

Campbell Macpherson: Change Catalyst

Enable your people to thrive in a world of change.



Inspirational Keynote Speaker

Author of the 2018 Business Book of the Year

Experienced Global Change Leader

Campbell Macpherson is an international business advisor, keynote speaker, expert facilitator, MC, Executive Fellow of Henley Business School and award-winning author of three books:

1. ***'The Change Catalyst - secrets to successful & sustainable business change'*** (Wiley 2017), the UK's 2018 Business Book of the Year. In today's uncertain world, leadership is all about leading change.
2. ***'The Power to Change - how to harness change and make it work for you'*** (Kogan Page 2020). How to embrace change and look for the opportunities. If your people aren't ready willing and able to change, nothing will happen.
3. ***'You: Part Two - thriving in the second half of your life'*** (Hachette 2021) co-authored with his yogi wife, Jane. In an ageing world that is ironically obsessed with youth, we Second Halfers have no intention of fading away!

Enabling leaders to lead change, empowering individuals to embrace change and now helping companies to forge new relationships with the lucrative Over 50s – the customers with three times as much money as all of the others combined.



**88% of change initiatives, strategies, mergers and acquisitions fail.
 Campbell gives your people the ability to be the 1 in 8 that succeeds.**

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Campbell Macpherson is an Anglicised Australian who has been leading or enabling strategic change for more than 25 years; helping organisations across UK, Europe, US, Asia, Australia & the Middle East to clarify their strategy, build cultures that embrace change and align their people to deliver.

In a wide, varied and ongoing career, Campbell has been CEO, Strategy Director, HR Director, Marketing Director, eBusiness Director, board member, change leader, business adviser and NED. He was an early multimedia entrepreneur and began his career flying (badly) in the Air Force. He still holds the record for being the worst RAAF pilot ever to make it through to jets.

Topics to enable your people to thrive in a world of change:

- Change is inevitable. Successful change isn't.
- The secrets to successful and sustainable change
- The Power to Change – building resilience to embrace change
- Leadership is Leading Change
- The Extraordinary Leader (using The Chequerboard of Leadership)
- The Extraordinary Leadership Team (the Spectrum of Leadership Teams)
- Leadership in an age of uncertainty
- Beat the odds: The secrets to elusive M&A success
- *Talkin' bout my generation.* Forging closer relationships with the all-important Over 50s
- *I think you may be confusing me with my parents.* We are the generation that will not be defined by our age. So why talk to us as if we were old?
- Menopause vs MenoPorsche (a duet with his wife, Jane)

Global Speaker

Campbell has delivered inspirational keynote speeches and engaging workshops and webinars across the globe: London, UK Nationwide, New York, Palm Beach, Sydney, Zurich, Las Vegas, Singapore, Nice, Frankfurt, Astana, Marrakesh, ...

"You never forget a Macpherson presentation."

"Unique ability to blend humor with deep insights into strategy and change leadership"
"Funny, personal and inspiring"
"The best keynote"
"Mix of front line experience, great stories and humour"
"Great speech."
"Very impressive."



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

"Very insightful and your passion and enthusiasm is very motivating."
"Engaging, timely and inspirational!"
"Your chairmanship was brilliant –best I have ever seen."
"Best speaker of the whole day."
"How do I follow that?!"

Campbell Macpherson

Keynote Speaker, Business Advisor, Facilitator, Author & Change Catalyst.



Mazars, Invesco, A Plan, Excursions, Endsleigh, Uponor, U&U, Shoosmiths, UK Police, Henley, Tag, iPipeline, James Hay, IFSWF, M&A Advisor, Bibby Group, FS Forum, SII, SJP, RERN, ...

Snr Adviser, Abu Dhabi Investment Authority

Strategic change: IFDS, Aviva, IPF, Friends Life, iPipeline, Cofunds, Gocompare, Centaur, ...

Director, BP Northbound

Strategy Director, Zurich Global Life EM & Openwork

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