

# 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

*Speeches, workshops, webinars and interactive events that 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.***



**Topics for your Campbell Macpherson keynotes, workshops and events**

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

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 – and just as critical for your business.

**88% of change fails. Your people can be the 1 in 8 who succeed.**



**Leading with Influence**

Looking to develop your next generation of leaders?

Campbell's acclaimed 'Leading with Influence' programme he runs for multinational corporations worldwide is designed to do just that.

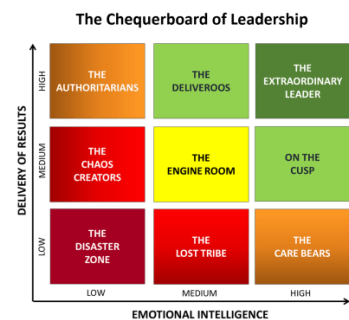
**Leadership today has nothing to do with hierarchy. It has everything to do with influence.**

**Extraordinary Leadership and Leadership Teams**

What makes an extraordinary leader? Campbell has worked with and interviewed so many of them over the decades.

Extraordinary leaders are not born, they are developed: high-EQ leaders who deliver sustainable results. Your leaders, at every level, can be extraordinary.

**Where are you on the Chequerboard of Leadership?  
 Where is your team on the Spectrum of Leadership Teams?**



**Enable your most experienced people to thrive**

Does your D&I programme include ageism? The biggest 'ism' of them all. Ageism is rife in the world of business.

Are your most experienced people fulfilled and furthering their careers – with you? Are you helping them transition to their next phase?

Are you engaging with your 50+ customers - the ones with 75% of the wealth and 54% of discretionary spending – yet attract just 4% of ad spend?

**Empower your most lucrative customers and your most valuable employees to thrive!**

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

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



*“Leadership is about becoming the best version of yourself, while empowering others to do the same.”*

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, NED and adviser to some of the world’s largest organisations.

He was an early multimedia entrepreneur and began his career flying (badly) in the Air Force. Forty years on, and he still holds the dubious record for being the worst RAAF pilot ever to make it through to jets.

## Global Speaker and Workshop Designer & Facilitator

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, Budapest, ...



For more info and videos of Campbell in action, head to:

<https://www.campbellmacphersonspeaker.com>



Campbell Macpherson - Keynote Speaker

**Campbell Macpherson**

*Keynote Speaker  
CEO Whisperer  
Change Catalyst*



BNY Mellon, T Rowe Price, CPA Australia, Howden Insurance, Mazars, Invesco, A Plan, Endsleigh, Udonor, 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

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