

LEADING :: CHANGE

WORKSHOPS AND WEBINARS FOR SUCCESSFUL LEADERS

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



Leading change is *the* business-critical skill for leaders at all levels of every 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 capability to accomplish one of the most critical assignments in business: the leadership of successful and sustainable change.

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

Leadership today is about helping people to want to change.

The Leading Change workshop has been run for innumerable organisations worldwide.

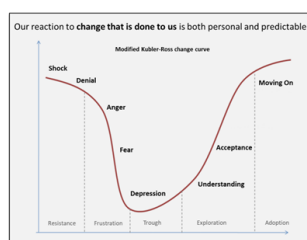
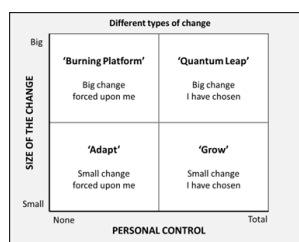
*"Perfect timing given the change we are embarking upon", "Love The Change Matrix", "The Quantum Leap Change Curve was spot on."
"I hadn't thought about change that way before", "Love the energy",
"Engaging, insightful and oh so relevant."*

Every delegate receives a copy of:

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

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
Culture change
Change leadership
Applying it in your business



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