

DR LEANDRO HERRERO MD, MBA, FCMI, FIoD, FRSA



Dr Leandro Herrero is the CEO, Chief Organization Architect and lead designer of the products and services of The Chalfont Project, an international firm of organizational architects.

He is the pioneer of Viral Change™, a people Mobilizing Platform in organizations, a methodology that delivers large scale behavioural and cultural change in organizations, also creating lasting capacity for changeability. Viral Change™ creates and sustains social movements, whether inside the organization or in the macrosocial arena.

He is the author of several books, his most recent release *Camino – Leadership Notes on the Road*, as well as *The Flipping Point – Deprogramming Management*, *Viral Change™, the alternative to slow, painful and unsuccessful management of change in organizations (2006, 2008)* and its follow up *Homo Imitans, the art of social infection; Viral Change™ in action*. He has also written 4 other management books on leadership, change and disruptive management innovation.

Dr Herrero's primary focus of work is the creation of cutting-edge organizational architectures based upon three pillars: an Enabling Design, a Mobilizing Platform (Viral Change™) and Collective Leadership (Leadership for Collective Action). These cutting edge architectures - with a specific Behavioural DNA - cater for, and thrive in, complex and unpredictable environments.

Although headquartered in the UK, The Chalfont Project's international team of organization architects work with clients in the private and public sectors, across all geographies.

Dr Leandro Herrero is a psychiatrist by background who, after medical practice and academia, spent years in top global leadership roles within companies in the UK and the US. As well as his medical and psychiatric qualifications, he holds a Master's in Business Administration and is a Fellow of several management bodies.

He is also Executive Fellow at the Centre for the Future of Organization, Drucker School of Management.

Dr Herrero is an international speaker on organizational challenges and writes a Daily Thoughts blog that has a large community of followers. In 2016, he was voted one of the Top Voices in the UK on LinkedIn, for his articles on management, leadership and change issues.

---