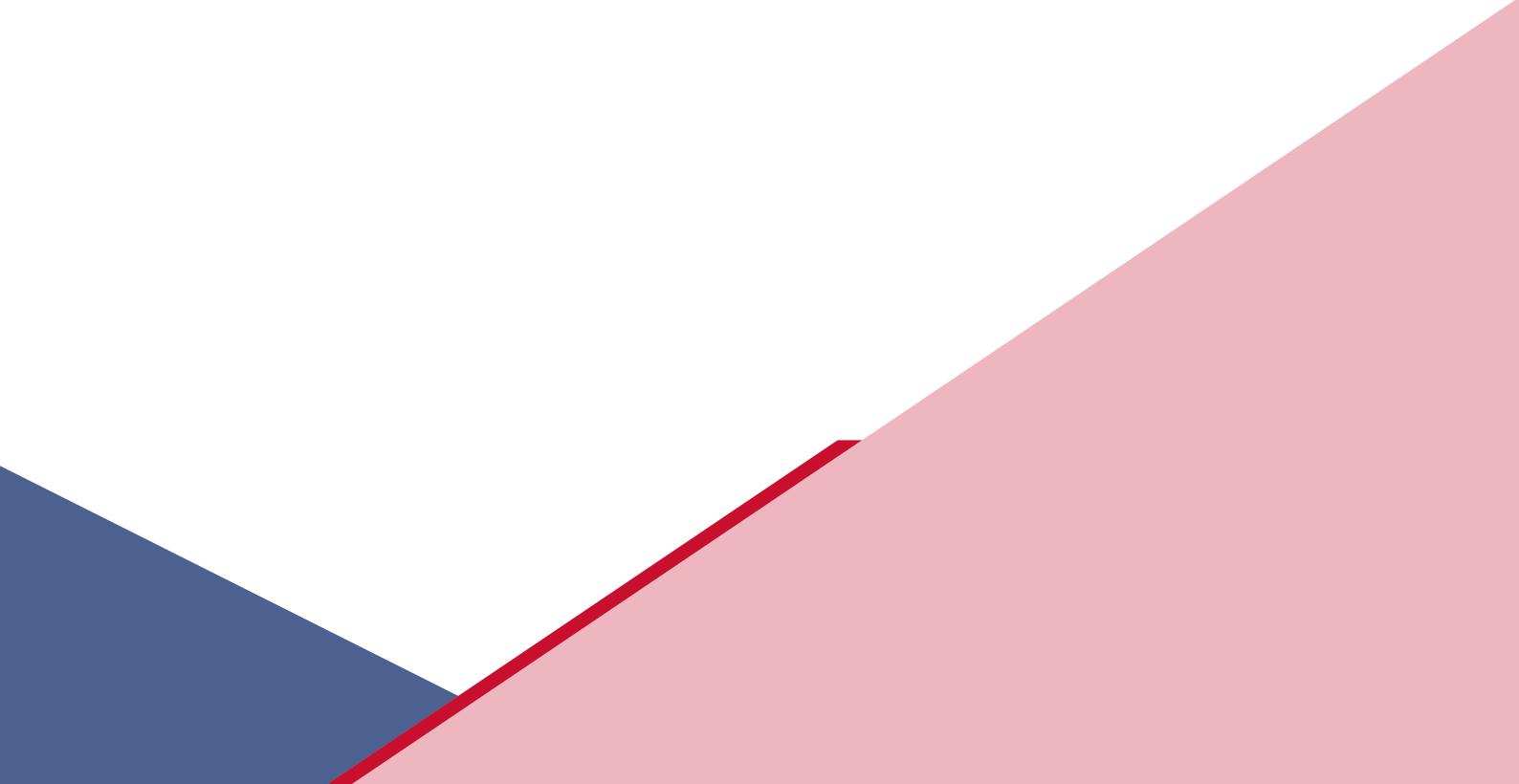




# FOREVER // FORWARD

**A transformational £200m fundraising  
campaign for London Business School**



## A letter from the Dean

**London Business School's tradition of excellence and global prestige drew me to the privileged opportunity to lead the School.**

We have grown from our beginnings in Northumberland Place to our Regent's Park terrace and significant presence in the major financial centres of the world. Today, we offer programmes for every stage of post-graduate business and executive education. Our student body includes over 2,500 degree programme students and 10,000 executive education participants annually. Our 47,000 strong alumni community live in 156 countries. What started as a small British business school has blossomed into a global talent magnet.

We are proud of all we have achieved internationally, and yet we know that it is London which affords us our greatest competitive advantage. London's vibrancy, rich heritage and diversity make it an important epicentre, drawing the brightest minds into our community for decades. As we have evolved over the years two constants have remained: our commitment to rigorous life-long learning and a commitment to impact the world.

These two sentiments guide us today. Through our £200m Campaign we aim to ensure the entire LBS community – students, alumni, faculty, staff, partners and friends – can have profound impact in today's world. Our pledge is to walk the journey for life with our community – by providing research, learning, the network and activity supported by our convening power – towards greater impact.

Four priorities underpin our aspirations: with your philanthropic investments we will engage a greater diversity of minds (Scholarships), infused with original thought from leading faculty (Research), within an environment that stimulates creative energy and collaboration (Learning Environment), to inspire the innovations and ideas that will change the world (Innovation). Through these aspirations we believe we will create profound impact for the world, for you and for our entire community.

Relative to our age, our endowment remains small and is dwarfed considerably by that of our peer schools. Many of our competitors benefit from centuries-old endowments, worth in some cases 50 times more than ours. Our Campaign ambition is to grow our endowment to more than £100m to build long-term stability and financial strength. Increasing our endowment not only helps to support the future but allows us to act with agility against our competitors.

Philanthropic gifts will help unleash our full potential and build lifelong relationships with our global community from our London hub. I ask those of you with bold ideas and big dreams to step forward and join us in transforming our School in pursuit of greater impact for us all.

Onwards,  
**François**

# Scholarships: £60m to attract talent and broaden our diversity

## Where we've come from

Excellence has been at our core from the start. Attracting the best and brightest applicants preserves our reputation as a top business school.

Alongside our commitment to excellence, diversity has always been an important part of our identity. We have grown from a largely British school in the 70s to a global institution today. Students now join us from over 100 countries with the average MBA class speaking over 60 languages. We know from our faculty's research that the diversity of our community creates a unique and unparalleled learning experience. It differentiates us from our peers, enhances learning outcomes and ultimately increases our world-impact as alumni return to their home communities creating prosperity, economic wealth and well-being.

Our vibrant community benefits significantly from the blending of these two important factors - academic talent with divergent viewpoints.

## Where we're going

Competition for the very best students is steep. Our peers attract top talent with endowed scholarships for over 60% of their students. Whilst we have grown our portfolio of support, we're still only able to provide financial help to up to 25% of our students. Campaign gifts will allow us to double our scholarship offering through both merit and needs-based support.

Academic excellence is crucial, and a number of newly established scholarship programmes are supporting our efforts to attract the best students. The Campaign will increase our ability to vie for the brightest minds - from the UK and around the globe. We are also committed to transforming access to LBS, increasing the breadth of our diversity beyond geography.

Increased support for attracting women, Black and mixed Black heritage students and those from lower socio-economic backgrounds will significantly increase the diversity of our student body. Our effort to build scholarship programmes in support of these under-represented populations in business education reflects our long-standing commitment to diversity. A number of early Campaign gifts have already helped start a movement towards these critical priorities.

Our alumni care deeply about the quality of students joining the LBS community. Scholarships will ensure that we attract the finest applicants to LBS, ultimately enriching our alumni community and adding tremendous value to the whole LBS family.

As a result of the Campaign we aim to achieve:

- **A more competitive offer for the very best applicants**
- **51% female representation across our student body**
- **13% Black and mixed Black heritage representation across our student body**
- **Greater representation and inclusion of those from lower socio-economic backgrounds**

## Research: £50m to amplify our research and its impact

### Where we've come from

Academic rigour is at the heart of LBS. Our outstanding faculty have long been at the cutting edge of academic research with real-world relevance. It is this powerful combination which differentiates us from our peers.

Our research has been shaping the world around us for decades. In the 1980s, we contributed to the establishment of the FTSE 100. More recently faculty's research has been guiding society on how to prepare for and navigate the 100-year life. Our global work includes improving malaria supply chains in Africa and advising international governments on testing for COVID-19.

The richness of perspectives and rigorous thinking of our faculty brings value to the classroom and beyond, shaping our students and alumni into tomorrow's business leaders.

### Where we're going

The world is in a fragile, volatile state. Our faculty's contributions to society's challenges are more important than ever. Through our Campaign we aim to expand our pipeline of research and escalate its reach. Securing an outstanding faculty is paramount.

We operate within a fiercely competitive market. Our peers benefit from endowed faculty chairs to help draw talent – often they have more endowed chairs at their disposal than total faculty. Our ambition is to increase our number of endowed faculty chairs from seven to 17, strengthening our ability to compete within a very small pool.

Acclaimed research is also key to attracting the best faculty. Investments in Research@LBS and our research Institutes in the areas of Leadership, Business and Development, Asset Management and Entrepreneurship and Private Capital, will enable us to increase the production and influence of world-leading research.

Our institutes also fuel vital collaborations with policy makers and business leaders at the highest levels. These powerful relationships cement the connection between research and practical application. Our aim to become European and global hubs for innovative thinking across these disciplines, will strengthen the School's reputation and enable profound impact.

Campaign gifts will further enable us to provide relevant and cutting-edge insights and thought leadership to match our community's interests and needs.

Finally, we have established LBS Publishing to amplify the reach of our faculty's work, both in our own classrooms and at business schools around the world. For too long we have relied on cases produced by peer institutions. Campaign support will significantly increase our pipeline of home-grown case studies for global consumption, whilst affording us the freedom to prioritise and profile more diverse protagonists and global companies.

# Learning Environment: £50m to promote connections, collaborations, and ambitious thinking

## Where we've come from

Over the years, we have extended our mark in and around Regent's Park, seeking spaces that support our ambitious work, reflect our world-class brand and fuel our community spirit.

Our relationship with London is symbiotic. London infuses our School with an entrepreneurial spirit, and our location at the apex between East and West makes us enviably connected. Similarly, our standing as a top UK business school has made us a vital component of the local economic ecosystem.

We have broadened our reach and enhanced our position globally by establishing our Dubai Campus, an important component of the LBS footprint.

Through philanthropic support in the School's first campaign, we transformed Sammy Ofer Centre into our new learning hub. This gave us 70% more teaching space whilst vastly upgrading the learning experience. This landmark location has attracted global business and political leaders and has contributed significantly to the amplification of our work and influence in London and beyond.

## Where we're going

In recent years, the landscape of education has shifted dramatically. The pandemic reinforced the importance of face-to-face learning and campus interactions. It also brought to the fore the potential and importance of harmonising the physical and digital to enable innovations in teaching, learning and technology – for our students and alumni community.

Our physical spaces embody our brand and reputation. They play a key role in attracting the best students, faculty, alumni and business leaders who demand an environment that is as world-class as the teaching and experiences within them. The quality of our environment is directly linked to the way our community learns from one another and drives ambitious thinking.

In 2017, we acquired the Royal College of Obstetricians and Gynecologists. This new 'North Building' provides a dynamic environment for teaching and learning which meets the demands of changing educational landscapes and technologies. It also houses an alumni centre and LBS's largest multi-functional event space.

With the addition of this Regent's Park-facing-entrance to the School, philanthropic investments in this major naming opportunity on our London campus, will complete and unify the Sussex Place footprint. The North Building will provide an important physical and digital home for the entire LBS community.

# Innovation: £40m to accelerate our transformation

## Where we've come from

London Business School has a long history of entrepreneurialism and innovation – an agenda which has gathered momentum and importance over the last 30 years.

In our early days, LBS drew acclaim for having the first working computerised model of the UK economy – a trailblazing achievement in 1966. Much has changed since then and our focus has shifted to learning innovations. We've become pioneers in experiential learning with our innovative and industry-leading Global Business Experiences (GBE). In 2017, using seed funding from donors in our Innovation Fund, we created our first-ever Collaborative Learning Classroom, blending the very best of in-person learning fueled by technology.

## Where we're going

We know when it comes to innovation timing is everything and being able to spot the opportunities and harness change is crucial. In March 2020, the pandemic gave us that opportunity to flex our innovative muscles. Donated innovation funding allowed us to pivot rapidly to launch our hybrid learning platform not just for students but for our worldwide alumni community. We were able to apply virtual technology to our GBEs to re-create in-person global interactions, ensuring the delivery of our curriculum.

During the pandemic, our Governors provided seed funding to support our next phase of innovations by investing in The Hive – our engine dedicated to nurturing ideas. The Hive has enabled dozens of experiments in teaching, learning and engagement.

As momentum has gathered, the scope of innovation at the School has broadened to include digital learning, technology transformation and School wide innovation. Today Campaign investments in *Innovation@LBS* will allow the School to test and scale transformative opportunities forwarding the entire innovation and transformation agenda.

Our ambitions include being the best lifelong partner for our community. Digital Transformation is critical to this aspiration. Support towards *Innovation@LBS* will allow us to transform our digital and physical infrastructure, enabling tailored and flexible learning and social experiences, allowing us to truly walk the journey for life with our alumni and friends.

## Conclusion

Never before were the ambitions of London Business School more necessary. The global challenges and complexities of our time present us with a striking opportunity to use our diversity of minds, immersed in cutting-edge research and enveloped within creative spaces, to innovate and generate ideas that will change the world and support one another.