

# Speaking Engagements Programme

Keynotes, Workshops, Accelerators and Masterclasses  
Dr Leandro Herrero and his global team



**DAILY  
THOUGHTS**  
BY LEANDRO HERRERO  
24/7, 08:00 a.m GMT @leandroherrero.com

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# Leandro Herrero

## Organization Architect

MD MBA FCMI FIoD FRSA

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Dr Leandro Herrero is the CEO and lead designer of products and services at The Chalfont Project Ltd, an international firm of Organizational Architects. He is also the Managing Partner of Viral Change Global LLP that specializes in the application of Viral Change™ as a large-scale Mobilizing Platform in organizations.

He has also designed a suite of 'Accelerators' to speed up change, innovation and people alignment in organizations. These 'Accelerators' have an accreditation system.

Dr Herrero is a psychiatrist by background who, after medical practice and academia, spent many years in hands-on leadership positions in global companies

He is an international speaker on organizational challenges, and has won the highest recognition from many audiences at public forums and in-house events – including the Grand Davos Award in a World Communication Forum. He has also been a speaker at TEDx in London with great reception.

As an author, he has published several books on management of change and leadership, including Viral Change; Homo Imitans; Disruptive Ideas; New Leaders Wanted; The Leader with Seven Faces and However Work Could be Remarkable.



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“Dr Herrero held an inspiring presentation at our annual leadership kick off underlining that leadership is the biggest asset to transform and differentiate.”

*Markus Fuhrmann, Specialist Change Communication, Telefonica Germany*

# Dr Herrero as a Speaker



Frequently voted “Best Speaker” at conferences worldwide, TED presenter Leandro Herrero is both dynamic and provocative and guaranteed to motivate, inspire and inform your audience.

A fantastic communicator, Dr Herrero combines expert content with a superb stage presence. His keynote speeches inspire audiences encouraging them to challenge the status quo and adopt new ways of thinking. The result is an audience motivated to take action and equipped to make a lasting difference to their organizations.

*“Spectacular, a highlight!”*

*“Outstanding speaker!”*

*“By far the best speaker at the event”*

*“The best one speech”*

*“The man is an absolute inspiration”*



“Leandro made an outstanding contribution to the day! For many people he was their favourite speaker of the day” *Maryam Pasha, TEDxEastEnd Curator*

# Leandro Herrero





# Speaking Engagements – what we offer:

## KEYNOTES

Short presentations of 45-60 minutes followed by Q&A. The titles provided here in this brochure are those which have generated the biggest buzz amongst audiences and are directly related to Leandro Herrero's cutting edge work as an Organizational Architect. His team will help you to choose between options, to adapt or create a completely new keynote for your organization. These keynotes are suitable for in-house company wide presentations, in the context of Leadership team meetings and retreats, or public conferences.

## INTERACTIVE WORKSHOPS

These last for several hours and are practical events suitable for management teams or wider groups of managers . Workshops designed by Leandro Herrero are delivered either by him personally or by a member of his consulting team. In some cases one or more of his books provides the foundation materials.

## MASTERCLASSES

These are intensive one day immersions in two topics around large scale mobilization of people in the organization. Particularly suitable for practitioners who need a fuller exposure to the behavioural and social rules that govern large scale change



# Keynotes



## **Building Remarkable Organizations: the rules of designing the organization of the future today**

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Quality, excellence and having a passion for what you do is the norm, probably 'no more than average' and certainly not enough to call yourself remarkable. Designed to 'ask all the right questions', this keynote examines 10 of the components that can help an organization on its journey towards becoming remarkable. This is about encouraging you to raise the bar for excellence and ask 'what if?'

## **A tale of two worlds: information and behaviours (why change programmes fail)**

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Most problems in day to day management can be traced to the mistaken assumption that communication is change. It isn't. There is no change unless there is behavioural change, so no amount of communication can create change. Behaviours create cultures, not the other way around. Cultures are not created by training. A guide for the perplexed based upon his book Homo Imitans.

## **20 questions: leading change in VUCA land (volatile, unpredictable, complex and ambiguous)**

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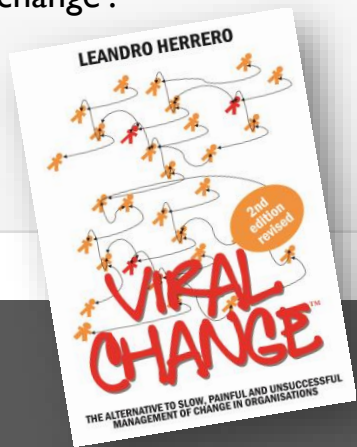
The current business environment across the world is facing unprecedented challenges. Fundamental shifts in the way organizations work have taken place, yet we still use old management and leadership toolkits, created at a time of a more predictable and linear world. Are we equipped for the new VUCA organization? How can we lead in this new environment?

"Dr Herrero recently spoke at two conferences and the impact has been exceptional. The words and concepts communicated at the events have now gone into the DNA of the business" *Simon Alldridge, MD, Ashtead Performance Group*

# Keynotes

## **Viral Change™: the alternative to the 80% failure rate of 'change management'**

Highlighting the key concepts of the pioneering Viral Change™ programmes and the book of the same title, this is an insightful tour into the only real alternative to traditional, top-down and mechanistic 'management of change'.



## **The 10 inconvenient truths of management of change in 'the era of activism'**

There is no difference between micro and macro-social change, a fact largely ignored in business. Organizational change is viral change, an internal social movement, or it isn't. This keynote addresses ten inconvenient truths about the management of change and brings social activism and internal activism closer together.

## **Employee engagement: debunking the myths, making it happen**

Employee engagement has become an industry in its own right. The old house of the 'psychology of motivation' has been refurbished and redecorated. But most companies are not going far enough. Would employee self-management be the ultimate goal of employee engagement? This keynote challenges the traditional concepts of employee engagement.

"We were lucky enough to have Dr Herrero speak at our company conference on the power of Viral Change™. He was a fabulous speaker" *Jennifer Cerny, SCS Boehringer Ingelheim*  
Comm. V

Leandro  
Herrero or his  
team

# Accelerators

These are short interventions of 1 or 2 days that accelerate the pace of change, or enhance leadership or innovation. They create a fast alignment of the team, a common understanding of issues and a shared commitment to action. In this 'compressed time', the Accelerators bypass long and windy brainstorms getting everybody on the same page, with a set of actionable commitments.

## Disruptive ideas

Following on from the book of the same title this is a 'crash course' on remarkably simple, low cost, high impact changes that can be implemented in any organization that wants to improve radically, provided it has the ambition to adopt unconventional thinking.

**DISRUPTIVE  
iDEAS**  
BY THE  
CHALFONT PROJECT

## Reboot! The Game Plan

Organizational and business transformation and change may not be enough. 'Rebooting the system' may be the best accelerator. Identifying sacred cows and elephants in the room may be a good start. Ten more steps and you'll be in reboot mode. But what are they? This is a practical workshop providing both assessment and roadmap tools ending in a game plan that can be tracked.

**REBOOT!**  
BY THE CHALFONT PROJECT

## InnovACTions!

Innovation has been hijacked by process junkies and tool vendors. Whilst we need tools and processes, most innovation is behavioural. No wonder many processes have become straitjackets and many tools are underutilized. 'It's behaviours, stupid!' A practical workshop focused on the behavioural side of innovation and how to create a true behavioural DNA regardless of the existence of tools.

**INNOV  
ACT  
IONS**  
BY THE  
CHALFONT  
PROJECT

"Best presentation by far and extremely thought provoking" *Delegate Comment*

*European Communications Summit*





# Workshops

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team

## Shifts: the new rules of management

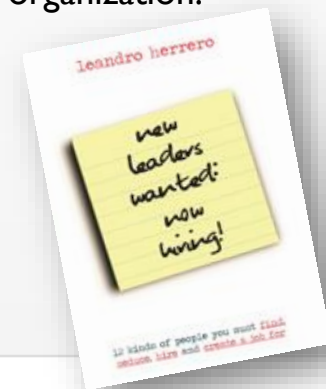
Although we all acknowledge that the business environment has different rules of the game and that we navigate in an unpredictable and fast moving world, people are still using old toolkits designed and developed when that business environment was much more linear and predictable. What are the new rules, perhaps not taught in Business Schools? How can we create new toolkits? This is a practical and engaging seminar to explore these issues and challenge old assumptions.

## The beta Organization™

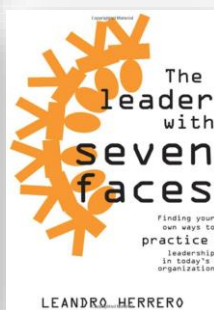
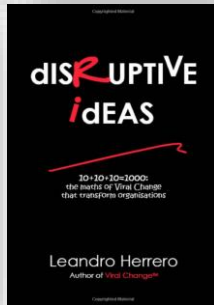
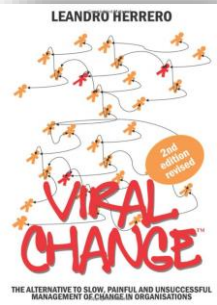
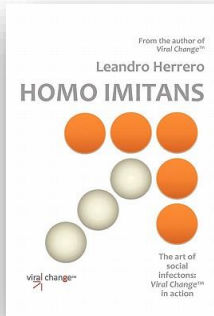
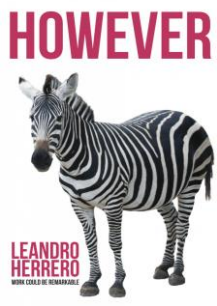
‘Unfinished by design’, the Beta Organization™ masters the art of flexibility, the bravery of the co-existence of various, often contradictory organizational and business models within the same firm, and the abolition of the word ‘change’ due to complete redundancy: change is the normal way of life. What are its characteristics and how can we build one of these? A practical seminar to ‘stay in beta’.

## New leaders wanted, now hiring

From a book of the same title this is an invitation to find twelve types of new thinkers and new leaders, and then find jobs for them. Exactly in that order. A practical seminar to identify the types leaders and assess their value for your organization.



“Excellent story telling without screens full of bullet points”



# Books

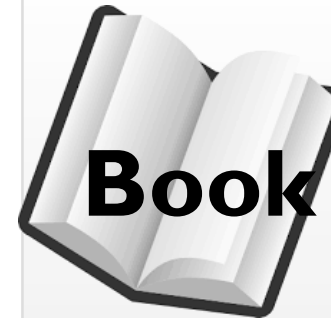
Many of the keynote topics and workshop themes outlined in this brochure are derived from the concepts outlined in Dr Leandro Herrero's books.

Copies of his books are often given to conference delegates or workshop participants as a memento or as a reference for further use.

Contact us for more information about how to order one or more of the titles shown opposite and to discuss the preferential pricing packages for Speaking Engagement Clients.



## Also Available



- Webinar/Webex + Q&A
- Round table
- Book keynote
- Short consultation
- 1 week immersion
- ½ workshop
- 1 day seminar

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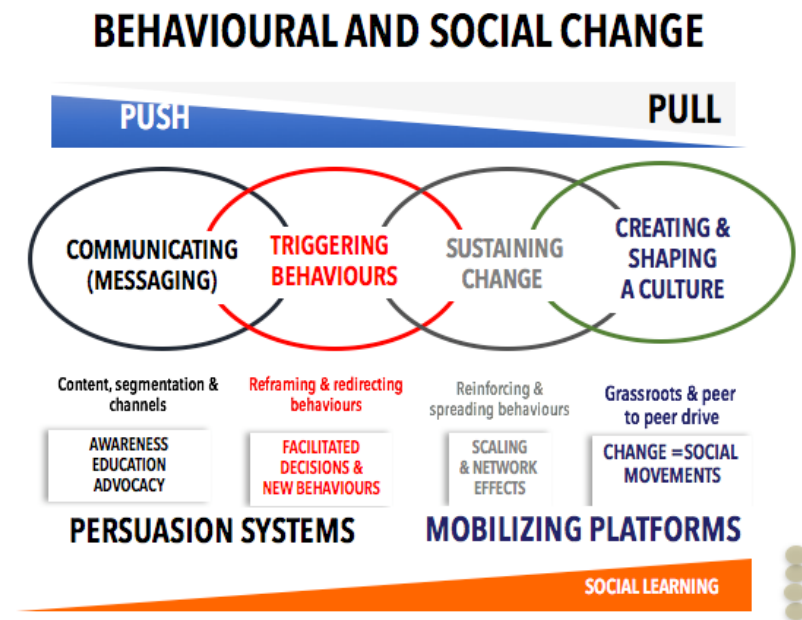
“Dr. Leandro Herrero, recipient of the 2013 Grand Davos Award ”in recognition of his inspirational contribution to the world of business and communications through Viral Change™, a best-seller and simply THE manager's handbook on how to create sustainable change in organisations”.

*World Communication Forum, Davos*

# Behavioural and Social Change masterclass

## Behavioural and social change masterclass: from messaging to Behavioural Economics and Viral Change

This one day Masterclass address the continuum from communicating and messaging to triggering behaviours and sustaining change. It does define the different rules that give each of those phases and established the bridges between them. Of particular interest to anybody in the business of creating lasting change, whether in a Communications function, or HR, OD etc.



“He is consistently rated the top presenter by the audience, and he always delivers something original.” *Paul Simms, Chairman, eyeforpharma*

# The Social Movement Masterclass



## **25 Rules to mobilize and organize people at a scale**

This is a one full, in depth day dedicated to understand how to shape large scale behavioural or cultural change in an organization. Cultural shaping follows the rules of a social movement, and that applies equally to the organization and the macro-social arena. Mobilizing people is the name of the game for management and leadership but sometimes it is hard to sustain an initial mobilization. Creating and sustaining a social movement is the key to shifting our mind-sets to new formal of management and leadership. Viral Change™ is a Mobilizing Platform pioneered by Dr Leandro Herrero and shared and implements in organizations by his global team.



“Dr Herrero is a brilliant speaker – one of a kind. He will grab an audience and shake it up, demonstrating what a difference an engaging presentation can make...” (Axel Schafmeister, Shepard Fox Communications)



My colleagues and I were inspired to challenge ourselves not only to talk about change but to do and act in every day small actions. (Jennifer Cerny, SCS Boehringer Ingelheim Comm. V)



“A good speaker doesn’t just fill a slot at the event, they should also help to provoke a change in the audience. Dr Hererro hits the spot every time on this” criteria.” (Simon Alldridge, MD Ashtead Performance Group)



# Who We Are



## ORGANIZATIONAL STRATEGY, LEADERSHIP, RADICAL NEW MANAGEMENT

The Chalfont Project Ltd is a consulting firm of Organizational Architects. We work in the areas of organizational and cultural strategy, leadership of change, human collaboration and organizational branding. We bring behavioural and social sciences expertise together with hands on managerial and consulting experience. Dr Leandro Herrero is the CEO of the firm.

## LARGE SCALE BEHAVIOURAL AND CULTURAL CHANGE

Viral Change™ orchestrates large scale behavioural and cultural change in organizations and society. Viral Change™ Companies across the world work with clients to create fast and sustainable change. All companies are part of the Viral Change Global Network. Viral Change™ is a registered trademark. Dr Leandro Herrero is the Managing Partner of Viral Change Global LLP.



[www.thechalfontproject.com](http://www.thechalfontproject.com)  
[www.viralchange.com](http://www.viralchange.com)  
[www.leandroherrero.com](http://www.leandroherrero.com)  
[www.rebootseminar.com](http://www.rebootseminar.com)



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# For More Information

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THE CHALFONT  
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BUILDING REMARKABLE ORGANIZATIONS

THE VIRAL CHANGE MOBILIZING PLATFORM  
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**REBOOT!**  
BY THE CHALFONT PROJECT

**DISRUPTIVE**  
BY THE CHALFONT PROJECT **IDEAS**

INNOV  
BY THE CHALFONT PROJECT **ACT**  
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**For more information about Speaking Engagements and to enquire about Dr Herrero's availability, or his team, please contact:**

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