

# Dr Leandro Herrero

MD, MBA, FCMI, FloD

Organizational Architect

Consultant - Author - Speaker

Dr. Leandro Herrero practiced as a psychiatrist for more than fifteen years before taking up senior management positions in several global pharmaceutical companies, working both in Europe and the US. He is co-founder and CEO of The Chalfont Project Ltd, an international consulting firm of *organizational architects*.



Taking advantage of his behavioural sciences background, coupled with his hands-on business management experience, he works with organizations of many kinds on organizational strategy, structural and behavioural change, leadership, and innovation. An author of several psychiatric and scientific publications during his previous years as a clinician, for many years Dr. Herrero wrote a popular monthly column on management issues for the leading global healthcare periodical, *Scrip Magazine*, which culminated in the publication *'The Trouble with Management'* (2002)

In 2006, Leandro Herrero began a series of management books which focus on bringing behavioural sciences to day-to-day management and leadership, based upon his experience as both behaviourist and management consultant. The first book, *'The Leader with Seven Faces: Finding your own ways to practice leadership in today's organization'* (2006), is the cornerstone of Executive Leadership development programmes and executive retreats which he leads personally, with heavy emphasis on self-awareness, reflection time, internalization and behavioural change. It was then complemented by *'New leaders wanted – Now Hiring! The 12 kinds of people you must find, seduce, hire and find a job for'*. (2007)

*'Viral Change™: the alternative to slow, painful and unsuccessful management of change in organizations'* (2008), outlines a methodology developed and successfully tested to create significantly faster cultural and behavioural change in organizations. This book is now in its second edition. It was followed in by *'Disruptive ideas. 10+10+10=1000; the maths of viral change that transforms organizations'* (2008). *'Homo Imitans: the art of social infection; Viral Change™ in action and 'Innovations: escaping the me too company'* will be published in 2011.

Leandro Herrero's public and in-company speaking engagements on these and other topics, whether addressing large groups or top executive teams, are hugely successful.

Viral Change™ is a methodology pioneered and developed by Leandro Herrero to create sustainable change in organizations by focusing on behavioural change and using the power of relative small numbers of influencers or champions within the organization, acting mainly on a peer-to-peer basis through their own internal social networks. The success of this cutting edge approach has led The Chalfont Project to create a new company *'Viral Change™ L.L.P.* with Dr Herrero as its managing partner, with accredited Associated Practices around the world; today in the UK, Sweden, Denmark, Italy, Belgium, The Netherlands, South Africa and Brazil. Viral Change Denmark is a new company in its own right, created in 2010, and part of the new *'Global Viral Change Network'*. Whilst Viral Change L.L.P focuses on helping clients with the management of change, The Chalfont Project team, under Leandro's leadership, continues to provide the rest of the portfolio of services around leadership development, innovation, organizational design and behavioural branding of top teams and organizations.

Dr Leandro Herrero is a Fellow of the Chartered Management Institute (UK) and of The Institute of Directors (UK). In addition to his medical qualifications, he holds an MBA (UK), and a diploma in bioengineering. He has been Visiting Professor at DUXX, school of Business Leadership in Mexico. In 2005, he was appointed member of the advisory board of the Operational Research Department (new Department of Management) at the London School of Economics and Political Science.

Leandro Herrero lives with his family in England

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