

# LEADING, EMBRACING & DELIVERING CHANGE

ENABLE YOUR PEOPLE TO THRIVE  
IN A WORLD OF CHANGE

KEYNOTES - MASTERCLASSES - PROGRAMS - SELF-LEARNING

THE  
**CHANGE**  
CATALYST  
SERIES™

CHANGE::STRATEGY  
[changeandstrategy.com](http://changeandstrategy.com)

# MASTERING CHANGE

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

**The world is changing.**

**The world of business is changing.**

**And the pace of change is unprecedented.**

**Are your people ready?**

- Artificial Intelligence is rapidly transforming every industry, every job.
- The 47<sup>th</sup> President of the United States is the ultimate disruptor: transforming US society, US democracy, global institutions and the post-WW2 world order.
- Centuries-old alliances are fraying. Geopolitical plates are shifting. Defence spending is on the rise.
- US tariffs are back in fashion with consequences for the global economy, regional economies, every nation and every industry.
- Global demographics continue to change as the West's, and China's, populations continue to age.
- Gen Y and Gen Z are replacing Boomers and Gen X in positions of leadership in boardrooms across the globe – with new perspectives and new approaches.
- Meanwhile, climate change continues its inexorable march into the future.

Every single one of these seismic changes will have significant consequences for your industry, your markets, your organisation, your people – and a great number of the consequences will only be known once they are upon us.

And, of course, there will be massive opportunities, too.

Is your organisation ready?

**Are your people ready for change – whatever comes their way?  
You will need leaders who are masters at leading change.  
And employees who are eager to embrace change – and thrive.**

# MASTERING CHANGE

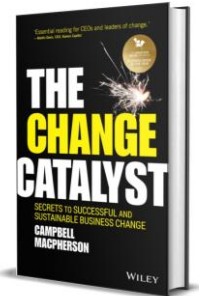
*Change is inevitable. Successful change isn't.*

## Leading, Embracing and Delivering Change

The ability to lead change is the most important leadership skill of them all. If you are not leading change, you are not leading anything. You are merely managing the status quo – as it unravels.

The ability to embrace change is the most important life skill of them all. And if your people aren't ready, willing and able to embrace change – nothing will happen.

And delivery is everything.



**Our mastering change series comes in four formats**, and we have run each one with innumerable clients worldwide:

### 1. The keynote

A speech to inspire your people to change. Ideal for conferences and in-house events.

### 2. The masterclass

A more in-depth, interactive session to explore the attitude, confidence, behaviours and skills your people need to lead change, embrace change – and thrive.

### 3. The in-person program or webinar

Leading Change: for up to 20 leaders at a time. Can also include 1:1, peer or group mentoring sessions to cement the learnings and make them personal.

Embracing Change: for up to 30 employees at a time.

Delivering Change: up to 20 leaders at a time – often an adjunct to the Leading Change program.

### 4. The online self-learning program

A scalable and affordable way to embed the key elements of leading change, embracing change and delivering change throughout your organisation.

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## 1. The keynote

Inspire your people to change.

Campbell Macpherson is a renowned keynote speaker. He has given speeches on 'Leading Change' and 'The Power to Change' for audiences in innumerable clients in locations including London, New York, Las Vegas, Liverpool, Sydney, Singapore, Frankfurt, Nice and worldwide via webinar.

His keynotes are highly interactive, high energy and high impact: inspiring audiences to change the way they see change and providing them with a host of 'light bulb moments' that they can put into practice immediately.

The keynote can be tailored to every client and every audience, and cover such topics as:

- Why 88% of changes fail
- The 5 key truths about change
- The secret ingredients of successful change
- How we react to change
- Overcoming our change barriers
- Acceptance and resilience
- Successful change leadership



### Testimonials:

*"Inspirational!" "Laugh and learn business therapy."*

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

*"His mix of front line experience, great stories and good humour kept us glued to his anecdotes"*

*"Campbell is a highly skilled presenter and I would have no hesitation recommending him as a keynote speaker for your event."*

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## 2. The masterclass

For your next in-house event.

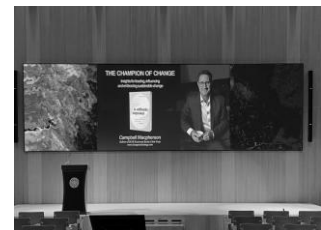
The Leading Change masterclass is an ideal way to kick-start a transformation program – delving deeper into the subject of change and inspiring your leaders to embrace the challenge of change.

The Embracing Change masterclass is an ideal way give your people the skills and attitude they need to embrace change – and thrive.

It is tailored to the needs of your organisation and your leaders.

The masterclasses explore topics in more depth:

- Why 88% of changes fail
- The 5 key truths about change
- The secret ingredients of successful change
- How we react to change
- How to help people to transition through the change curves
- Overcoming our change barriers
- The SCARF Model
- Creating a change culture
- Acceptance and resilience
- Successful change leadership
- The lost art of stewardship



### Testimonials:

*"Excellent session. Thank you!"* CEO Investment Firm, London

*"The leadership team are still talking about your masterclass. They loved your energy. Inspirational."* CEO Wealth Manager, London

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## 3. The in-person program or webinar

Our Leading Change program is approved by The Institute of Leadership. It delves into the subject of change in much greater detail and leverages modules from our 'Leading with Influence' program as required .



Each cohort program includes:

- Full day workshops (Leading Change)
- Half Day workshops (Embracing Change)
- Online webinars and mentoring (Delivering Change)
- Certificate from the Institute of Leadership and 12-month membership
- Copies of *The Change Catalyst* and *The Power to Change*



### Reactions from cohort delegates:

*"Incredibly thought provoking! "I loved the sessions – so relevant, your experience and anecdotes bring the content to life."*

*"I have never looked at change that way!"*

*"I normally run a mile from a template. Your Change Plan template is really useful!"*

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## 4. The online self-learning program



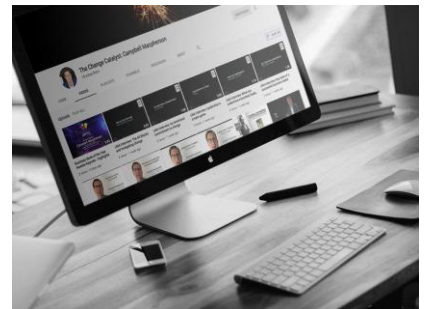
For every leader. For every employee.

An affordable and scalable way to embed the key tenets of leading, embracing and delivering change throughout your organisation.

Enhancing the impact of every leader and every manager, ensuring that they are able to influence, collaborate and deliver successful change.

The online program includes:

- Animated video content
- Detailed worksheet
- Exclusive portal with access to insightful articles, videos and downloads
- Certificate from the Institute of Leadership and 12-month membership



Add-on package also available:

- Mentoring Package: Access to facilitated online group mentoring sessions to discuss aspects of the modules with other leaders, cement and embed the learnings.



[www.thechangecatalyst.online](http://www.thechangecatalyst.online) live Q2 2025

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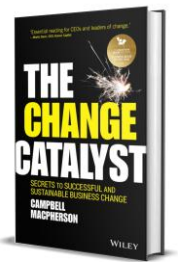
**KEYNOTES - MASTERCLASSES - PROGRAMS - ONLINE LEARNING**

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

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

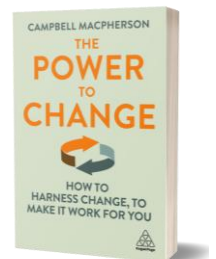
### **Leading Change**

Every one of your leaders, throughout your organisation, will need to become masters at leading 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.



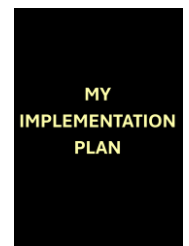
### **Embracing Change**

Every one of your employees will need to build their resistance and hone their ability to accept change, embrace change and thrive. These are the most important life skills of them all. For if your people aren't ready, willing and able to embrace change – nothing will happen.



### **Delivering Change**

Skills development is important, but delivery is everything. Delegates select one of their key objectives and produce an implementation plan to deliver it – using our acclaimed template and key lessons from the programs. They then present it to their peers - to ensure it is enacted.



From the author of *The Change Catalyst*, 2018 Business Book of the Year  
**e: [enquiry@changeandstrategy.com](mailto:enquiry@changeandstrategy.com)**



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5 key truths about change



1. Change is inevitable – and constant
2. All change is personal
3. We all erect our own personal barriers to change
4. All change is emotional - and emotions are normal
5. We only change if we want to

*Leadership is about helping people to want to change.  
We can be our own leaders of change.*

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**PROGRAMS**

Leadership

Skills 4 All

Change

Teams

LEADERSHIP PROGRAM

**LEADING WITH INFLUENCE**

SKILLS FOR ALL

**IMPACT THROUGH INFLUENCE**

CHANGE

**LEADING, DELIVERING & EMBRACING CHANGE**

TEAMS

**EXTRAORDINARY LEADERSHIP TEAMS**

**ASSESSMENTS**

**EQ ASSESSMENT**

360°

**LEADERSHIP TRAITS ASSESSMENT**

12 TRAITS OF EXTRAORDINARY LEADERS

12

360°

**LEADERSHIP TEAM ASSESSMENT**

Entire Team

**CHANGE::STRATEGY**  
changeandstrategy.com

Designed and produced by Campbell Macpherson,  
author of *The Change Catalyst*, 2018 Business Book of the Year.