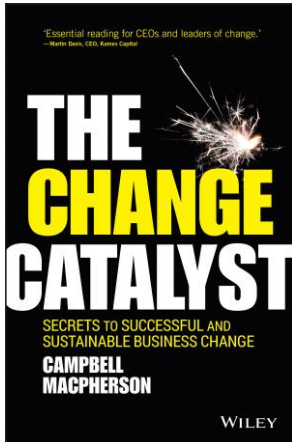


Press release

New Business Book / New Commentator on Business, Political and Societal Change



The Change Catalyst

Secrets to Successful and Sustainable Business Change

By Campbell Macpherson

Published June 2017 by Wiley, £23.99/ EUR 28.20 / US\$ 32.50

Hardcover and e-book

ISBN: 9781119386261

“Essential reading for CEOs and leaders of change”

- Martin Davis, CEO Kames Capital

Change is inevitable. Successful change isn't.

Change has never been more prevalent or relevant. Voters across the globe are voting for change, any change; seemingly at any cost. Entire industries are being disrupted and transformed by globalization and a new breed of web-based conglomerates. The next wave of AI and automation will create even greater dislocation.

Change is a fact of life that individuals, organizations and nations alike have no choice but to deal with. Those who are able to cope with change will survive. Those who are able to seek out change and actively embrace it will thrive.

Yet 88% of change initiatives fail. * A similar proportion of strategies, mergers and acquisitions suffer the same fate.

The Change Catalyst provides readers with the insight, tools and know-how needed to make sure their next change, strategy or M&A is the one in eight that succeeds.

All change is about people. One of the most important ingredients for successful change is the identification and appointment of a Change Catalyst; someone who will drive and guide the organization to the ultimate delivery of the outcomes the business needs.

The Change Catalyst is no ordinary business book. Its conversational style leads the reader on an entertaining exploration of the subject of change. Campbell explains the importance of finding emotional triggers (because emotion trumps logic every time) and genuinely engaging everyone in the organization to embrace real, lasting change.

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Topics covered in 'The Change Catalyst' include:

- The inevitability of change
- Why change initiatives fail (including 'why people don't like change')
- The top ten essential ingredients to successful change
- Culture change
- What does a good strategy look like?
- Values Schmalues: How to create genuine corporate values to deliver your strategy
- Strategy execution (It's the Delivery, Stupid)
- How to design organizations that deliver
- How to create extraordinary leadership teams
- How to get the most out of your most valuable asset – your people

Amongst the plethora of real-life anecdotes and examples from organizations across the globe are five detailed case studies – the spectacular failure of globalization, another of award-winning HR transformation and the fascinating stories of three Change Catalysts who have transformed entire industries.

The book also contains 'The Change Toolbox', offering a collection of proven tools and models to help leaders of change drive successful and sustainable transformation.

Whether readers want change at the team level or on a government scale, no initiative is immune from the perils of inertia, misguided focus, distracted leadership or muddled planning.

Change is inevitable. Successful change isn't.

"If you want your next change or strategy to be the 1 in 8 that succeeds, buy this book."

- Alastair Conway, CEO James Hay Group

The Change Catalyst will be available worldwide in hardcover and e-book.

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* 'The What, Who and How of Delivering Results', Bain & Company, Feb 2016.

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ABOUT THE AUTHOR

[Campbell Macpherson](#) is an author, writer, accomplished public speaker, business advisor and commentator on change – business change, political change, societal change. ([@CampbellTCC](#))



- » International business improvement expert
- » Change guru & commentator on societal, political and business change
- » Strategy execution specialist
- » Accomplished transformation facilitator
- » Author of leadership essential The Change Catalyst
- » Entertaining and thought-provoking public speaker

For more information on Campbell Macpherson, go to www.changeandstrategy.com/experience

Introducing business improvement expert and change guru Campbell Macpherson.

Campbell has been enabling CEOs and leadership teams to successfully instigate sustainable change for almost thirty years across the UK, Europe, US, Australia, Asia and the Middle East – as a trusted adviser, board member, Strategy Director, HR Director, Marketing Director, eBusiness Head and internal change leader.

He has assisted one of the world's largest Sovereign Wealth Funds and a host of other organizations including Zurich Global Life, International Personal Finance, IFDS/State Street, Friends Life, Aviva, Gocompare, iPipeline, James Hay, BP, Capital Radio, BBC, Virgin Wines, American Express and Andersen Consulting. He also used to fly jets (poorly) in the RAAF and has a Physics degree from Melbourne University.

Change & Strategy

Campbell believes passionately in the power of clarity and aligning people to deliver. 'Your people are the only ones who can deliver your strategy' is his mantra. What drives him is a burning desire to make a positive difference to the way that organisations work – and the impact they have on their customers, employees and shareholders.

He advises companies and organisations worldwide via his consultancy Change & Strategy International:

www.changeandstrategy.com .

Embracing change

Campbell's mission is to help us actively embrace change in order to thrive. As democracy is in crisis, globalization disrupts countless industries, and artificial intelligence threatens to create even greater dislocation, his understanding of the political and societal tectonic plates is invaluable for effecting successful transformations.

Campbell lives in Oxfordshire, UK, and is married with two adult children. He divides his time between the UK, Australia and wherever his clients need him to be.

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Ready to speak to the media: by-lined articles, interviews, commentary

Campbell Macpherson is an entertaining and thought-provoking public speaker.

He is available to provide interviews, expert comment, keynote speeches or bylined articles on a wide range of business, politics and change-related topics, including:

- **Why 88% of change initiatives fail**
- **A Change Catalyst:** The secret weapon to successful and sustainable change
- Why do CEOs set themselves up for failure so frequently?
- How to develop change strategies that work
- **Brexit:** How did we end up here? Why everyone will be disappointed by the 2019 Brexit deal
- **The peasants are revolting:** Widening inequality has gone too far. The backlash has begun.
- Are we witnessing the death knell of right wing politics?
- **Automation:** The 'rise of the machines' will come back to bite Trump
- Change is inevitable; successful change isn't
- **Clarity & Culture:** The key ingredients of success for any institutional investor
- **The essential ingredients of successful change**
- **Globalization:** An ideal example of how not to instigate change
- **Predicting rain doesn't count. Building arks does.** Execution risk: The key risk the World Economic Forum seems to have overlooked



To see Campbell in action – visit www.changeandstrategy.com/speaking

For more information, to request a review copy, extract, author article, interview or cover image, please contact:

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