

EMBRACING :: CHANGE

WORKSHOPS AND WEBINARS 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 in the face of change is the most important skill that any of us can develop; change has never been more prevalent or more relevant than it is today. The way we work, the way we live, even how long we live, are all changing faster than ever before.

This half-day workshop / 2 hour webinar provides you with the toolset and approach you need to embrace change at work and at home – to maximise success and happiness in both.

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

1. To help your people develop invaluable skills
2. 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.

*“I hadn’t realised that my reactions to change were normal!”
“Gave me the confidence to embrace the changes ahead.”*

Based on Campbell's second book, ‘The Power to Change’, published by Kogan Page 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.”

Content includes:

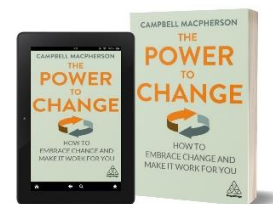
Change is inevitable
How we react to change
The Change Matrix & The Change Curves
All change is personal
Overcoming our emotional barriers to change
Tools to embrace change
Be your own Change Catalyst



THE 'BURNING PLATFORM' CHANGE CURVE



THE 'QUANTUM LEAP' CHANGE CURVE



Campbell Macpherson is an international business advisor, keynote speaker, facilitator, NED and award-winning author.

His book, 'The Change Catalyst' (Wiley 2017), is the 2018 'Leadership Book of the Year' and the '2018 Business Book of the Year'.

He is also an Executive Fellow 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.

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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.
- Leading Change, Delivering Change & Embracing Change programmes for a leading global fund manager
- Strategy clarification for a pensions platform and a general insurer
- 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 out of the 5 networks that its parent had acquired – 1000 people and £400m turnover
- Assisting a US SaaS insure-tech market 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, to double revenues to \$50m, triple profits and sell the business
- Keynote speeches and 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.

Campbell Macpherson

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



Henley Business School, iPipeline, Invesco, A Plan, Endsleigh, Mazars, Police College, Concentra, Insight Invest, Uponsor, James Hay, IFSWF, M&A Advisor, Bibby Group, FS Forum, SJP, FS Forum, LMA, 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, AMP

CEO & Founder, InterMark Multimedia

Sales Manager, Ultimate Computers & NCR

Mgt Trainee, Hawker Pacific

Officer & Pilot Trainee, RAAF Academy