

# INSPIRE YOUR PEOPLE TO THRIVE IN A WORLD OF CHANGE



**CAMPBELL MACPHERSON**

KEYNOTES – MASTERCLASSES – PROGRAMS

**CAMPBELLMACPHERSONSPEAKER.COM**

# Campbell Macpherson: The Change Catalyst

**Speeches, workshops, webinars and interactive events that enable your leaders and your people to thrive in a world of change.**

88% of change fails. Campbell Macpherson will enable your people to be the 1 in 8 who succeed.

Campbell will **inspire your leaders** to master the most important leadership skill of them all – the ability to lead successful change. He will **inspire your people** to master the most important life skill of them all – the ability to embrace change.

Campbell Macpherson is an international leadership and change expert, Executive Fellow of Henley Business School and award-winning author of three books, including 'The Change Catalyst', 2018 UK Business Book of the Year.



He enables leaders to lead with influence, build extraordinary leadership teams and create extraordinary leaders of change – starting with themselves.



His client list reads like the who's who of business – from some of the largest organisations in the world (BNY Mellon, T Rowe Price, Howden Insurance, Invesco, Shoosmiths, ...) to national and local firms, real estate companies, tech companies and associations large and small.



His executive career spanned decades and includes Senior Adviser to the Abu Dhabi Investment Authority, Strategy Director of Zurich, HR Director of a 1000 person FS firm, Marketing Director of Virgin Wines and an eCommerce entrepreneur. He still holds the dubious honour of being the worst pilot ever to make it through to jets in the Royal Australian Air Force.

## Speaking Topics include:

- **Change is inevitable. Successful change isn't.**
- **Leading in a world of change**
- **The power to change**
- **Leading with Influence**



Each topic is available as a keynote or a masterclass – tailored to your needs and your audience.



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## Audience Reactions



*“Laugh and learn business therapy.”* European Mortgage Summit

*“Campbell is a dynamic, engaging presenter. Never frightened to challenge his audience, always focused on delivering useful and insightful material with the ability to make the listener think. You never forget a Macpherson presentation.”* James Hay Group

*“Unique ability to blend humor with deep insights into strategy and change leadership”* PwC

*“Campbell is an engaging public speaker who conveys his passion for the subject. He uses tangible examples to illustrate the topics and his key skill is that he manages to make complex topics accessible.”*

Roland Berger

*“Campbell is authentic, warm and engaging and this translates extremely well to the stage where I witnessed him build a fantastic rapport with the audience and capture their attention from beginning to end with great presence and energy. I would have no hesitation recommending him as a keynote speaker for your event.”* International Pitch & Presentation Specialist

*“Inspirational! I have never looked at change that way.”* Real Estate Results Network



## International Speaker

Campbell has delivered inspirational keynote speeches and engaging workshops and webinars across the globe: London, New York, Palm Beach, Sydney, Melbourne, Brisbane, Canberra, Liverpool, Brighton, Windsor, Zurich, Las Vegas, Singapore, Nice, Frankfurt, Astana, Marrakesh, Budapest, Barcelona, ...



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