

# 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 most important skill at work and in life.**

If Covid-19 has taught us anything it is that the ability to accept uncertainty and be resilient in the face of change is the most important skill that any of us can develop. Change and employee well-being has never been more prevalent or more relevant than it is today. The way we work, the way we live are both changing faster than ever before.

**This half-day workshop / 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 should employers invest in the ‘Embracing Change’ Workshop?

1. To help your people develop invaluable skills – for work and life
2. Successful change is only possible if employees at all levels are ready, willing and able to change.; if they are able to accept uncertainty and thrive.

The workshop/webinar 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.”*

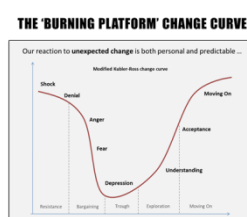
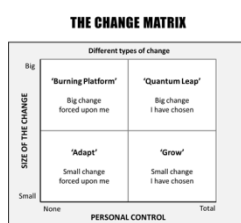
Based on Campbell’s second book, ‘The Power to Change: how to harness change and make it work for you’. Shortlisted for the 2021 Business Book Awards.

*“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.”*

**NB: Now also available as a stand-alone online programme.**

### Content includes:

Lessons on change from Covid  
5 key truths about change  
How we react to change  
The Change Matrix & The Change Curves  
All change is personal  
Overcoming our emotional barriers to change  
Building resilience  
Tools to embrace change  
Be your own Change Catalyst



**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.

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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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