

# 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, 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.

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 Leandro Herrero is a psychiatrist by background and an Executive Fellow at the Centre for the Future of Organization, Drucker School of Management. An international speaker he has been voted one of the Top Voices in the UK on LinkedIn. His many speaking engagements have included: TEDx, Davos Communications Forum and EU Commission.



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@LeandroEHerrero

@ViralChangeTM

@ChalfontProject

“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





# Who We Are



## THE CHALFONT PROJECT - ORGANIZATION ARCHITECTS

The Chalfont Project was founded in 2000 as an organization consulting group focused on Organizational Design, Behavioural and Cultural Change, Leadership enhancement and Management Innovation. It focuses solely on the organizational (structural, functional, operational, behavioural and cultural) aspects of the company, big or small.

Since its inception, The Chalfont Project has maintained a strong intellectual and pragmatic linkage with the behavioural-social sciences. This background and human sciences approach is brought to the table in its engagements, coupled with a very pragmatic, results-driven orientation. It is this combination of pragmatism and thought leadership in the behavioural arena that distinguishes The Chalfont Project from other consulting organizations



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# 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



## **Now is the time: building Remarkable Organizations. Work and collaboration in the post-pandemic era**

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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?'

## **Why change programmes fail. A tale of two worlds, communications and behaviours**

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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*.

"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

## Changing and adapting to the “New Normal”

*A series of keynotes based on our highly successful “Myths of...” webinars.*

### Myths of change

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Traditional management and a great deal of academic thinking is responsible for the colossal failure of ‘change programmes’.

This keynote challenges uncontested assumptions in this area and uncovers the alternatives, whilst considering why this debunking of myths is even more relevant today in the current exceptional Covid-19 environment. To change to ‘the new normal’ we must think and act differently in the management of our organizations.

### Myths of company culture

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Learn how to successfully mobilize your people for a purpose and change culture. Culture is the key to the complex post Covid-19 future in front of us. Over the Covid-19 peak across the world we have seen the best and the worst of company cultures. Sometimes it felt like a pressure cooker. Culture is now ‘the strategy’, but we need to get rid of some assumptions and learn inconvenient truths.

### Myths of Management

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We have been running enterprises with very tired concepts of empowerment, ownership, accountability and other little challenged pillars. The truth is that there is mythology embedded in all those concepts. Old traditional management thinking will be unsuitable to win in the post Covid19 scenario. So, what will the ‘new management’ look like? Which elephants do we need to see in the management room?

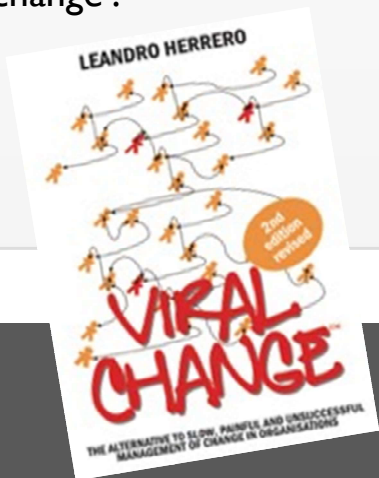
“We were lucky enough to have Dr Herrero speak at our company conference on the power of Viral Change™. He was a fabulous speaker” *Jennifer Cerny, SCS Boehringer Ingelheim Comm. V*



# Keynotes

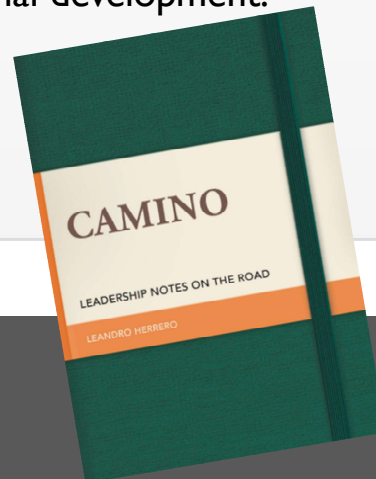
## **Viral Change™: the alternative to the 80% failure rate of 'change management'**

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'.



## **Leadership as a continuously evolving practise**

The book Camino is a well-curated selection of Leandro Herrero's thoughts on various topics related to leadership that he collected over years. This keynote looks at leadership as an evolving practise including topics such as framing and personal development.



## **The Flipping Point - Deprogramming Management**

A flipping point in the trend for adopting absurd management ideas needs to be reached. Management needs deprogramming. This keynote, based on the book of the same title, looks at the other side of things – flipping the coin. Critical thinking and behavioural change are at the core.



Leandro  
Herrero or his  
team

# Workshop 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 brainstorming sessions getting everybody on the same page, with a set of actionable commitments.

## 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

Leandro  
Herrero or his  
team

## 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**  
BY THE  
CHALFONT PROJECT **IDEAS**

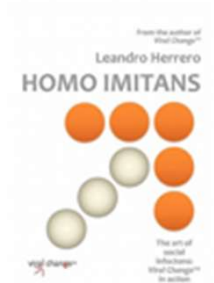
## New leaders wanted, now hiring

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

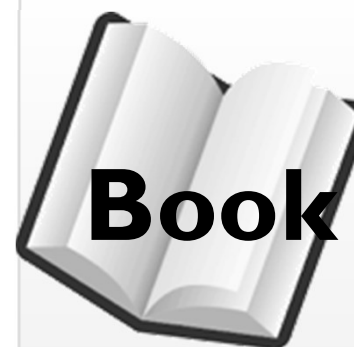
Many of the keynote topics and workshop themes outlined in this brochure are derived from the concepts outlined in Dr Leandro Herrero's books.

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 + 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”.

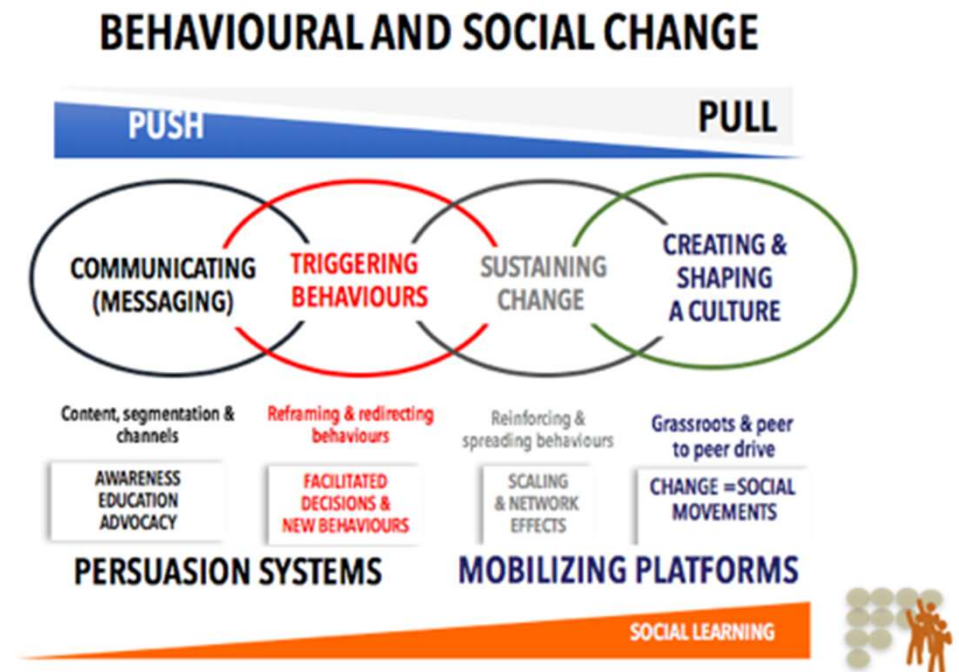
*World Communication Forum, Davos*



# 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**

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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)

# For More Information



**For more information about Speaking Engagements and to enquire about Dr Herrero's availability, or his team, please contact:**

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