

London  
Business  
School

# This is no time to stand still

Discover where  
LBS is heading

**FOREVER // FORWARD**

A transformational £200m fundraising  
campaign for London Business School

# A letter from Savio Kwan MSc09(1976), Campaign Chair

As an alumnus, I have gained so much from my relationship with the School over the years. I am humbled to be the Chair of the transformational Forever Forward fundraising campaign.

The School has risen in the league tables and reached success at global levels. Its continued success, however, is rooted in the journey we walk together. As we continue to learn and interact with the School and each other, our ability grows and grows. This Campaign allows all of us to tip the competitive scales in favour of London Business School and make an impact on the world of business.

Four priorities underpin our aspirations: **scholarships** to engage a greater diversity of brilliant minds, **research** with real-world relevance from leading faculty, a **learning environment** to stimulate creative energy and collaboration, and **innovation** to inspire ideas that will change the world.

And so I ask for your help in achieving our goals. Wherever you are, I hope you will find a way to stay connected with the School. Your support of the Campaign will make a big difference to the students who will come after you and the faculty who will teach them. With our alumni and friends at the front of this mission, I know we can do it.

I look forward to the journey with you.

**Savio Kwan MSc09(1976), Campaign Chair**



# Scholarships

Competition for the 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 are still only able to provide financial help to up to 25% of our students. Campaign gifts will allow us to double our scholarship offering.

Academic excellence is crucial. Scholarships increase our ability to vie for the brightest minds.

They also allow us to support under-represented groups in business education and complement our long-standing commitment to diversity.

Scholarships will ensure that we attract the finest and most diverse applicants to LBS, enrich our alumni community and add value to the whole LBS family.

## **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.



*"These four walls gave me the opportunity to break the cycle of poverty and deprivation which stole my youth. I am confident that my time at LBS will be the ultimate catalyst to changing my life and story forever."*

**Busie Dhlohlhlo MFA2022**



# Research

The world is in a volatile state. Our faculty's contributions to society's challenges are more critical now than ever. Through our Campaign we aim to expand our research pipeline and escalate its reach.

Securing an outstanding faculty is paramount. Our peers benefit from endowed faculty Chairs to draw talent. Our ambition is to increase our number of endowed Chairs from seven to 17 which will strengthen our ability to compete within a small pool.

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

Our institutes also fuel collaborations with policymakers and business leaders which helps to cement the connection between research and practical application.



*“The problems we face today and the issues that confront us in the future, are big problems, and academics have a role in becoming part of the solution to these issues. That sort of ambitious agenda is particularly possible when we have the resources so we not only observe but innovate in new ways of collecting data, new ways of analysing data, new ways of communicating with the world at large. These are exciting and, so far, unexplored topics for business research.”*

**Rajesh Chandy, Professor of Marketing, Tony and Maureen Wheeler Chair in Entrepreneurship**

**Academic Director, Wheeler Institute for Business and Development**



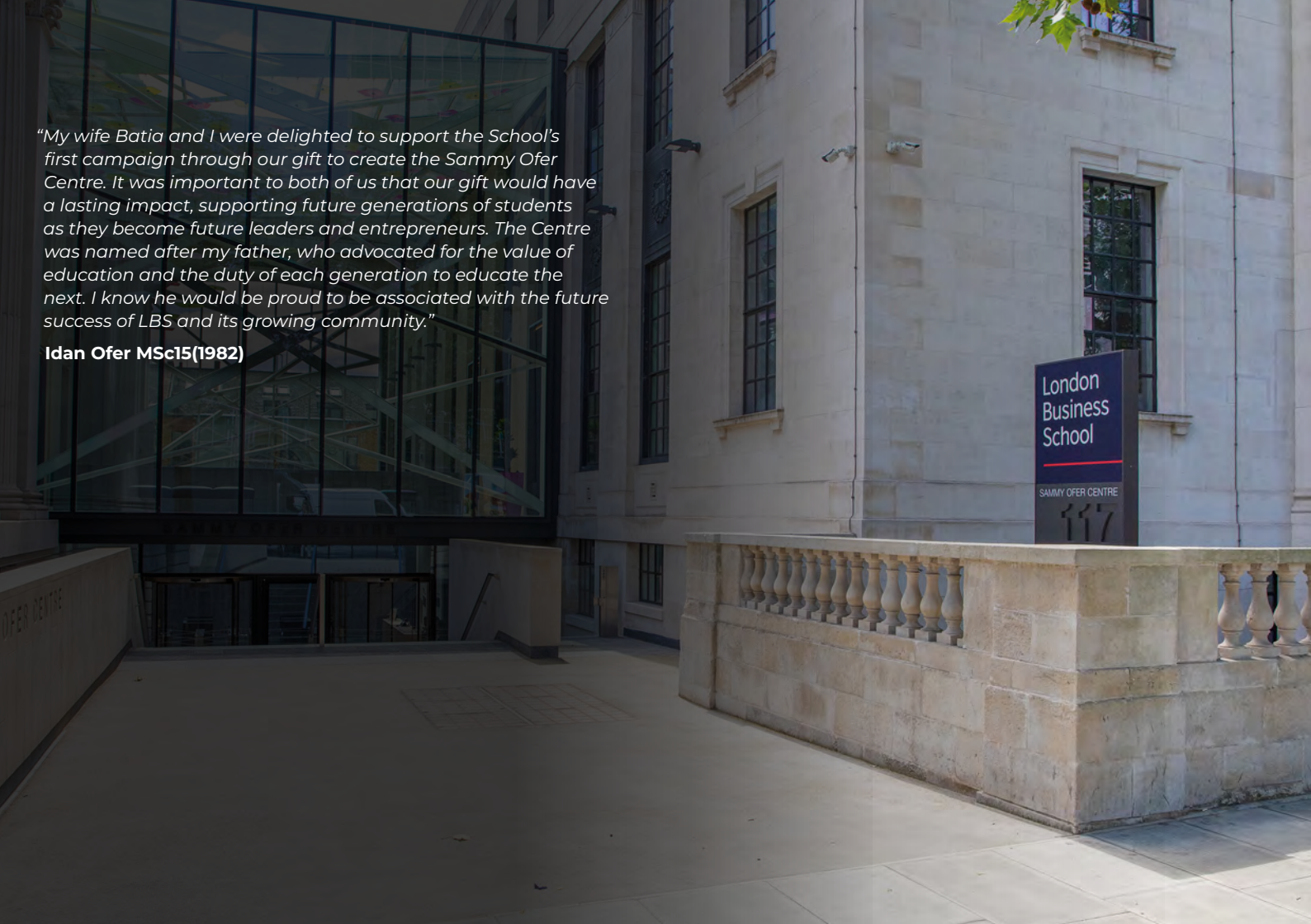
# Learning environment

The landscape of education has shifted dramatically. The pandemic 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.

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

In 2017 we acquired the Royal College of Obstetricians and Gynaecologists. This new 'North Building' has provided an important physical and digital home for the entire LBS community. Philanthropic investments in this significant naming opportunity on our London campus will complete the Sussex Place footprint.





*"My wife Batia and I were delighted to support the School's first campaign through our gift to create the Sammy Ofer Centre. It was important to both of us that our gift would have a lasting impact, supporting future generations of students as they become future leaders and entrepreneurs. The Centre was named after my father, who advocated for the value of education and the duty of each generation to educate the next. I know he would be proud to be associated with the future success of LBS and its growing community."*

**Idan Ofer MSc15(1982)**

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SAMMY OFER CENTRE





# Innovation

We know timing is everything when it comes to innovation. Being able to spot opportunities and harness change is crucial.

In March 2020 innovation funding allowed us to pivot rapidly to launch our hybrid learning platform for students and alumni. We applied virtual technology to our GBEs to re-create in-person global interactions and ensure the seamless delivery of our curriculum.

During the pandemic our Governors provided seed funding to create The Bagri Hive – an innovation engine dedicated to nurturing ideas. The Bagri Hive has enabled dozens of teaching, learning, and engagement experiments.

As momentum has gathered, the scope of the Bagri Hive has broadened to include digital learning, technology transformation, and School-wide innovation.

Campaign investments in **Innovation@LBS** will allow the School to test and scale transformative opportunities. This will enable tailored and flexible learning and social experiences that will allow us to truly walk the journey for life with our alumni and friends.



*"The Bagri Hive is central to the School's innovation pillar of its ambitious and transformational £200m Forever Forward fundraising Campaign. It has been designed to champion community collaborative innovation through group ideation workshops, facilitated co-working environments, and smaller problem identification and solving sessions."*

**The Hon. Apurv Bagri**

THE BAGRI HIVE



# Your support

Never 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.

**Please support our £200m Campaign as we support your journey for greater world impact.**



Scan the QR code to visit the  
Forever Forward microsite

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