

Campbell Macpherson: The Change Catalyst

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

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

He will energise your people to become the best leaders they can be: emotionally-intelligent leaders who 'lead with influence' and work together to achieve extraordinary results.

Campbell enables leaders worldwide to build extraordinary leadership teams and create extraordinary leaders of change - starting with themselves.

He is the author of three books:



The Change Catalyst
Wiley 2017



The Power to Change
Kogan Page 2020



You: Part Two
Hachette 2021/22

His fourth book, Transforming Olympus, will be published 2025. It is something very new – a leadership novel based on the Greek Gods. Hera comes to the realisation that the Olympians need to change the way they lead the Cosmos if they are to avoid the worst fate for any immortal: eternal irrelevance. But first she and Athena must convince Zeus ...

Campbell's international clients include some of the world's largest firms, associations, public service organisations and small businesses alike.



His lengthy list of careers includes Senior Adviser to the Abu Dhabi Investment Authority, Strategy Director of Zurich Life, HR Director of the UK's largest IFA Network, Marketing Director of Virgin Wines and Head of eBusiness for the AMP Group. And he still holds the record for being the worst pilot ever to make it through to jets in the Royal Australian Air Force.

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

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

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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>

Topics for your keynotes, masterclasses, workshops and events

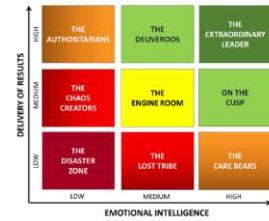
Change is inevitable. Successful change isn't.

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 all – and just as critical for your business.

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



The Chequerboard of Leadership



Leading with Influence

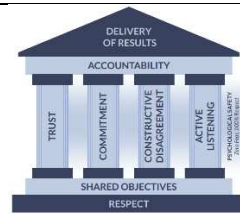
Looking to develop your next generation of leaders? Campbell's acclaimed 'Leading with Influence' programme he runs for multinational corporations worldwide is designed to do just that.

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

The 12 Traits of Extraordinary Leaders

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

How would you assess yourself against the 12 Traits of Extraordinary Leaders?



Extraordinary Leadership Teams

The success, or failure, of your business depends upon the quality of your leadership teams.

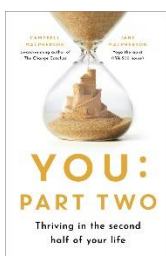
What does an extraordinary leadership team look like? How would you rate your team vs the 9 Components of Extraordinary Leadership Teams?

Where does your team sit on the Spectrum of Leadership Teams?

40 Lessons in Leadership from Transforming Olympus

As the Greek Gods set about transforming the way they lead the cosmos in a quest to avoid their fate of eternal irrelevance .. what lessons in leadership did they learn along the way?

What will you do to transform your 'Olympus'?



Engage your most experienced people and most lucrative customers

Does your D&I programme include ageism? The biggest 'ism' of them all. 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 responsible for 54% of all discretionary spending?

CHANGE :: STRATEGY

changeandstrategy.com

Change is inevitable. Successful change isn't.

Enabling leaders worldwide to build extraordinary leadership teams and create extraordinary leaders of change – starting with themselves.

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Campbell Macpherson is an international expert on leadership and change, a keynote speaker, an award-winning author and an Executive Fellow of Henley Business School. He has been enabling leaders for 3 decades across the UK, Europe, Australia, US, ME and Asia.

His executive career included Senior Adviser to the Abu Dhabi Investment Authority, Strategy Director of Zurich, HR Director of Sesame (1000-person FS firm), Marketing Director of Virgin Wines and eBusiness Head of AMP. He began his careers flying jets (badly) in the RAAF.

Clients include: T Rowe Price, BNY Mellon, Pershing, Howden Insurance, CPA, Shoosmiths, Invesco, Henley Business School, Singer Capital Markets, SJP, iPipeline, Mazars, ...

Our 3 Key Programs:

Leading with Influence

Develop your next generation of senior leaders

Extraordinary Leadership Teams

Critical for the success of every business

Leading Change

88% of changes fail. Lead the 1 in 8 that succeeds.

Our 3 Key Papers:

The 12 Traits of Extraordinary Leaders

Every leader has the potential to be extraordinary

The Chequerboard of Leadership

When EQ meets Delivery

The 9 Components of Extraordinary Leadership Teams

[Download each of the above from www.changeandstrategy.com]



Author of
THE CHANGE CATALYST

2018 Business Book of the Year
2018 Leadership Book of the Year



Author of
THE POWER TO CHANGE

How to harness change and make it work for you. 2020.



Author of
YOU: PART TWO

Thriving in the second half of your life. 2021.

NEW! Campbell's fourth book Transforming Olympus will be published in 2024.

A leadership fable based on the Greek Gods – as Zeus and Hera realise they must change the way they lead if they are to avoid the devastation of eternal irrelevance.