

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 fill the cracks in my plan - and help others to fill theirs.”

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 who succeed.

Change & Strategy International (CSI) enables organisations to instigate change, embrace change and deliver a compelling strategy that is clear to everyone.

Campbell Macpherson, CSI's Principal, is an international business advisor, change expert, keynote speaker, award-winning author and an Executive Fellow of Henley Business School.

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 enables leaders to:

- Align their people to a clear strategy,
- Build extraordinary leadership teams
- Developing the next generation of senior leaders to 'lead with influence'
- Build change-ready cultures
- Create extraordinary leaders of change throughout the business – starting with themselves.

Organisations contain a wealth of untapped potential and competitive advantage in their people, their leaders and their leadership teams at all levels. CSI enables organisations to unleash this talent.

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.



He is on the books of several speakers agencies across the UK, US and Australasia, and has given keynote speeches around the world – NYC, London, Las Vegas, Singapore, Sydney, Nice, Helsinki, Palm Beach, Frankfurt, Zurich and across UK.

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

- 'The Change Catalyst' (Wiley 2017), which won the leadership category and Business Book of the Year at the inaugural 2018 Business Book Awards. 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. They help organisations empower their invaluable Second Half employees and forge even closer relationships with their lucrative Second Half customers. www.youparttwo.com



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



T Rowe Price, BNY Mellon,
Pershing, Insight
Investment, LMA, Invesco,
Shoosmiths,
A-Plan, Howden, Endsleigh,
iPipeline, Mazars, Robert
Half, Uponor, IFSWF, M&A
Advisor, Bibby Group, FS
Forum, SII, SJP, James Hay,
Concentra, Police College,
...

Senior Adviser, ADIA

Strategic change: 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, SmartLogik

Head of eBusiness, AMP

Snr Mgr, Change,
Andersen Consulting

CEO & Founder, InterMark
Multimedia

Ultimate Computers, NCR,
Hawker Pacific, RAAF
Academy