

‘Leading with Influence’ Programme



Develop your next generation of senior leaders.

*Leadership today is not about hierarchy. It is about influence.
A goldmine of untapped talent exists within your organisation. Let's unleash it.*

Campbell Macpherson

Author of the 2018 Leadership & Business Book of the Year

"I don't usually like training. Your workshops have been incredibly thought provoking – so relevant, your experience and anecdotes bring the content to life."

Leaders exist at all levels of an organisation – whether they have direct reports or not. For in today's world of flattening organisational structures, virtual teams, hybrid working, outsourcing, partnerships and accelerating change, successful leadership is about influencing people across departments, and outside of the organisation, to deliver the outcomes you need.

Leadership has always been about delivering results through people, but the days of command-and-control are long gone. People only deliver their best when they genuinely want to. Even leaders with vast hierarchies need to influence people in and out of that hierarchy if they wish to succeed.

Your future senior leaders need to be able to 'lead with influence'.

This extends to your key individual contributors, those invaluable people in your business who manage no or few people. These key people usually receive no 'leadership development', leaving an untapped goldmine of potential talent undeveloped within the 'Engine Room' of the organisation.

Your technical specialists, your so-called 'low potential / high performance' professionals identified by HR's 9-box talent grid, your portfolio managers, your research analysts, your IT techies, your HR specialists, your finance experts, your paralegals, your part-time workers, your return-to-work parents, ... all possess latent leadership potential that too often remains unacknowledged and unrealised. We help them to develop their technical skills and progress their professional qualifications – but what about their ability to influence, to lead, and to deliver exceptional results?

Every one of these business-critical professionals needs to enhance their ability to influence others if they are to both maximise their career and deliver the outcomes your business needs to succeed.

Every one of them needs to be able to 'lead with influence'.

Modules are tailored to meet your needs, and include:

Emotionally Intelligent Leadership: delivering exceptional, sustainable results

Emotionally intelligent leaders reach outside their team, department and organisation to obtain the information, insight and assistance they need to deliver high-quality outcomes that are sustainable. Module 1 helps delegates to develop their emotional intelligence and their delivery skills, leveraging our unique 'Chequerboard of Leadership'.



Putting EQ into practice: Managing interactions and inter-dependencies

Developing the skill of navigating difficult interactions and managing inter-dependencies helps us to draw upon all elements of Emotional Intelligence and put them into practice – self-awareness, self-regulation, empathy, relationship management and motivation.



Communication that works

Written comms, presentations and ad-hoc communication. So many of us find it a challenge to communicate in a way that isn't laden with jargon or patronising. We need to display our expertise – but in a way that ensures understanding without 'dumbing down' the content or diminishing our reputation. This module enables concise written communications and presentations that conveys your message and convinces the audience to act.



Leading, Influencing and Embracing Change

If we are not leading change, we are not leading anything; we are merely managing the status quo. from Campbell's award-winning books and the workshops he runs for Henley Business School and clients worldwide, delegates discover why 88% of change initiatives and business strategies fail – and how to lead the 1 in 8 that succeeds. Includes stakeholder engagement and management.



Strategy, culture and agile delivery

Leveraging CSI's strategy framework to explore how a strong strategic core enables agility - the ability to flex actions to cater for changing situations - without losing focus on what it is you are trying to achieve. It also explores what agile working means for them and how to embrace and encourage a culture of continuous improvement.



Influencing without authority

A critical skill that leverages much of the previous modules - the ability to influence in one-to-one and group situations (formal teams, ad-hoc teams and working groups). Delegates then start to put this into practice, planning which tactics to use to influence their key stakeholders. Can also include successful matrix management, managing upwards, managing US parents, ...



Action

Putting the learnings into practice is paramount. Each leader selects a business-critical objective and builds a change plan to deliver it, using CSI's tried and tested template, and presents their plan to their peers for feedback at a workshop from which they emerge with a certification from The Institute of Leadership & Management and equipped to put their new-found skills into practice – and deliver.



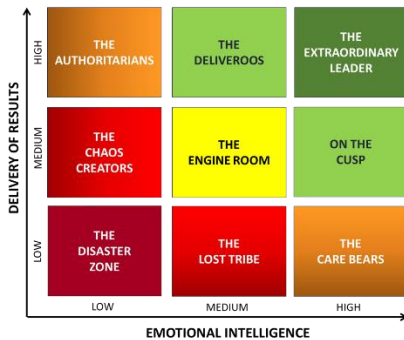
1:1 and group mentoring sessions after several modules

Each delegate receives 1:1 and group mentoring throughout the programme from a Change & Strategy International professional. They also receive a year's membership of The Institute of Leadership & Management.

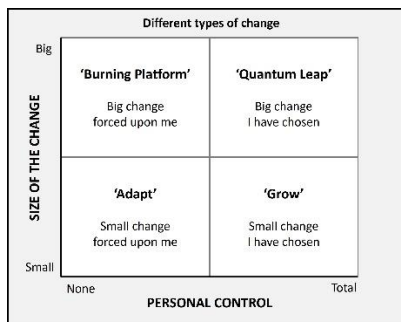
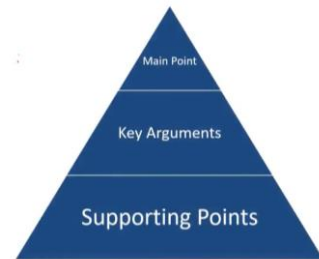
A recent client's programme:



The Chequerboard of Leadership



5 components of EQ



“The workshops have been incredibly thought provoking. I love the little pieces of insight / sound bites that make me think. Great to have such a diverse group of people with different perspectives from across the business.”

“I am not usually a big fan of training as I have been on so many bad ones. I love your sessions – so relevant, your experience and anecdotes bring the content to life.”

“I have loved every one of the sessions. The time goes really quickly which is a good sign! Some new approaches and some helping me to realise what I know, remind me of them and help to put them into practice.”

“Presenting was my biggest fear. Your process and structure is a life saver. Thank you.”

“I usually hate templates, but the Implementation Plan template was incredibly useful.”



Change & Strategy International (CSI) enables leaders to become extraordinary leaders of change – starting with themselves. It helps them to align their people to a clear strategy and build a culture that embraces change – and enables people to deliver their best.

88% of change initiatives, business strategies, mergers and acquisitions fail. CSI enables leaders to be the 1 in 8 that succeeds. Its range of programmes, workshops and consulting services enable CEOs and leaders to fulfil their potential, the potential of their people and the potential of the business.

CSI's Principal, Campbell Macpherson, is an international business advisor, change expert, keynote speaker and award-winning author. He and his team of experienced associates help leaders align their people to deliver, build extraordinary leadership teams, develop leadership skills, build change-ready cultures and lead successful change. He is an Executive Fellow of Henley Business School.

Companies contain a wealth of untapped potential and competitive advantage in their people, their leaders and their leadership teams. Unleashing this talent is not about systems, processes, spreadsheets, business models or balance sheets, it is about enabling people to be the best they can be - empowering them with clarity, trust and skills they need – and helping them to want to change.

As well as advising organisations worldwide large and small, Campbell has held senior executive positions including Senior Advisor of the Abu Dhabi Investment Authority; Strategy Director of Zurich Life across Asia, ME and Latam; HR Director of the 1000-person Sesame; Marketing Director of Virgin Wines and eBusiness Head of the AMP Group. He was a change expert in Andersen Consulting (Accenture) and the founder of one of Australia's first multimedia companies. He started his career flying jets (badly) in the RAAF.



Campbell is on the books of several keynote speaking agencies across the UK, US and Australasia, and has given speeches worldwide on change and leadership.

He is the author of three books – and runs programmes on each of them:

- 'The Change Catalyst' (Wiley 2017), the 2018 Leadership & Business Book of the Year. It is about leading change.
- 'The Power to Change' (Kogan Page 2020), which was a Runner Up in the 2021 Business Book Awards. It is about embracing personal change.
- 'You: Part Two - thriving in the second half of your life' (Hachette 2021), co-authored by his yogi wife, Jane. Together, they appeared at the 2021 Cheltenham Literary Festival. They use content from the book to help organisations empower their invaluable Second Half employees and forge even closer relationships with their lucrative Second Half customers – the ones with three times as much wealth as every other segment combined.



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



T Rowe Price, Pershing, Insuht Investment, Invesco, A-Plan, Howden, TRP, Endsleigh, iPipeline, Shoosmiths, Mazars, Robert Half, Uponor, IFSWF, M&A Advisor, Bibby Group, FS Forum, SII, St James's Place, James Hay, Henley Business School, Concentra, UK Police, Excursions Ltd, ...

Senior Adviser, ADIA

Strategic change advisor: IFDS, Aviva, IPF, Friends Life, Cofunds, Gocompare, Centaur, Openwork, ...

NED, BP Northbound

Strategy Director, Zurich Global Life EM

Board & HR Director, Sesame (IFA Network)

Strategic Change & OD: Misys, BBC, Capital Radio, Telewest, Sesame

Marketing Director: Virgin Wines

Head of eBusiness, AMP

Snr Mgr, Change, Andersen Consulting

CEO & Founder, InterMark Multimedia

Ultimate Computers, NCR, Hawker Pacific, RAAF Academy