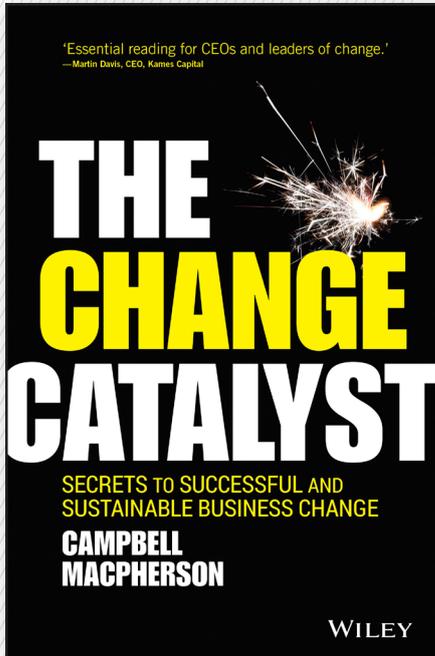


NEW
BOOK

Change is inevitable. Successful change isn't.

THE CHANGE CATALYST: SECRETS TO SUCCESSFUL AND SUSTAINABLE BUSINESS CHANGE



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 globalisation 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 for individuals, organisations and nations alike. 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 you with the insight, tools and know-how needed to make sure your next change, strategy or M&A is the one in eight that succeeds. And one of the most important ingredients is the appointment of a Change Catalyst: someone to guide the organisation to deliver the outcomes the business needs.

This is no ordinary business book. Easy to read and conversational, it leads an entertaining exploration of the subject of change. Change guru Campbell Macpherson explains the importance of finding emotional triggers, coaxing logic out of hiding and genuinely engaging everyone in the organisation to drive real, lasting change.

With case studies of real-life examples from across the globe – including the spectacular failure of globalisation, an award-winning HR transformation and the fascinating stories of three Change Catalysts who have transformed entire industries – and the Change Toolbox, a collection of proven tools and models to help drive successful and sustainable transformation, this is essential reading for leaders of change everywhere.

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

The Change Catalyst by Campbell Macpherson is out in May 2017, published by Wiley, priced £23.99. For more information see www.changeandstrategy.com

ABOUT THE AUTHOR

Campbell Macpherson has been enabling organisations to successfully instigate sustainable change for almost thirty years across the UK, Europe, US, Australia, Asia and the Middle East. He has a remarkable wealth of experience across a variety of industries and business disciplines. He has been a trusted adviser to CEOs and leadership teams, board member, Strategy Director, HR Director, Marketing Director, eBusiness Head and internal change leader.

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 Ltd.

www.changeandstrategy.com



Campbell Macpherson

READY TO SPEAK TO THE MEDIA:

Campbell is an experienced speaker and advisor. He is available to provide expert comment, interviews and by-lined articles on a number of topics, including:

Six key reasons why change initiatives fail

How to create extraordinary leadership teams

The top ten essential ingredients to successful change

How to get the best out of your most valuable asset – your people

How to develop change strategies that work

Is change inevitable...and are you ready for it?