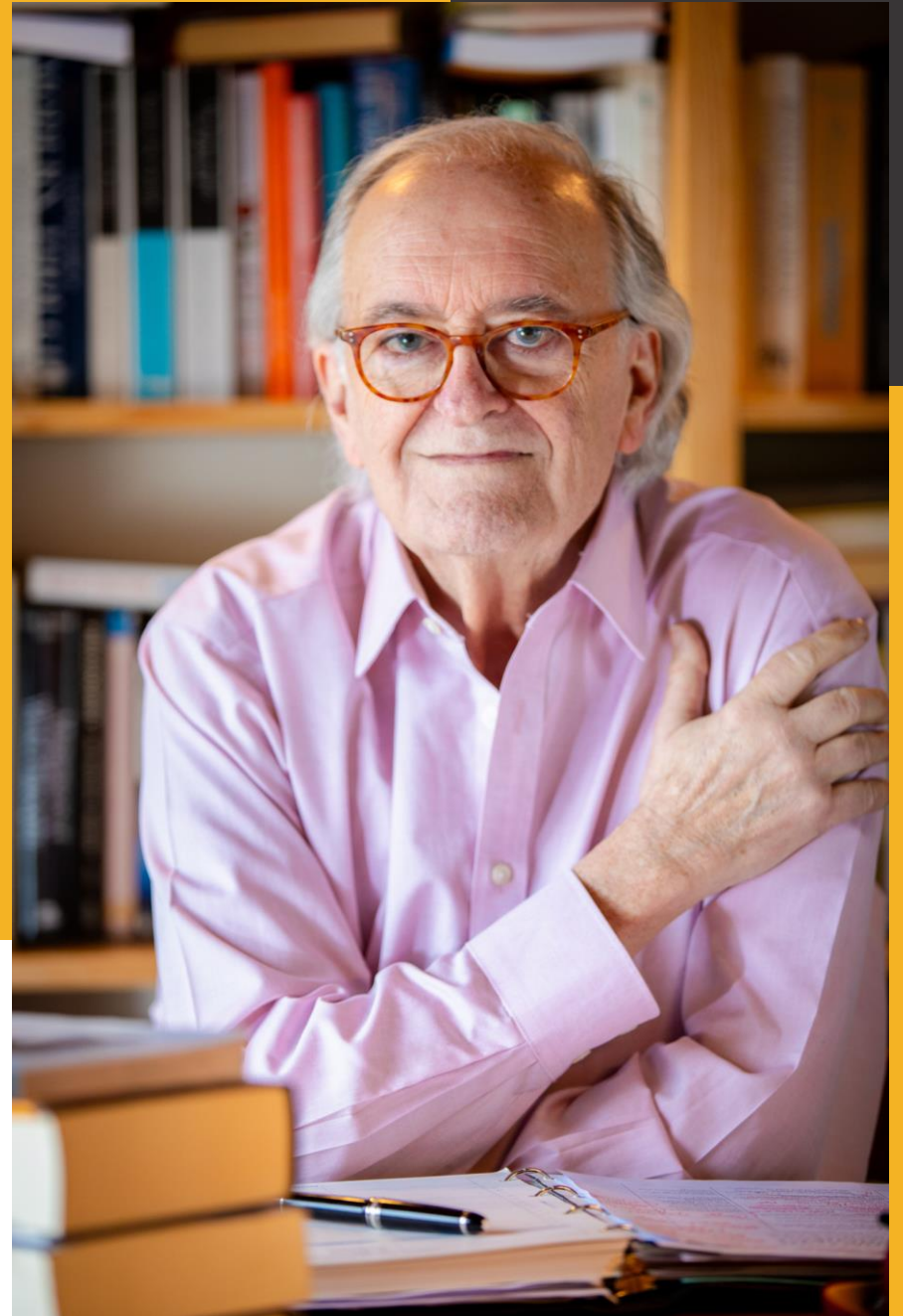


Shape tomorrow's organization  
today with international speaker

## Dr Leandro Herrero



THE CHALFONT  
PROJECT  
ORGANIZATION  
ARCHITECTS  
BUILDING BETTER ORGANIZATIONS  
2025 years

THE VIRAL CHANGE MOBILIZING PLATFORM  
**VIRAL**  
CHANGE™  
THE ORGANIZATION OPERATING SYSTEM

LEANDRO  
HERRERO  
INSTITUTE  
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## **A world-renowned expert and pioneer in organizational change and cultural transformation.**

With a unique blend of medical, business, and management expertise, Dr Herrero transitioned from psychiatrist to influential leader in global corporations. Combining his background he has developed the ground-breaking methodology of **Viral Change™**. This social movements-based approach empowers organizations to achieve rapid, lasting behavioural and cultural shifts.

### **Founder and CEO**

As Founder and CEO of The Chalfont Project, an international consultancy of organizational architects, Dr Herrero is spearheading a revolution in management thinking and practice. He advises Fortune 500 companies and global institutions on enacting transformational change.

### **International Speaker**

A sought-after keynote speaker, Dr Herrero has shared his visionary ideas at prestigious conferences like TEDx, World Business Forum, and for the EU Commission. He has received accolades including the Grand Davos Award for his impactful work.

### **Bestselling Author**

Dr Herrero is a respected author with 9 publications to his name, including "The Flipping Point: Deprogramming Management", "Viral Change™: The alternative to slow, painful and unsuccessful management of change in organizations" and its follow up "Homo Imitans: the art of social infection; Viral Change™ in action".

Dr Herrero's expertise and insights, knack for challenging the status quo and no-nonsense approach to change has benefited some of the most respected organizations and repeatedly earned him recognition as a **Top Voice on LinkedIn**.

# Straight from **the audience**



Dr Herrero made an outstanding contribution to the day! His talk was thoughtful but also very engaging the audience response was so positive and for many people he was their favourite speaker of the day.



We were lucky enough to have Dr Herrero speak at a company conference on the power of Viral Change. My colleagues and I were inspired to challenge ourselves to not only talk about change but to do and act in everyday small actions.



**Head of Consumer  
Healthcare  
Boehringer Ingelheim**



He will grab an audience and shake it up, demonstrating what a difference an engaging presentation can make: you will be wide awake, full of inspiration and convinced you can change things to the better.

**SF Managing Director  
Shepherd Fox  
Communications**

Dr Herrero's keynote speeches are compelling and thought-provoking, challenging audiences to break free from conventional thinking. He leaves audiences motivated to take action and make a real impact in their organizations. Every audience is unique, and so are Dr Herrero's speeches. He takes the time to understand your objectives, your audience, and your event's theme.

- Keynote presentations
- Panel Discussions
- Workshops
- High Impact Interventions
- Masterclasses
- On-site & virtual

**Read on for some examples of signature keynote topics and workshop themes**

# Signature topics

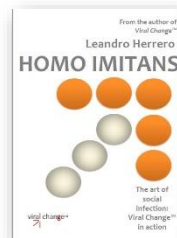
## Building Remarkable Organizations: the rules of designing the organization of the future today

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?'



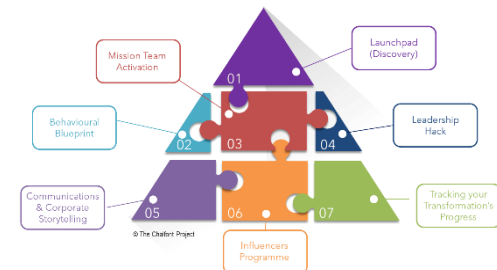
## Why Change Really Fails

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.



## Hacking Culture Change: Mission Possible

We shouldn't assume that change programmes will fail, despite the well documented "75% failure rate". Hacking culture change is possible, by combining the right core principles in a modular and adaptable way. This new keynote walks you through these components and how they can be used to address a myriad of roadblocks, including knowing where to start, the role of leadership, scaling and demonstrating ROI.



# The “Feed Forward” Series

*Machines work on feed-back. Minds work on feed-forward. We don't need thermostats; we need new compasses. There is no 'back to normal'. Normal has not been waiting for us.*

## Myths of Change

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 and why we must think and act differently in the management of our organizations.

## Myths of Company Culture

Learn how to successfully mobilize your people for a purpose and change culture. Culture is the key to the complex organizational future in front of us. Culture *is* now 'the strategy', but we need to get rid of some assumptions and learn inconvenient truths.

## Myths of Management

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. So, what does the 'new management' look like? Which elephants do we need to see in the management room?

# Accelerators & Short Interventions

These are short workshops 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 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.



## Reboot! The Game Plan

Do you feel like you and your team are stuck in the day to day doing of things and many aspects of the running of the organization don't make the agenda? 'Rebooting the system' may be the best accelerator. This rapid review of the stumbling blocks and the enabling elements in your organization is very powerful, providing both assessment and roadmap tools ending in a game plan that can be tracked.



## Applied Critical Thinking

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.





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