

# CAMPBELL MACPHERSON :: SPEAKER

[campbellmacphersonspeaker.com](http://campbellmacphersonspeaker.com)



## Campbell Macpherson

Author of 2018 Business Book of the Year



*The Change Catalyst*  
Wiley 2017



*The Power to Change*  
Kogan Page 2020



*You: Part Two*  
Hachette 2012/22

*Enable your leaders and your people to thrive in a world of change.*

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

*"Funny, personal and inspiring"*

*"The best keynote"*

*"Mix of valid experience, great stories & humour"*

*"Great speech"*

*"Very impressive"*



*"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's humorous, confident, yet self-deprecating style kept us glued to his anecdotes"*

**88% of change initiatives, strategies, mergers and acquisitions fail.**

**Campbell gives your people the ability to be the 1 in 8 that succeed.**



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## Topics for your Campbell Macpherson keynotes

### Change is inevitable. Successful change isn't.

Every one of your leaders, throughout your organisation, needs to hone their ability to lead change. It is the most important *leadership skill* of them all. If they are not leading change, they are not leading anything: they are merely managing the status quo – as it unravels.

Every one of your employees needs to hone their ability to embrace change. It is the most important *life skill* of them all. And if your people aren't ready, willing and able to change – nothing will happen.

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



### Leading with Influence

Leadership today has nothing to do with hierarchy. It has everything to do with influence. For the simple reason that we humans don't change because we are told to. We only change if, and when, we want to.

Therefore the primary role of a leader today, whether they have people reporting to them or not, is **to help people to want to change**.

And that requires the ability to reach out across the organisation and 'influence without authority'.

**Does that sound scary? It can be exciting - opening up a whole new world of possibilities. And it's a skill available to everyone.**

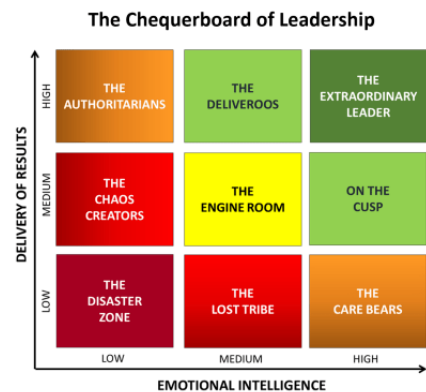
### Extraordinary Leadership

What is it? How can we develop it? Which leaders would you define as 'extraordinary'? How does an extraordinary leader make you feel?

I have interviewed and worked with countless Extraordinary Leaders and have discovered they do three things:

1. They deliver - sustainable business outcomes
2. They energise, motivate and empower people to be the best they can be
3. They create extraordinary leadership teams

**Your leaders and leadership teams have the potential to be extraordinary. Campbell will show them how.**



### Enable your most experienced people to thrive

Does your D&I programme include ageism – the biggest 'ism' of them all? Or, like most companies, you may be taking your most lucrative customers and your most valuable people for granted. Ageism is rife in the world of business.

Are your most experienced people fulfilled? Developed? Furthering their careers? Are you helping them to make the transition to the next phase? Or are the good ones leaving, taking their experience with them?

Are you ignoring your 50+ customers - the ones with 75% of the wealth and 54% of discretionary spending? Most companies are doing this, too.

**There is another way – let's inspire and empower your most lucrative customers and your most valuable employees to thrive!**

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**Campbell Macpherson** has been enabling the leadership of strategic change for more than 25 years; helping organisations across UK, Europe, US, Asia, Australia & the Middle East to clarify their strategy, build extraordinary leadership teams, create cultures that embrace change, align their people to deliver – and lead successful and sustainable change.

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

## Tailor a keynote that enables your people to thrive in a world of change:

- The Change Catalyst: Secrets to successful change leadership
- Mission impossible? Leading change in successful organisations.
- Change is inevitable. Successful change isn't.
- The Power to Change – building resilience and embracing change
- Leading with Influence. Leadership today is about influence not hierarchy.
- Extraordinary Leadership
- Emotionally Intelligent Leadership
- Creating Extraordinary Leadership Teams
- Leadership in an age of uncertainty
- People and Clarity: The secrets to elusive M&A success
- You: Part Two – thriving in the second half of your life
- *Talkin' bout my generation.* Forging closer relationships with your all-important Over 50 customers and employees

## 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, ...



## Campbell Macpherson

**Keynote Speaker**  
**CEO Whisperer**  
**Change Catalyst**



BNY Mellon, T Rowe Price, CPA Australia, Howden Insurance, Mazars, Invesco, A Plan, Endsleigh, Uponor, U&U Recruitment, Shoosmiths, UK Police, Tag Media, iPipeline, James Hay, IFSWF, M&A Advisor, Bibby Group, FS Forum, SII, SJP, Real Estate Results Network, ...

Snr Adviser, Abu Dhabi Investment Authority

Strategic change & OD: IFDS, Aviva, IPF, Friends Life, iPipeline, Cofunds, Gocompare, Centaur, Misys, BBC, Capital Radio, Telewest, ...

Director, BP Northbound

Strategy Director, Zurich Global Life Emerging Markets

Board & HR Director, Sesame (IFA Network)

Marketing Director, Virgin Wines

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

For videos of Campbell in action, head to: <https://www.campbellmacphersonspeaker.com/videos/>

[www.campbellmacphersonspeaker.com](http://www.campbellmacphersonspeaker.com)

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