

Campbell Macpherson: The Change Catalyst

Campbell is an international leadership and change expert, working with organisations large and small, enabling them to build extraordinary leaders of change, create leadership teams that work and develop their next generations of senior leaders.

He is an Executive Fellow of Henley Business School and the award-winning author of three books to date, which have been translated into multiple languages:

- The Change Catalyst (Wiley 2017), the 2018 Business Book of the Year
- The Power to Change (Kogan Page 2020)
- You Part Two: thriving in the second half of your life (Hachette 2021) co-authored with his young wife, Jane.



Campbell is a sought-after keynote speaker, travelling the world personally and virtually giving speeches and running workshops on leadership and change.



He is especially experienced in financial services, having worked in and with leadership teams across almost every sector – institutional investing, sovereign wealth, fund management, life insurance, general insurance, technology, platforms and financial advice.

3 Key Leadership Programmes:

- 'Leading with Influence'
- 'Extraordinary Leadership Teams'
- 'Leading Change'

3 Online 360° Assessments:

- 12 Traits Leadership Assessment
- EQ Assessment
- Leadership Teams Assessment

3 Key Leadership Papers:

- The 12 Traits of an Extraordinary Leaders
- The Chequerboard of Leadership: when EQ meets Delivery
- The 9 Components of Extraordinary Leadership Teams

A selection of the client list can be seen in the column on the right. His multi-disciplined international career spans four decades. He was the founder of a pioneering multimedia company and began flying jets (badly) in the RAAF.

www.changeandstrategy.com www.campbellmacphersonspeaker.com

Clients & Experience



T Rowe Price, Benchmark Capital, BNYM Pershing, Invesco, Howden, A-Plan, Endsleigh, iPipeline, Mazars, Shoosmiths, Henley Business School, Excursions, U&U, Uponor, IFSWF, M&A Advisor, Bibby Group, FS Forum, St James's Place, James Hay, Concentra, UK Police

Senior Adviser, ADIA

Strategic change advisor & executive: 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

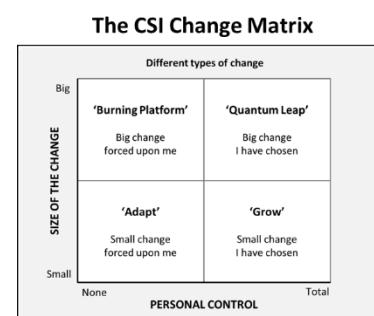
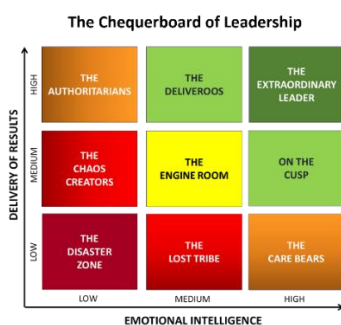
Sales Manager, Ultimate Computers & NCR

Mgt Trainee, Hawker Pacific

Officer & Pilot Trainee, RAAF Academy

Campbell's philosophy regarding leadership and change

- 88% of change initiatives fail – due to inadequate or inexperienced change leadership
- The ability to *lead* change is the most important leadership skill of them all. The ability to *embrace* change is the most important life skill of them all.
- If you are not leading *change*, you are not *leading* anything. You are merely watching the status quo unravel.
- No-one changes because they are told to. We only change if and when we want to. Therefore, the primary job of a leader is to help your people to want to change. Because if your people aren't ready, willing and able to embrace change – nothing will happen.
- Leaders exist at all levels of an organisation.
- Leadership today has nothing to do with hierarchy. It has everything to do with influence.
- Extraordinary leaders have a clear vision of what needs to be achieved - and why. They engage their people in the detail and empower them to work out how.
- Extraordinary leaders are emotionally intelligent leaders. They deliver results that are high quality and sustainable (which, let's be honest, is the core purpose of leadership) because they engage, enable and empower their people to deliver.
- One of the magical ingredients of leadership is stewardship: leaving your part of the business in a better state than you found it. This means leaving your people in a better state: creating more leaders rather than more followers.
- Extraordinary leaders do one more thing: they build extraordinary leadership teams.
- Leadership and culture development is critical for every organisation - an organisation's success entirely depends upon the quality of its leaders, the quality of its leadership teams and how its people interact with one another. Leadership can be developed. Leadership teams can be developed. Culture can be developed. Change leaders can be created.



Experience: 1999 – Present (UK and International)

- 2017 - Present:** **CEO, Change & Strategy International Ltd.** Advisor, speaker, lecturer, facilitator, author. Clients include: CPA Australia, Howden Insurance Brokers, EDMI, Nottingham Building Society, Benchmark Capital, Singer Capital Markets, T Rowe Price, BNYM Pershing, A-Plan, Endsleigh, League Managers Association, Shoosmiths, Mazars, Invesco, Insight Investment, Uponor, James Hay, SJP, Bibby Group, M&A Advisor, IFSWF, FS Forum, UK Police, ...
- 2018 - Present:** **Executive Fellow of Henley Business School** – change, strategy, culture, leadership
- 2017 - Present:** **Keynote Speaker & Facilitator on Leading Change** – Sweeney Agency, Gordon Poole Speaker's Bureau, Chartwell Speakers, ICMI, A-Speakers ... worldwide engagements
- 2018 - 2020:** **Non-Executive Director, Excursions Ltd** – UK's premier shore excursions provider to the cruise industry and founder/driver of World Leading Ground Operators global network.
- 2014 - 2017:** **Senior Advisor, Abu Dhabi Investment Authority**
Communication, investment governance, organisational change. Every investment proposal for one of the world's largest SWFs crossed Campbell's desk. Led ADIA's Reference Portfolio project and took senior Emiratis on a world tour to meet the leadership teams of many of the world's largest asset managers (BlackRock, Wellington, JPAM, CPPIB, Ontario Teachers, CDPQ, FIL, GIC, HKMA, Temasek, MAS, Aberdeen, Harvard, Future Fund, NZ Super, ...)
- 2012 - 2016:** **NED, BP Northbound.** Tripling the profit and doubling revenue of a \$50M turnover independent forecourt and family business – leading to a successful sale.
- 2011 - 2014:** **Campbell Macpherson & Associates - Strategic Change consultant /advisor**
Clients included: IFDS, Aviva, IPF, Friends Life, iPipeline, Cofunds, Gocompare, CAF, Centaur Assisted iPipeline (US Insure-tech) to acquire Assureweb to enter UK market; IFDS to establish two new UK platform services businesses; Org design for Aviva; alignment of exec team to strategy for Friends Life UK, Centaur, Cofunds, Gocompare
- 2009 - 2010:** **Strategy Director, Openwork**
On secondment from Zurich to clarify strategy, prepare for RDR and run Wrap Platform RFT
- 2007 - 2009:** **Strategy Director, Zurich International Life and Zurich Global Life Emerging Markets**
International Expansion, Product Development, Commercial and Strategy across Asia, Middle East, Latam and CEE
- 2003 - 2006:** **Executive Board Director & HR Director, Sesame**
Hired by Misys to create one firm out of the 5 IFA networks they had acquired, Campbell joined the board as HR Director to build a single organisation and culture. Responsibilities included HR, L&D, Sesame Learning (2006), Change.
- 2002 - 2003:** **Strategic Change /Org Design consultant**
Clients included: Misys, BBC, Capital Radio, Telewest
- 2001:** **Marketing Director Brightstation & Smartlogik**
- 2000:** **Founding Marketing Director, Virgin Wines**
- 1999:** **Head of eBusiness Development, AMP UK** (Pearl, NPI, Cogent, Virgin Direct, Henderson)

Experience: Pre-1999 (Australia)

- 1997 - 1999:** Senior Manager, Change, Andersen Consulting, Sydney
- 1992 - 1997:** Founder, InterMark Multimedia, Sydney (AMP, National Mutual, Zurich, Amex, Apple, ...)
- 1985 - 1991:** Sales / Account Management, NCR, Ultimate Computers, Melbourne & Sydney
- 1984 - 1985:** Management Trainee, Hawker Pacific, Sydney
- 1981 - 1984:** Royal Australian Air Force Academy – Physics Degree, Officer & Pilot Training

Speaking, Webinars and Workshops

Unique ability to blend humor with deep insights into strategy and change leadership"

"Campbell makes you laugh and think at the same time"

"Mix of front line experience, great stories and good humour"

"His humorous, confident, yet self-deprecating style kept us glued to his anecdotes"

"Thought-provoking and captivating"

"Insightful and engaging"

"Inspirational and relatable"

"Love the energy!"

"The delegates were on the edge of their seats."

"Your chairmanship was brilliant – the best I have ever seen."

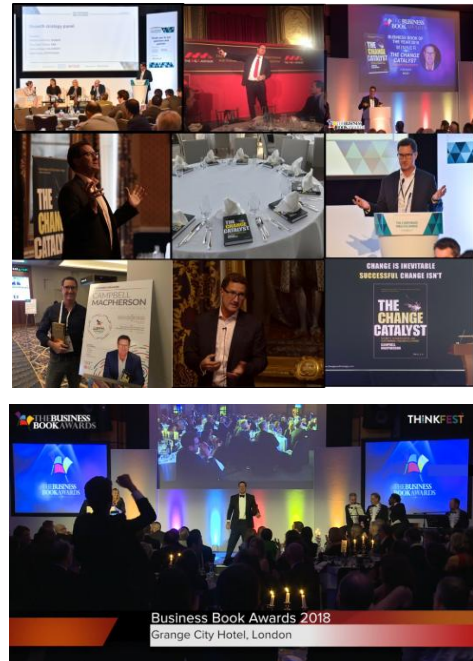
Thanks for helping make it a great day."

"Perceptive facilitation"

"Best speaker of the whole day."

"You never forget a Macpherson presentation."

"I have never looked at change that way. Love the Change Matrix."



"I would highly recommend Campbell: an invaluable change agent to have on your side when going through organisational change."

"I worked with Campbell Macpherson for over a year to define a new strategic direction for the Endsleigh business and his input, insights and delivery proved invaluable to quickly pivot a business back onto an ambitious yet attainable growth trajectory."

He helped us to clarify our strategy and priorities, enhance our ability to lead change, forge an effective leadership team and enhanced the ability of our people to embrace change. Whether engaging with myself, my Senior Leadership Team or the wider business, Campbell always conducts himself in an incredibly professional yet approachable manner."

He brings the power of his extensive personal knowledge of various industries and numerous change projects and leadership teams to guide discussion, and chivvy decisions when necessary!"

He has the ability to make the complex simple, and there is zero time wasting or procrastination when trying to get to a goal or outcome – although he does allow sufficient time to gain consensus before pushing forward. On a personal note, Campbell is highly engaging and goes well beyond the remit of any project to deliver the best outcome for his clients."

Alison Meckiffe, CEO Endsleigh Insurance, 2021