

DELIVERING CHANGE

EMBED YOUR CHANGE LEADERSHIP SKILLS

*“Learning new skills is merely the first step.
The key is to embed these new skills into everyday ways of working.”*

‘Delivering Change’ embeds the learnings and approach from ‘Leading Change’; enabling leaders to deliver live, business-critical outcomes.

It consists of series of interventions to ensure each of your leaders has a detailed implementation plan for success that has been vetted and enhanced by their peers.

Step 1: The CSI Change Template is tweaked to reflect the unique needs of the business.

Step 2: Every leader selects a business-critical objective or initiative for which they are responsible.

Step 3: 1:1 coaching call with Campbell Macpherson.

Step 4: Each leader completes their own Change Template for their key initiative.

Step 5: Delivering Change workshop / group call for each leader to present and discuss their change plan with their peers as each leader helps to hone and enhance one another’s implementation plan.

*“The Change Template was incredibly useful.”
“Presenting to everyone else helped me to find and fill the cracks in my plan.”*

At the end of the Leading Change workshops and the Delivering Change programme, every one of your leaders will be armed with an implementation plan that will set them up for success.

They will have clarity of what they are trying to achieve and why; clarity of what success looks like for them, the company and their people. They will have established how to engage their people to identify the key implications of the change, their concerns about the change and how to overcome them. They will have worked out how to engage their people emotionally. They will have identified the cross-departmental inter-dependencies that are critical to success of the initiative – and how to corroborate with their peers for mutual benefit.

They will have a detailed action plan to be the 1 in 8 change leaders that succeed.

Campbell Macpherson is an international business advisor, keynote speaker, facilitator, writer and award-winning author.

His book, 'The Change Catalyst' (Wiley 2017), won the leadership category at the 2018 Business Book Awards as well as the coveted title of '2018 Business Book of the Year'.

He is also an adjunct faculty member of the Henley Business School.

For more than 25 years, Campbell has been helping CEOs and leadership teams align to a clear strategy, build enabling cultures capable of embracing change and achieve one of the most difficult assignments in the world of business – the leadership of successful and sustainable change.

Only your people can deliver your strategy.

Only your people can deliver the change your business requires.

His experience has included:

- Senior Adviser to the investment committee of one of the world's largest Sovereign Wealth Funds.
- Strategy clarification, alignment and culture change for a large pensions platform
- Enabling the leadership of the UK's largest investment platform to clarify its strategy and align its organisation to deliver.
- Assisting the leadership teams of numerous firms with strategic change and building extraordinary leadership teams
- Creating the UK's largest IFA network (Sesame) out of the 5 networks that its parent had acquired – 1000 people and £400m turnover
- Assisting US insure-tech leader, iPipeline, enter the UK market through an acquisition of Assureweb
- Establishment of two new highly successful businesses for IFDS
- Enabling CEO of a family-run BP-branded forecourt business, enabling the owner to double revenues to \$50m, triple profits and sell
- Keynote speeches and Leading Change workshops for numerous organisations world-wide – NY, London, Vegas, Singapore, Nice, ...

Campbell has also been a board member and senior executive of several national and multi-national organisations including:

- NED, Excursions Ltd
- Founding HR Director and Board Director, Sesame
- Strategy Director, Zurich Global Life Emerging Markets, Zurich International Life and Openwork
- Head of eBusiness, AMP Group UK
- Founding Marketing Director, Virgin Wines
- NED of QLD's largest independent BP-branded forecourt
- Founder of Australian multimedia pioneer, InterMark

Details of Campbell's experience and the advisory, workshops and keynote speaking services available from Change & Strategy International can be found at www.changeandstrategy.com.

Campbell Macpherson

*Business Advisor, Speaker,
Lecturer, Author and
Change Catalyst.*



Mazars, Henley Business School, Invesco, A Plan, iPipeline, Endsleigh, Insight Investment, Uponsor, James Hay, IFSWF, M&A Advisor, Bibby Group, FS Forum, SJP, RER Network, FS Forum, Excursions Ltd

Senior Adviser, ADIA

IFDS, Aviva, IPF, Friends Life, iPipeline, CAF, Cofunds, Gocompare, Centaur, ...

Director, BP Northbound

Strategy Director, Zurich Global Life EM, ZIS & Openwork

Board & HR Director, Sesame (IFA Network)

Strategic Change & OD: Misys, BBC, Capital Radio, Telewest, Sesame

Marketing Director: Virgin Wines, Smartlogik, BrightStation

Head of eBusiness, AMP

Snr Mgr, Change, Andersen Consulting, AMP

CEO & Founder, InterMark Multimedia

Sales Manager, Ultimate Computers & NCR

Mgt Trainee, Hawker Pacific

Officer & Pilot Trainee, RAAF Academy