

# LEADING WITH INFLUENCE

DEVELOP YOUR NEXT GENERATION  
OF SENIOR LEADERS

F2F COHORTS - MASTERCLASSES - WEBINARS - SELF-LEARNING

THE  
**CHANGE**  
CATALYST  
SERIES™

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

# LEADING WITH INFLUENCE

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

## Leading with Influence

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, leadership is about influencing others to deliver the outcomes you need.

It's about influence.

**The leading with Influence program** was designed in conjunction with learning & development professionals from client organisations worldwide – and has been delivered globally to great acclaim.

The program is available in 3 formats:

### 1. The half-day masterclass

Ideal for leadership conferences or as a teaser session for the full program.

### 2. The in-person cohort program

For up to 20 next-gen leaders at a time – ideal for key talent and successors for your senior leadership team.

Each cohort also includes 1:1, peer and group mentoring sessions to cement the learnings and make them personal, and

Online 360 assessments on leadership and EQ.

### 3. The online self-learning program

A scalable and affordable way to embed the key elements of the entire program throughout your organisation to ensure that every one of your leaders and managers possess the skills to lead with influence.



T.Rowe Price 

 BNY MELLON | PERSHING



Benchmark



 BARRYPLANT

# LEADING WITH INFLUENCE

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

## 1. The half day masterclass

For your next leadership conference.

The Leading with Influence half-day masterclass is ideal for leadership conferences or as a teaser session for the full program.

It is highly interactive, high energy and high impact: providing leaders at all levels with key 'light bulb moments' that they can put into practice immediately and inspire them to learn more about 'leading with influence.'

The masterclass covers topics such as:

- How poor leaders make you feel
- The traits of a good leader
- The 12 traits of extraordinary leaders
- The incredible power of emotional intelligence
- Why 88% of change initiatives fail
- The secret ingredients of successful change
- How we react to change
- Influencing without authority
- 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

*"Just what I was wanting, Campbell – you challenged all of our Principals and made them think. Thank you!"* CEO Real Estate Network, Barcelona

# LEADING WITH INFLUENCE

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

## 2. The in-person cohort program

For your key talent.



There is nothing better than face-to-face cohort learning to hone the key skills that will transform the impact of your next generation of senior leaders. Ideal for your key talent and the successors for your senior leadership team.

Together, we curate 6 modules from the full 9-module program and conduct 6 half-day in-person workshops over six months with 20 of your next gen leaders.

Each cohort program also includes:

- 1:1, peer and group mentoring sessions to personalise the learnings
- Online 360 assessments on leadership and emotional intelligence
- Certificate from the Institute of Leadership and 12-month membership
- Program workbook
- Copies of *The Change Catalyst* and *The Power to Change*

The most popular 6-module program:

1. The 12 traits of extraordinary leaders
2. Emotionally-intelligent leadership
3. Communication that works
4. Leading and embracing change
5. Influencing without authority
6. Action



### Reactions from cohort delegates:

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

*“I have loved every one of the sessions. A mix of new approaches and some helping me to realise what I know and helping me to put them into practice.”*

*“Presenting was my biggest fear. Your process and structure is a life saver.”*

# LEADING WITH INFLUENCE

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

## 3. The online self-learning program

For every leader.



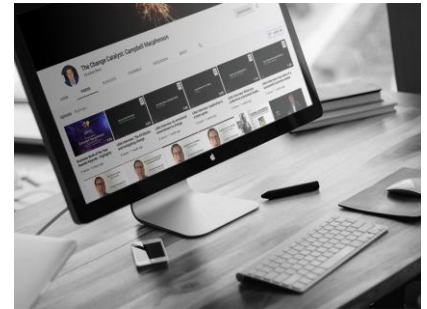
An affordable and scalable way to embed the key tenets of 'leading with influence' throughout your organisation.

Enhance the impact of every one of your leaders and managers, ensuring that they are able to influence, collaborate and deliver extraordinary results.

The full 9 module program is available for your people to complete online at their own pace, whenever and wherever they wish.

The online program includes:

- Animated video content for each module
- Detailed worksheets for each module
- Online 360 assessments for leadership & EQ
- The 'Leading with Influence' eBook
- Exclusive portal with access to insightful articles, videos and downloads
- Certificate from the Institute of Leadership and 12-month membership



### All 9 Program Modules



### Add-on package options also available:

1. **Mentoring Package:** Access to regular facilitated online group mentoring sessions to discuss aspects of the modules with other LWI leaders, cement and embed the learnings.
2. **LWI Live:** Tickets to upcoming Leading with Influence Live events – either in-person or online.

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



## The Change Catalyst Series™ of Leadership Programs and Assessments

### PROGRAMS

Leadership

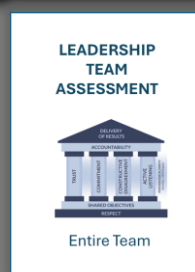
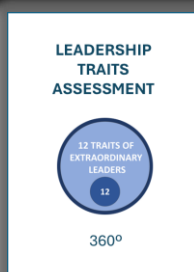
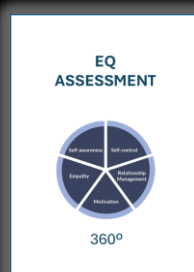
Skills 4 All

Change

Teams



### ASSESSMENTS



Contact us to enable your leaders to lead with influence.  
[enquiry@changeandstrategy.com](mailto:enquiry@changeandstrategy.com)

**CHANGE::STRATEGY**  
changeandstrategy.com

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

©2025 Change & Strategy International Ltd