



**CHANGE :: STRATEGY**

changeandstrategy.com

# LEADING CHANGE WORKSHOP

88% of change initiatives fail.

We enable your leaders to be the  
1 in 8 who succeed.

A paper by

**Campbell Macpherson**

Change & Strategy International Ltd

2024

# 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.

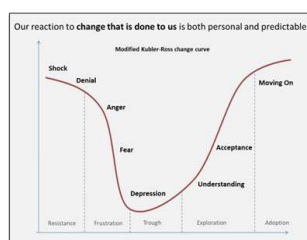
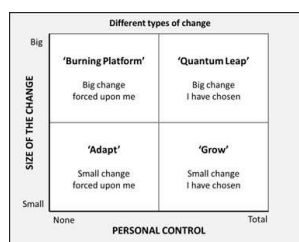
*"Perfect timing given the change we are embarking upon", "Love The Change Matrix", "The Quantum Leap Change Curve was spot on."  
"I hadn't thought about change that way before", "Love the energy", "Engaging, insightful and oh so relevant."*

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



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## Change is inevitable. Successful change isn't.

Enabling leaders worldwide to build extraordinary leadership teams and create extraordinary leaders of change – starting with themselves.



### Campbell Macpherson: The Change Catalyst

Campbell Macpherson is an international expert on leadership and change, a keynote speaker, an award-winning author and an Executive Fellow of Henley Business School. He has been enabling leaders for 3 decades across the UK, Europe, Australia, US, ME and Asia.



His executive career included Senior Adviser to the Abu Dhabi Investment Authority, Strategy Director of Zurich, HR Director of Sesame (1000-person FS firm), Marketing Director of Virgin Wines and eBusiness Head of AMP. He began his careers flying jets (badly) in the RAAF.

Clients include: T Rowe Price, BNY Mellon, Pershing, Howden Insurance, CPA, Shoosmiths, Invesco, Henley Business School, Singer Capital Markets, SJP, iPipeline, Mazars, ...

### Our 3 Key Programs:

#### Leading with Influence

*Develop your next generation of senior leaders*

#### Extraordinary Leadership Teams

*Critical for the success of every business*

#### Leading Change

*88% of changes fail. Lead the 1 in 8 that succeeds.*

### Our 3 Key Papers:

#### The 12 Traits of Extraordinary Leaders

*Every leader has the potential to be extraordinary*

#### The Chequerboard of Leadership

*When EQ meets Delivery*

#### The 9 Components of Extraordinary Leadership Teams

[Download each of the above from [www.changeandstrategy.com](http://www.changeandstrategy.com)]



Author of  
**THE CHANGE CATALYST**  
2018 Business Book of the Year  
2018 Leadership Book of the Year



Author of  
**THE POWER TO CHANGE**  
How to harness change and make it work for you. 2020.



Author of  
**YOU: PART TWO**  
Thriving in the second half of your life. 2021.

**NEW!** Campbell's fourth book Transforming Olympus will be published in 2024. A leadership fable based on the Greek Gods – as Zeus and Hera realise they must change the way they lead if they are to avoid the devastation of eternal irrelevance.