to change
- Essential ingredients to successful change
- Change leadership
- Culture change

### Business Book of the Year



Every delegate receives a copy of Campbell's 2018 Business Book of the Year, 'The Change Catalyst: secrets to successful and sustainable business change' (Wiley 2017), plus a workbook comprising key elements from his next book, 'The Power to Change', to be published by Kogan Page worldwide in June 2020.

### THE CHANGE MATRIX

		Different types of change	
		'Burning Platform'	'Quantum Leap'
SIZE OF THE CHANGE	Big	Big change forced upon me	Big change I have chosen
	Small	Small change forced upon me	Small change I have chosen
		None	Total
PERSONAL CONTROL			

*“Essential reading for CEOs and leaders of change.”* **CEO Kames Capital**

*“One of the most informative and influential books you will read this year.”* **HRD Magazine**

*“Packed with the insight, tools and know-how needed to make sure your next change is the 1 in 8 that succeeds; pick up this book.”* **Institute of Leadership & Management**

**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 investment committee of one of the world's largest Sovereign Wealth Funds.
- Strategy clarification, alignment and culture change for a large pensions platform
- Enabling the leadership of the UK's largest investment platform to clarify its strategy and align its organisation to deliver.
- Assisting the leadership teams of numerous firms with strategic change and building extraordinary leadership teams
- Creating the UK's largest IFA network (Sesame) out of the 5 networks that its parent 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
- Enabling CEO of 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:

- NED, Excursions Ltd
- 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
- NED 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, Uponsor, James  
Hay, IFSWF, M&A Advisor,  
Bibby Group, FS Forum, SII,  
St James's Place, Real  
Estate Results Network, FS  
Forum, Excursions Ltd

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