



CHANGE :: STRATEGY

changeandstrategy.com

LEADING, EMBRACING AND DELIVERING CHANGE

88% of change initiatives fail.

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

A paper by

Campbell Macpherson

Change & Strategy International Ltd

LEADING :: CHANGE

*"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.

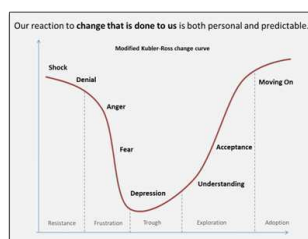
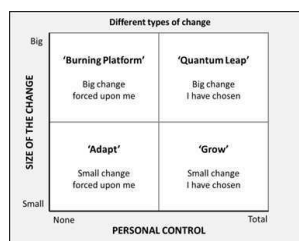
*"Perfect timing given the change we are embarking upon", "Love The Change Matrix", "The Quantum Leap Change Curve was spot on."
"I hadn't thought about change that way before", "Love the energy", "Engaging, insightful and oh so relevant."*

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



DELIVERING :: CHANGE

embed your change leadership skills

***“Learning new skills is merely the first step.
The key is to embed these new skills into everyday ways of working.”***



‘Delivering Change’ embeds the learnings and approach from ‘Leading Change’.
It enables your leaders to deliver live, business-critical outcomes.

The programme consists of series of succinct interventions to ensure each of your leaders has a detailed implementation plan for success that has been vetted and enhanced by their peers.

Step 1: The CSI Change Template is tweaked to reflect the unique needs and approach of your business.

Step 2: Each leader selects a business-critical objective or initiative for which they are responsible.

Step 3: 1:1 coaching call with Campbell Macpherson.

Step 4: Each leader completes their own Change Template for their key initiative.

Step 5: Delivering Change workshop / group call for each leader to present and discuss their change plan with 5 of their peers - each leader helping to hone and enhance one another’s plans.

“The Change Template was incredibly useful.”

“Presenting to everyone else helped me to fill the cracks in my plan - and help others to fill theirs.”

At the end of the Leading Change workshop/webinar and the Delivering Change programme, every leader will be armed with an implementation plan that will set them up for success.

They will have clarity of what they are trying to achieve and why; clarity of what success looks like for them, the company and their people. They will have established how to engage their people to identify the key implications of the change and air their concerns and how to overcome them. They will have identified the cross-departmental inter-dependencies critical to success of the initiative - and have already begun to corroborate with their peers for mutual benefit.

Your people will have created a detailed action plan to be the 1 in 8 change leaders who succeed.

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.”***

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Why 88% changes fail

Essential ingredients of successful change

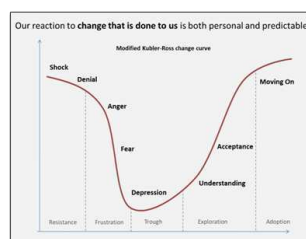
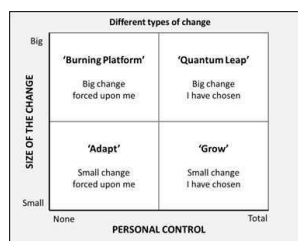
How we react to change

Overcoming our personal barriers to change

Building resilience

Tools to embrace change

Be your own Change Catalyst



CHANGE :: STRATEGY

changeandstrategy.com

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]



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 2025.

A leadership novel based on the Greek Gods – as Zeus and Hera realise they must change the way they lead the cosmos if they are to avoid the devastation of eternal irrelevance.