

# EMBRACING CHANGE - FOR EVERYONE -

*“Only your people can deliver your strategy.  
Only your people can deliver the strategy your business requires.”*



**Equip your people with the ability to embrace change.**

The ability to be resilient in the face of change is the most important skill that any of us can develop, for change has never been more prevalent or more relevant than it is today. The “job for life” days are long gone. The “career for life” days have also come to an end. The way we work, the way we live, even how long we live, are all changing faster than ever before.

**This half-day workshop provides you with the toolset and approach you need to embrace change in your personal life and your work life – to maximise your success and happiness in both.**

### Why employers should invest in the ‘Power to Change’ Workshop?

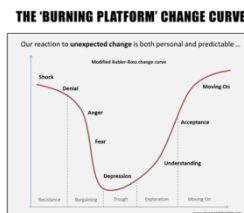
1. To help your people develop invaluable skills
2. Organisational change may be inevitable; however successful change is only possible if employees at all levels are ready, willing and able to change.

The workshop is an acclaimed interactive ½ day learning experience for people at all levels of your organisation.

*“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”,  
“Gave me the confidence to embrace the changes ahead.”*

**Based on Campbell’s second book, ‘The Power to Change’,** published by Kogan Page July 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.”*

**Content includes:**  
 Change is inevitable  
 How we react to change  
 The Change Matrix & The Change Curves  
 All change is personal  
 Overcoming our emotional barriers to change  
 Tools to embrace change  
 Become your own Change Catalyst



**Campbell Macpherson** is an international business advisor, keynote speaker, facilitator, NED and award-winning author.

His book, 'The Change Catalyst' (Wiley 2017), won the leadership category at the 2018 Business Book Awards as well as the coveted title of '2018 Business Book of the Year'.

He is also an executive fellow of the Henley Business School.

For more than 25 years, Campbell has been helping CEOs and leadership teams align to a clear strategy, build enabling cultures capable of embracing change and achieve one of the most difficult assignments in the world of business – the leadership of successful and sustainable change.

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Only your people can deliver the change your business requires.*

His experience has included:

- Senior Adviser to the investment committee of one of the world's largest Sovereign Wealth Funds.
- Leading Change, Delivering Change & Embracing Change programmes for a leading global fund manager
- Strategy clarification for a pensions platform and a general insurer
- Enabling the leadership of the UK's largest investment platform to clarify its strategy and align its organisation to deliver.
- Assisting the leadership teams of numerous firms with strategic change and building extraordinary leadership teams
- Creating the UK's largest IFA network (Sesame) out of the 5 networks that its parent had acquired – 1000 people and £400m turnover
- Assisting US insure-tech leader, iPipeline, enter the UK market
- Establishment of two new highly successful businesses for IFDS
- Enabling CEO of a family-run BP-branded forecourt business, enabling the owner to double revenues to \$50m, triple profits and sell
- Keynote speeches and Leading Change workshops for numerous organisations world-wide – NY, London, Vegas, Singapore, Nice, ...

Campbell has also been a board member and senior executive of several national and multi-national organisations including:

- NED, Excursions Ltd
- Founding HR Director and Board Director, Sesame
- Strategy Director, Zurich Global Life Emerging Markets, Zurich International Life and Openwork
- Head of eBusiness, AMP Group UK
- Founding Marketing Director, Virgin Wines
- NED of QLD's largest independent BP-branded forecourt
- Founder of Australian multimedia pioneer, InterMark

Details of Campbell's experience and the advisory, workshops and keynote speaking services available from Change & Strategy International can be found at [www.changeandstrategy.com](http://www.changeandstrategy.com).

## Campbell Macpherson

*Business Advisor, Speaker,  
Lecturer, Author and  
Change Catalyst.*



Henley Business School,  
iPipeline, Invesco, A Plan,  
Endsleigh, Mazars, Police  
College, Concentra, Insight  
Invest, Uponor, James Hay,  
IFSWF, M&A Advisor, Bibby  
Group, FS Forum, SJP, FS  
Forum, LMA, ILM

Senior Adviser, ADIA

IFDS, Aviva, IPF, Friends  
Life, iPipeline, CAF,  
Cofunds, Gocompare,  
Centaur, ...

Director, BP Northbound

Strategy Director,  
Zurich Global Life EM, ZIS  
& Openwork

Board & HR Director,  
Sesame (IFA Network)

Strategic Change & OD:  
Misys, BBC, Capital Radio,  
Telewest, Sesame

Marketing Director: Virgin  
Wines, Smartlogik,  
BrightStation

Head of eBusiness, AMP

Snr Mgr, Change,  
Andersen Consulting, AMP

CEO & Founder, InterMark  
Multimedia

Sales Manager, Ultimate  
Computers & NCR

Mgt Trainee,  
Hawker Pacific

Officer & Pilot Trainee,  
RAAF Academy