

# DELIVERING :: CHANGE

embed your change leadership skills

*“Learning new skills is merely the first step.  
The key is to embed these new skills into everyday ways of working.”*



**‘Delivering Change’ embeds the learnings and approach from ‘Leading Change’.**  
It enables your leaders to deliver live, business-critical outcomes.

The programme consists of series of succinct interventions to ensure each of your leaders has a detailed implementation plan for success that has been vetted and enhanced by their peers.

Step 1: The CSI Change Template is tweaked to reflect the unique needs and approach of your business.

Step 2: Each leader selects a business-critical objective or initiative for which they are responsible.

Step 3: 1:1 coaching call with Campbell Macpherson.

Step 4: Each leader completes their own Change Template for their key initiative.

Step 5: Delivering Change workshop / group call for each leader to present and discuss their change plan with 5 of their peers - each leader helping to hone and enhance one another’s plans.

*“The Change Template was incredibly useful.”*  
*“Presenting to everyone else helped me to find and fill the cracks in my plan.”*

At the end of the Leading Change workshop/webinar and the Delivering Change programme, every leader will be armed with an implementation plan that will set them up for success.

They will have clarity of what they are trying to achieve and why; clarity of what success looks like for them, the company and their people. They will have established how to engage their people to identify the key implications of the change and air their concerns and how to overcome them. They will have identified the cross-departmental inter-dependencies critical to success of the initiative – and have already begun to corroborate with their peers for mutual benefit.

**Your people will have created a detailed action plan to be the 1 in 8 change leaders that succeed.**

**CHANGE :: STRATEGY**  
changeandstrategy.com

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

His book, 'The Change Catalyst' (Wiley 2017), won the 2018 'Leadership Book of the Year' and the '2018 Business Book of the Year'. It is about leading change. His second, 'The Power to Change', has been shortlisted for the 2021 Business Book Awards. It is about embracing change.

He is also an Executive Fellow of 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.
- Leading Change, Delivering Change & Embracing Change programmes for organisations worldwide, including global fund managers, insurers, UK police, Henley Business School ...
- Strategy clarification for several firms including investment platforms, pension platforms, insurers, travel, ...
- Enabling the leadership of the UK's largest investment platform and major insurers 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 via acquisition. Similarly in Australia.
- Establishment of two new highly successful platform 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 worldwide – NY, London, Vegas, Singapore, Nice, Sydney, Zurich, Amsterdam ...

Campbell has also been a board member and senior executive of several national and multi-national organisations including:

- Strategy Director, Zurich Global Life Emerging Markets
- Founding HR Director and Board Director, Sesame
- Head of eBusiness, AMP Group UK
- Founding Marketing Director, Virgin Wines
- NED of QLD's largest independent family-owned 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, iPipeline, Invesco, A Plan, Endsleigh, Mazars, Police College, Concentra, Insight Investment, Uponsor, James Hay, IFSWF, M&A Advisor, Bibby Group, FS Forum, SJP, FS Forum, League Managers Association, Tag, ...

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,

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

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