

CHANGE :: STRATEGY

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THE 'LEADING WITH INFLUENCE' PROGRAMME

Develop your next
generation of senior leaders

A programme by

Campbell Macpherson

Change & Strategy International Ltd

'Leading with Influence' Program



Develop your next generation of senior leaders.



Leadership today is not about hierarchy. It is about influence.

A goldmine of untapped talent exists within your organisation. Let's unleash it.

*"These workshops have been incredibly thought provoking – so relevant.
Your experience and anecdotes bring the content to life."*

Leaders exist at all levels of an organisation – whether they have direct reports or not. For in today's world of flattening organisational structures, virtual teams, hybrid working, outsourcing, partnerships and accelerating change, successful leadership is about influencing people across departments, and outside of the organisation, to deliver the outcomes you need.

Leadership has always been about delivering results through people, but the days of command-and-control are long gone. People only deliver their best when they genuinely want to. Even leaders with vast hierarchies need to influence people in and out of that hierarchy if they wish to succeed.

This extends to your key individual contributors, those invaluable people in your business who manage no or few people. These key people usually receive no 'leadership development', leaving an untapped goldmine of potential talent undeveloped within the 'Engine Room' of the organisation.

Your technical specialists, your so-called 'low potential / high performance' professionals identified by HR's 9-box talent grid, your portfolio managers, your research analysts, your IT techies, your HR specialists, your finance experts, your paralegals, your part-time workers, your return-to-work parents, ... all possess latent leadership potential that too often remains unacknowledged and unrealised. We help them to develop their technical skills and progress their professional qualifications – but what about their ability to influence, to lead, and to deliver exceptional results?






Every one of these business-critical professionals needs to enhance their ability to influence others if they are to both maximise their career and deliver the outcomes your business needs to succeed.




Every one of your future senior leaders needs to be able to 'lead with influence'.

A popular programme configuration:





Half day workshops, one a month, with peer mentoring sessions in between each workshop.

<p>1. Launch and The 12 Traits of Extraordinary Leaders</p> <p>We kick the programme off with an overview of the schedule and the online programme portal. Every delegate then tells the group what they want out of the programme and their key challenges. The group then discusses: How does a poor leader make you feel? How does a good leader behave? Then the 12 Traits of Extraordinary Leaders.</p> <p>Delegates then assess themselves against The 12 Traits and conduct a 1:1 mentoring session with Campbell or another of our qualified professionals.</p>	 
<p>2. Emotionally Intelligent Leadership</p> <p>High EQ leaders enable others to deliver their best. They reach outside their team, department and organisation to obtain the information, insight and assistance they need to deliver high-quality, sustainable outcomes. Delegates start to develop their emotional intelligence skills, leveraging our unique 'Chequerboard of Leadership' and the '5 Categories of Emotional Intelligence'. We also explore managing difficult interactions.</p> <p>Afterwards delegates complete our online 360 EQ assessment and attend a peer mentoring sessions (5-6 delegates per session) to start to fully understand the implications and begin to put these skills into practice.</p>	 
<p>3. Communication that works</p> <p>Critical tips and strategies to produce communication that works - written communications and presentations that people notice, listen to and action. We explore different communication preferences and thinking styles using 'Surrounded by Idiots' as a guide.</p> <p>Peer Mentoring Session – to enhance a presentation or written comms of each delegate</p>	

<p>4. Leading, Influencing and Embracing Change</p> <p>The ability to lead successful change is the most important leadership skill of them all. The ability to embrace change is the most important life skill. From Campbell's award-winning books and workshops, delegates discover why 88% of change initiatives and business strategies fail – and how to be the 1 in 8 that succeeds.</p> <p>Peer Mentoring Session to address specific issues/opportunities of each delegate.</p>	 <p>Wiley 2017 Kogan Page 2020</p>
<p>5. Influencing without authority</p> <p>A critical skill - the ability to influence in one-to-one and group situations. We cover the 6 shortcuts of persuasion and delegates then start to put this into practice, planning which tactics to use to influence each of their key stakeholders. We also discuss successful matrix management and managing upwards.</p> <p>Peer Mentoring Session to address specific issues/opportunities of each delegate.</p>	
<p>6. Action</p> <p>Each leader selects a business-critical objective and builds an implementation plan to deliver it, using CSI's tried and tested template, and presents their plan to their peers for feedback at a final workshop from which they emerge with a certification from The Institute of Leadership & Management.</p> <p>Optional 1:1 Mentoring Session to address specific issues/opportunities of each delegate.</p>	

Other optional modules:

<p>Strategy, culture and agile delivery</p> <p>Leveraging CSI's strategy framework to explore how a strong strategic core enables agility - the ability to flex actions to cater for changing situations - without losing focus on the core goal. Develop an agile mindset means and create a culture of continuous improvement.</p>	
<p>Teams</p> <p>Making cross-functional teams work. Being an exceptional team member. The 9 Components of Extraordinary Leadership Teams. Where is your team on the Spectrum of Leadership Teams? Why?</p>	

'Leading with Influence' worldwide

The 'Leading with Influence' program has been conducted worldwide in a variety of forms, tailored to meet the needs of the client and the event.

- London: 20-person 6 module cohort for a global trillion dollar fund manager
- Sydney: 20-person 4 module cohort for a global trillion dollar fund manager
- Singapore: 20-person 4 module cohort for a global trillion dollar fund manager
- Hong Kong: 20-person 4 module cohort for a global trillion dollar fund manager
- Tokyo: 20-person 4 module cohort for a global trillion dollar fund manager
- USA (webinar): Sydney: 15-person 4 module cohort for a global trillion dollar fund manager
- USA (webinar): Sydney: 15-person 4 module cohort for a global trillion dollar fund manager
- Liverpool: 4 half-day workshops for the subsidiary of a global bank
- Barcelona: 2 hour masterclass for Real Estate firm
- Brighton: 2 hour masterclass for Wealth Management subsidiary of a global fund manager
- Canberra: 2 hour masterclass for CPA Australia leadership congress
- ...

Delegate reactions

"The workshops have been incredibly thought provoking. I love the little pieces of insight / sound bites that make me think. Great to have such a diverse group of people with different perspectives from across the business."

"I am not usually a big fan of training as I have been on so many bad ones. I love your sessions – so relevant, your experience and anecdotes bring the content to life."

"I have loved every one of the sessions. The time goes really quickly which is a good sign! Some new approaches and some helping me to realise what I know, remind me of them and help to put them into practice."

"Presenting was my biggest fear. Your process and structure is a life saver. Thank you."

"I usually hate templates, but the Implementation Plan template was incredibly useful."



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Change is inevitable. Successful change isn't.

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

Campbell Macpherson: The Change Catalyst

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 2025.

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