

# LEADING :: CHANGE

WORKSHOPS AND WEBINARS FOR SUCCESSFUL LEADERS

*"If you are not leading change, you are not leading anything.  
You are just managing the status quo."*



Leading change is the business-critical skill for  
leaders at all levels of an organisation.

88% of change initiatives, business strategies, mergers and acquisitions ... fail.  
Leadership is about enabling your people to embrace change and deliver.  
However, 7 out of 8 leaders are not equipped to succeed.

Equip your leaders with the toolset and approach they need to accomplish  
one of the most critical assignments in business: the leadership of successful  
and sustainable change.

Rated 4.5+ out of 5 (senior managers of a global fund manager)  
9.3 out of 10 (Henley Business School clients)

The Leading Change workshops and webinars are acclaimed  
interactive learning experiences for individual leaders and  
leadership teams at all levels of your organisation.

It was the most popular and over-subscribed workshop of The  
Henley Partnership 2019 and 2020 calendars.

*"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", "Love the  
energy", "Engaging, insightful and oh so relevant."*

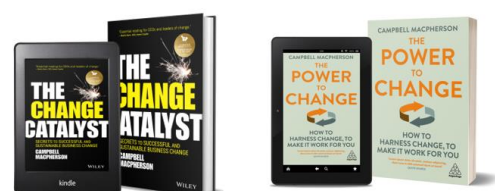
**The role of a leader is to help our people to want to change.**

Every delegate receives:

- A copy of the 2018 Business Book of the Year, 'The Change Catalyst: secrets to successful and sustainable business change' (Wiley 2017)
- A copy of 'The Power to Change: how to embrace change to make it work for you' (Kogan Page 2020)

#### Content includes:

Lessons on change from Covid  
5 key truths about change  
Change in your business  
Why 88% changes fail  
Essential ingredients to  
successful change  
How we react to change  
Overcoming our personal  
barriers to change  
Culture change  
Change leadership



**Campbell Macpherson** is an international business advisor, keynote speaker, workshop 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 world-wide – 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, Uponor, 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