

change | strategy

www.changeandstrategy.com

CAMPBELL MACPHERSON – speaker, author, business advisor and change catalyst



- » International business improvement expert
- » Change guru & authority on society/politics/business/investment
- » Strategy execution specialist
- » Accomplished transformation facilitator
- » Author of leadership essential read *The Change Catalyst*
- » Entertaining and thought-provoking public speaker

For more information and watch videos of him speaking, visit www.changeandstrategy.com

For almost 30 years, Campbell has worked with CEOs and leadership teams across the UK, Europe, US, Australia, Asia and the Middle East to help them clearly articulate their strategy and align their people to deliver successful and sustainable change.

Your people are the only ones who can deliver your strategy. Campbell believes passionately in the power of clarity and aligning people to deliver. What drives him is a burning desire to make a positive difference to the way that organisations work – and the impact they have on their customers, employees and shareholders.

He advises companies and organisations worldwide via his consultancy Change & Strategy International: www.changeandstrategy.com.

He has been a trusted adviser for one of the world's largest Sovereign Wealth Funds, a board member and award-winning HR Director of the UK's largest IFA Network, Strategy Director of Zurich International Life and Zurich Global Life Emerging Markets, Marketing Director of Virgin Wines and and eBusiness incubator, eBusiness Head of the AMP Group and strategic change adviser to several other leading organisations including IPF, IFDS/State Street, Friends Life, Aviva, Gocompare, iPipeline, James Hay, Cofunds, Capital Radio, BBC, Lazard and Andersen Consulting. He also flew jets (poorly) in the RAAF.

Embracing change. Campbell's mission is to help us actively embrace change in order to thrive. As democracy is in crisis, globalisation disrupts industries, and artificial intelligence threatens to create even greater dislocation, his understanding of the political and societal tectonic plates is invaluable for effecting successful transformations.

The Change Catalyst

Campbell's book *The Change Catalyst: Secrets to Successful and Sustainable Business Change* provides the insight and know-how needed to make sure your next change, strategy or M&A is the one in eight that succeeds.

With case studies of real-life examples and the Change Toolbox, a collection of proven tools and models to help drive successful and sustainable transformation, it is essential reading for leaders of change everywhere.



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Passionate Public Speaker

Campbell Macpherson is an entertaining and thought-provoking public speaker. He is available to provide interviews, expert comment, keynote speeches or bylined articles on a wide range of business, politics and change-related topics, including:

- **Why 88% of change initiatives fail**
- **Ensure your next M&A is the 1 in 10 that succeeds**
- **A Change Catalyst:** The secret weapon to successful and sustainable change
- **Clarity, Culture & Execution – the keys to an organization’s success**
- **Aligning your organization to deliver**
- **The essential ingredients of successful change**
- **Emotions trump logic every time**
- **Brexit:** How did we end up here? Why everyone will be disappointed by the 2019 Brexit deal
- **The peasants are revolting:** Widening inequality has gone too far. The backlash has begun.
- **Automation:** The ‘rise of the machines’ will come back to bite Trump
- **Change is inevitable; successful change isn’t**
- **Globalization:** An ideal example of how not to instigate change
- **Predicting rain doesn’t count. Building arks does.** Execution is everything.



Videos of Campbell can be found at www.changeandstrategy.com/speaking

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