

# IS YOUR ORGANISATION READY FOR CHANGE?

**THE  
CHANGE  
CATALYST  
SERIES™**

**CAMPBELL MACPHERSON**

KEYNOTES - MASTERCLASSES - PROGRAMS - ONLINE

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# IS YOUR ORGANISATION READY FOR CHANGE?

**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.
- Tariff wars beckon 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.**

# LEADING CHANGE EMBRACING CHANGE DELIVERING CHANGE



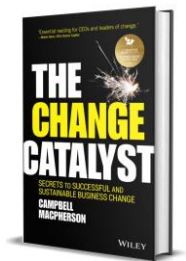
**KEYNOTES - MASTERCLASSES - PROGRAMS - ONLINE LEARNING**

## 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.

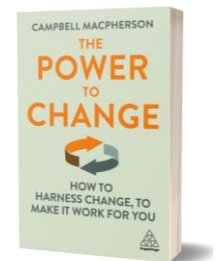
### Leading Change

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 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@campbellmacphersonspeaker.com](mailto:enquiry@campbellmacphersonspeaker.com)**