

# EMBRACING :: CHANGE

WORKSHOPS AND WEBINARS FOR EVERYONE

*The ability to embrace change is the most important skill of all  
- at work and in life.*



*“If your people aren’t ready willing and able to embrace change,  
your business will not succeed.”*

If the last few years have 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.

**Equip your people with the tools and mindset they need to embrace change,  
look for the opportunities and thrive.**

The Embracing Change workshops and webinars are acclaimed interactive learning experiences for employees at all levels of your organisation.

Why invest in your people’s ability to embrace change?

1. 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.

*“I hadn’t realised that my reactions to change were normal!”*

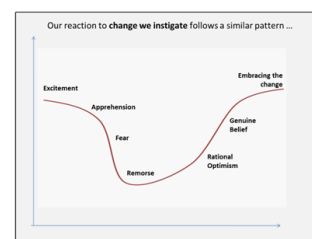
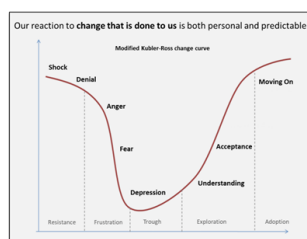
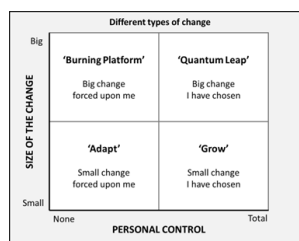
*“Gave me the confidence to embrace the changes ahead.”*

Based on Campbell’s second book, *The Power to Change: how to harness change and make it work for you.* (Kogan Page 2020)

*“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.”*

## Content includes:

What have we learned about change these last few years?  
5 key truths about change  
Why 88% changes fail  
Essential ingredients of successful change  
How we react to change  
Overcoming our personal barriers to change  
Building resilience  
Tools to embrace change  
Be your own Change Catalyst



**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](http://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