

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.

THE CHALFONT PROJECT LTD & VIRAL CHANGE GLOBAL NETWORK OF COMPANIES.  
WWW.THECHALFONTPROJECT.COM WWW.VIRALCHANGE.COM +44 1895 549158  
REGISTERED IN ENGLAND AND WALES 3700600; VAT 799084760  
VIRAL CHANGE™, VIRAL SAFETY™, VIRAL LEADERSHIP™ AND BACKSTAGE LEADERSHIP™ ARE REGISTERED

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.

---

## THE CHALFONT PROJECT

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.

The Chalfont Project focuses solely on the organizational (structural, functional, operational, behavioural and cultural) aspects of the company, big or small. We are organization architects.

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.

## OUR PHILOSOPHY

We are people-centred builders of organizations. We help our clients to create the organizational conditions to attract and retain good people. We call these leadership conditions because we conceive leadership as the creation of a lasting environment that binds people together and generates wealth.

We are cartographers of organizations. We help our clients map the organization's journey towards its vision and goals. We believe that people travelling together on that journey constitute the organization's human and social capital – the true capital of any firm, big or small. We believe that a successful journey requires aligned objectives and a set of common maps.

We are architects of the organization's IQ. We design and help implement structures and systems where diverse people can work together, structures that work



across geographical and cultural borders and that are in themselves an innovation and source of business advantage.

Visit our website to find out more: [www.thechalfontproject.com](http://www.thechalfontproject.com)

THE CHALFONT PROJECT LTD & VIRAL CHANGE GLOBAL NETWORK OF COMPANIES.  
WWW.THECHALFONTPROJECT.COM WWW.VIRALCHANGE.COM +44 1895 549158  
REGISTERED IN ENGLAND AND WALES 3700600; VAT 799084760  
VIRAL CHANGE™, VIRAL SAFETY™, VIRAL LEADERSHIP™ AND BACKSTAGE LEADERSHIP™ ARE REGISTERED

