

# ‘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

*“These 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?

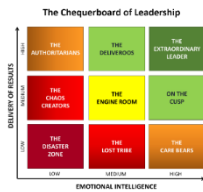
Every one of these business-critical professionals needs to enhance their ability to influence others if they are to both maximise their career and deliver the outcomes your business needs to succeed.

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.



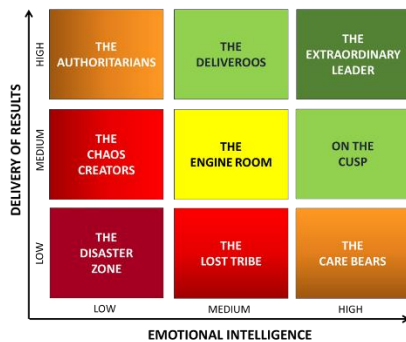
**1:1 and group mentoring sessions after several modules**

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.

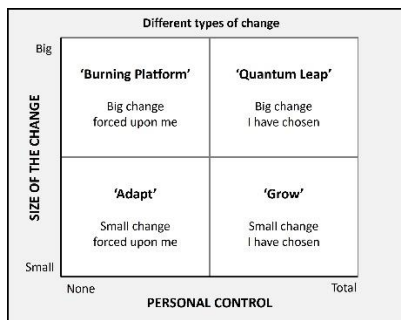
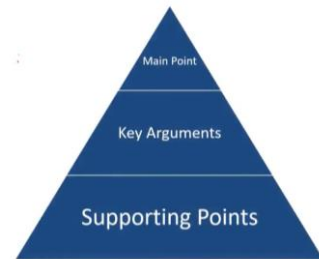
**A recent client's programme:**



**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. We help leaders to align their people to deliver, build extraordinary leadership teams, develop extraordinary leadership skills, build change-ready cultures and lead successful change.

**88% of change initiatives, business strategies, mergers and acquisitions fail.**  
**We enable leaders to be the 1 in 8 that succeeds.**

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

**3 Key Leadership Papers:**

- The 12 Traits of an Extraordinary Leaders
- The Chequerboard of Leadership: when EQ meets Delivery
- The 8 Components of Extraordinary Leadership Teams

**3 Key Leadership Programs:**

- 'Leading with Influence' Program
- 'Extraordinary Leadership Teams' Program
- 'Leading Change' workshops and webinars

Campbell has been advising organisations worldwide since 2011. A selection of the client list can be seen in the column on the right. His multi-disciplined executive career spanned three decades with organisations across Australia, UK, Europe, US, ME and Asia. He was 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 gives 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. Enlightened organisations use content from the book to empower their invaluable Second Half employees and forge even closer relationships with their lucrative Second Half customers.



**New! Campbell's fourth book *Transforming Olympus* will be published in 2024.** A 2-part leadership fable: In Part 1 the Greek Gods realise they must change the way they lead if they are to avoid the devastation of eternal irrelevance. In Part 2 a (fictional) company in the real world needs to enhance its leadership swiftly if is to survive in today's fast-changing world.

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



T Rowe Price, Singer CM, Pershing, Insight Investment, Invesco, A-Plan, Howden, Endsleigh, iPipeline, Shoosmiths, Mazars, Robert Half, Uponsor, IFSWF, M&A Advisor, Bibby Group, FS Forum, SII, St James's Place, James Hay, 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