

EMBRACING CHANGE

- FOR EVERYONE -

*“Only your people can deliver your strategy.
Only your people can deliver the strategy your business requires.”*

Equip your people with the ability to embrace change.

The ability to be resilient on the face of change is the most important skill that any of us can develop, for change has never been more prevalent or more relevant than it is today. The “job for life” days are long gone. The “career for life” days have also come to an end. The way we work, the way we live, even how long we live, are all changing faster than ever before.

This half-day workshop provides you with the toolset and approach you need to embrace change in your personal life and your work life – to maximise the odds of success and happiness in both.

Why employers should invest in the ‘Power to Change’ Workshop?

1. To help your people develop 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.

The workshop is an acclaimed interactive ½ day learning experience for people at all levels of your organisation.

All change is personal. All change is emotional.

*“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”,
“Gave me the confidence to embrace the changes ahead.”*

Often we feel powerless in the face of change. We aren’t.

Content includes:

Change is inevitable
How we react to change
The Change Matrix & The Change Curves
Overcoming our personal barriers to change
Tools to embrace change
Become your own Change Catalyst

Based on Campbell’s second book, ‘The Power to Change’, being published by Kogan Page worldwide July 2020.

“Those of us who can cope with change will survive. Those of us who are able to embrace change and look for the opportunities will thrive. And the power to change lies within every single one of us.”



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 capable of embracing change and achieve one of the most difficult assignments in the world of business – the leadership of successful and sustainable change.

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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 and the advisory, workshops and keynote speaking services available from Change & Strategy International can be found at www.changeandstrategy.com.

Campbell Macpherson

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



Mazars, Henley Business School, Invesco, A Plan, Endsleigh, Insight Investment, Uponsor, James Hay, IFSWF, M&A Advisor, Bibby Group, FS Forum, SJP, RER 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, AMP

CEO & Founder, InterMark Multimedia

Sales Manager, Ultimate Computers & NCR

Mgt Trainee, Hawker Pacific

Officer & Pilot Trainee, RAAF Academy