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BUSINESS



Out of the Comfort Zone

with
Wanda Wallace

Out of the Comfort Zone
Friday at 11 AM Pacific
May 21st 2021: Change with Campbell Macpherson

The job of the leader is to lead change; otherwise the leader is managing the status quo. But leading change is not about running a change process, it's about winning over hearts and minds. Tune in to hear how to do this as a leader as well as how to get more comfortable with changing yourself.



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Featured Guest



Campbell Macpherson

Campbell Macpherson is an international business advisor, an Executive Fellow of Henley Business School and author of The Change Catalyst (Wiley 2017), '2018 Business Book of the Year'. His second book is 'The Power to Change: How to Embrace Change and Make It Work for You (Kogan Page, 2020). Campbell has been leading strategic change and enabling strategic change for more than 25 years; enabling organizations across UK, Europe, US, Asia, Australia & the Middle East to clarify their strategy, build cultures that embrace change and align their people to deliver – as CEO, Strategy Director, HR Director, Marketing Director, eBusiness Director, board member, change leader, business adviser and

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