



**CHANGE :: STRATEGY**

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# **‘LEADING WITH INFLUENCE’ PROGRAMME**

**Develop your next  
generation of senior leaders**

A programme by

**Campbell Macpherson**

Change & Strategy International Ltd

2024

# '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.*

*"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.

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?

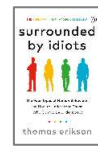
Every one of these business-critical professionals needs to enhance their ability to influence others if they are to both maximise their career and deliver the outcomes your business needs to succeed.

**Every one of your future senior leaders needs to be able to 'lead with influence'.**

## Modules are tailored to meet the needs of your people, and include:

### The 12 Traits of Extraordinary Leaders

How does a poor leader make you feel? How does a good leader behave? We discuss in detail the 12 Traits of Extraordinary Leaders plus discuss the results of individual diagnostics (HBDI, Insights, Surrounded by Idiots, ...)



### Emotionally Intelligent Leadership: delivering exceptional, sustainable results

Emotionally intelligent leaders enable others to deliver their best. They reach outside their team, department and organisation to obtain the information, insight and assistance they need to deliver high-quality, sustainable outcomes. Delegates 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

Critical tips and strategies to produce communication that works - written communications and presentations that people notice, listen to and action. We explore different communication preferences and thinking styles using 'Surrounded by Idiots' as a guide.



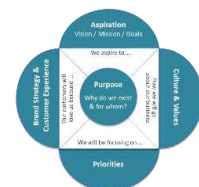
### Leading, Influencing and Embracing Change

The ability to lead successful change is the most important leadership skill of them all. The ability to embrace change is the most important life skill. If we are not leading change, we are not leading anything; we are merely watching the status quo unravel. From Campbell's award-winning books and workshops, delegates discover why 88% of change initiatives and business strategies fail – and how to be the 1 in 8 that succeeds.



### 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 - the ability to influence in one-to-one and group situations. 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, ...



### 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 deliver.



### 1:1, peer and group mentoring sessions after several modules

Each delegate receives 1:1 and group mentoring throughout the programme. They also receive a year's membership of The Institute of Leadership & Management.

## **‘Leading with Influence’ worldwide**

The ‘Leading with Influence’ program has been conducted worldwide in a variety of forms, tailored to meet the needs of the client and the event.

- London: 20-person 6 module cohort for a global trillion dollar fund manager
- Sydney: 20-person 4 module cohort for a global trillion dollar fund manager
- Singapore: 20-person 4 module cohort for a global trillion dollar fund manager
- Hong Kong: 20-person 4 module cohort for a global trillion dollar fund manager
- Tokyo: 20-person 4 module cohort for a global trillion dollar fund manager
- USA (webinar): Sydney: 15-person 4 module cohort for a global trillion dollar fund manager
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- Liverpool: 4 half-day workshops for the subsidiary of a global bank
- Barcelona: 2 hour masterclass for Real Estate firm
- Canberra: 2 hour masterclass for CPA Australia leadership congress
- ...

## **Delegate reactions**

*“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.”*



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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.