

LEADING WITH INFLUENCE

DEVELOP YOUR NEXT GENERATION
OF SENIOR LEADERS

F2F COHORTS - MASTERCLASSES - WEBINARS - SELF-LEARNING

THE
CHANGE
CATALYST
SERIES™

CHANGE::STRATEGY
changeandstrategy.com

LEADING WITH INFLUENCE

Leadership today is not about hierarchy. It is about influence.

Leading with Influence

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, leadership is about influencing others to deliver the outcomes you need.

It's about influence.

The leading with Influence program was designed in conjunction with learning & development professionals from client organisations worldwide – and has been delivered globally to great acclaim.

The program is available in 3 formats:

1. The half-day masterclass

Ideal for leadership conferences or as a teaser session for the full program.

2. The in-person cohort program

For up to 20 next-gen leaders at a time – ideal for key talent and successors for your senior leadership team.

Each cohort also includes 1:1, peer and group mentoring sessions to cement the learnings and make them personal, and

Online 360 assessments on leadership and EQ.

3. The online self-learning program

A scalable and affordable way to embed the key elements of the entire program throughout your organisation to ensure that every one of your leaders and managers possess the skills to lead with influence.



T.RowePrice 

 **BNY MELLON** | **PERSHING**



Benchmark



 **BARRYPLANT**



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1. The half day masterclass

For your next leadership conference.

The Leading with Influence half-day masterclass is ideal for leadership conferences or as a teaser session for the full program.

It is highly interactive, high energy and high impact: providing leaders at all levels with key 'light bulb moments' that they can put into practice immediately and inspire them to learn more about 'leading with influence.'

The masterclass covers topics such as:

- How poor leaders make you feel
- The traits of a good leader
- The 12 traits of extraordinary leaders
- The power of emotional intelligence
- Why 88% of change initiatives fail
- The secret ingredients of successful change
- How we react to change
- Influencing without authority
- The lost art of stewardship



Testimonials:

"Excellent session. Thank you!" CEO Investment Firm, London

"The leadership team are still talking about your masterclass. They loved your energy. Inspirational." CEO Wealth Manager, London

"Just what I was wanting, Campbell – you challenged all of our Principals and made them think. Thank you!" CEO Real Estate Network, Barcelona

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2. The in-person cohort program

For your key talent.



There is nothing better than face-to-face cohort learning to hone the key skills that will transform the impact of your next generation of senior leaders. Ideal for your key talent and the successors for your senior leadership team.

Together, we curate 6 modules from the full 9-module program and conduct 6 half-day in-person workshops over six months with 20 of your next gen leaders.

Each cohort program also includes:

- 1:1, peer and group mentoring sessions to personalise the learnings
- Online 360 assessments on leadership and emotional intelligence
- Certificate from the Institute of Leadership and 12-month membership
- Program workbook
- Copies of *The Change Catalyst* and *The Power to Change*

The most popular 6-module program:

1. The 12 traits of extraordinary leaders
2. Emotionally-intelligent leadership
3. Communication that works
4. Leading and embracing change
5. Influencing without authority
6. Action



Reactions from cohort delegates:

"Incredibly thought provoking! "I loved the sessions – so relevant, your experience and anecdotes bring the content to life."

"I have loved every one of the sessions. A mix of new approaches and some helping me to realise what I know and helping me to put them into practice."

"Presenting was my biggest fear. Your process and structure is a life saver."

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3. The online self-learning program

For every leader – at all levels.

A cost-effective and scalable way to embed the key tenets of ‘leading with influence’ throughout your organisation.

Enhance the impact of every one of your leaders and managers, ensuring that they are able to influence, collaborate and deliver extraordinary results.

The full 9 module program is available for your people to complete online at their own pace, whenever and wherever they wish.

The online program includes:

- Animated video content for each module
- Detailed worksheets for each module
- Online 360 assessments for leadership & EQ
- The ‘Leading with Influence’ eBook
- Exclusive portal with access to insightful articles, videos and downloads
- Certificate from the Institute of Leadership and 12-month membership



Add-on package options also available:

1. **Mentoring Package:** Access to regular facilitated online group mentoring sessions to discuss aspects of the modules with other LWI leaders, cement and embed the learnings.
2. **LWI Live:** Tickets to upcoming Leading with Influence Live events – either in-person or online.

All 9 Program Modules



www.leadingwithinfluence.online

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Contents of each module

1: The 12 Traits of an Extraordinary Leader

- How a poor leader makes you feel
- The 12 Traits of Extraordinary Leaders
- Delegation, Empowerment, Stewardship

2: Emotionally Intelligent Leadership

- The power of EQ. EQ and Delivery
- Where are you on The Chequerboard of Leadership?
- The 5 Categories of Emotional Intelligence
- Assessing and developing your EQ

3: Communication that Works

- Communication Styles / Surrounded by Idiots.
- 10 tips for highly effective communications
- Written communications that people read, understand and action
- Presentations that engage your audience

4: Leading & Embracing Change

- 5 key truths about change
- The essential ingredients of successful change
- How we react to change
- Overcoming our personal barriers to change
- Acceptance and resilience

5: Strategy, Culture & Agile Delivery

- The 5 elements of a successful strategy
- Creating the culture you need to deliver
- Developing an agile approach to delivery

6: Influencing without Authority

- The challenges of influencing without authority
- The 5 foundations of effective influence
- The principles of persuasion
- The magic of words
- Influencing your key stakeholders

7: Navigating the Politics

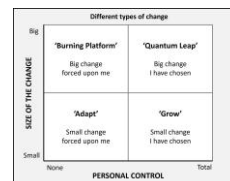
- Two type of politics in the workplace
- Office politics: devils v angels
- What does it mean to be a politician?
- Top 10 tips (including managing upwards and managing difficult conversations)

8: Highly Effective Teams

- The importance of teams
- Setting your team up for success
- The 9 components of extraordinary leadership teams
- The spectrum of leadership teams
- Assess your team
- How to be an influential team member

9: Action

- Reflection on each of the modules
- Delivering one of your key objectives
- Building a comprehensive action plan using our proven template
- Presenting it to your peers for feedback





The Change Catalyst Series™ of Leadership Programs and Assessments

PROGRAMS



ASSESSMENTS



Contact us to enable your leaders to lead with influence.
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Designed and produced by Campbell Macpherson,
author of *The Change Catalyst*, 2018 Business Book of the Year.

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