London Business School



Your support of London Business School

2022/23 Impact Report

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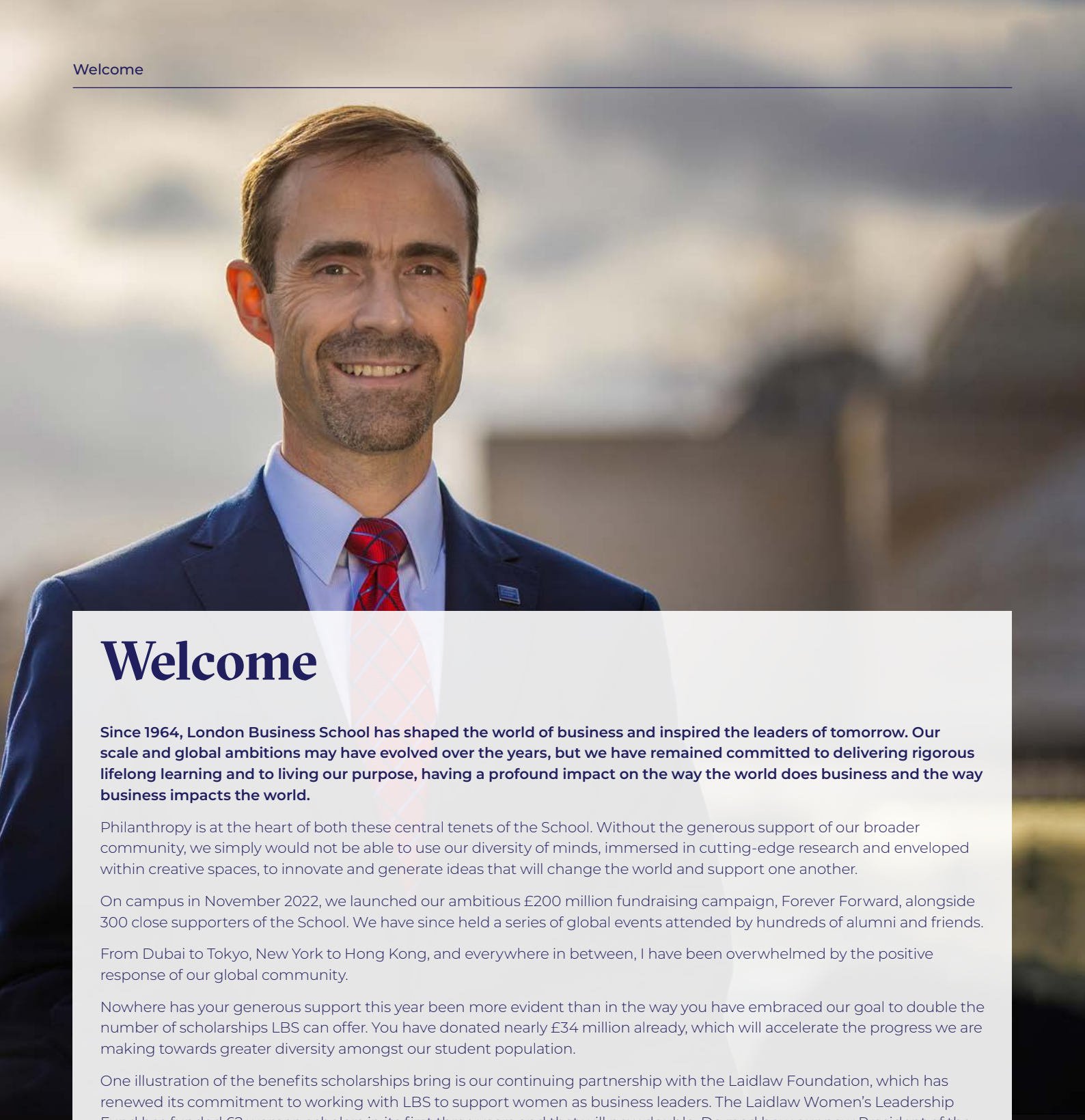
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Welcome

Since 1964, London Business School has shaped the world of business and inspired the leaders of tomorrow. Our scale and global ambitions may have evolved over the years, but we have remained committed to delivering rigorous lifelong learning and to living our purpose, having a profound impact on the way the world does business and the way business impacts the world.

Philanthropy is at the heart of both these central tenets of the School. Without the generous support of our broader community, we simply would not be able 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.

On campus in November 2022, we launched our ambitious £200 million fundraising campaign, Forever Forward, alongside 300 close supporters of the School. We have since held a series of global events attended by hundreds of alumni and friends.

From Dubai to Tokyo, New York to Hong Kong, and everywhere in between, I have been overwhelmed by the positive response of our global community.

Nowhere has your generous support this year been more evident than in the way you have embraced our goal to double the number of scholarships LBS can offer. You have donated nearly £34 million already, which will accelerate the progress we are making towards greater diversity amongst our student population.

One illustration of the benefits scholarships bring is our continuing partnership with the Laidlaw Foundation, which has renewed its commitment to working with LBS to support women as business leaders. The Laidlaw Women's Leadership Fund has funded 62 women scholars in its first three years and that will now double. Do read how our new President of the Students' Association, Priyal Keni, believes her Laidlaw Scholarship has been pivotal to her transformation at LBS..

Across all four pillars of Forever Forward – scholarships, research, learning environment and innovation – you'll see in this report what a difference you have made in the past 12 months. We have completely transformed the Bagri Hive in the School's North Building and celebrated five years since the opening of the Sammy Ofer Centre.

We wouldn't have been able to achieve many of these things without your continuous philanthropic support.

Thank you for championing the School and for investing in our future. Your collective and unwavering commitment to our purpose and prestige is what sets our community apart. I want to express my heartfelt gratitude to every one of you.

Together, I am confident that we can continue to shape the future of LBS and create a transformational difference for the world, for you, and for our entire community.

Onwards,
François Ortalo-Magné
Dean, London Business School

London Business School in numbers

2,800+

degree programme students



10,000

executive education participants annually



50,000+

alumni community living in 156 countries



#1

Financial Times ranking for Masters in Finance 2022



#5

Financial Times Executive Education ranking 2023

Forever Forward: our ambition

Forever Forward is London Business School's ambitious and transformational £200m fundraising campaign, which will amplify our impact on the world.

Never before were the ambitions of London Business School more necessary. This is no time to stand still. To drive the progress our world needs, we need the sharpest, smartest minds. We need ground-breaking, game-changing research. We need more innovative learning experiences that will help generate more ideas. We need spaces that provide a sanctuary for brilliant minds to connect.

On 3 November 2022, we launched Forever Forward with a large-scale experiential event in London. Over the past eight months, Forever Forward has been celebrated in 45 cities across the world, including nine global launch events, and we have been delighted to share this momentous occasion in the School's history with our global community.

As of July 2023, Forever Forward has raised over £70 million, sending us on the right path to fulfil our joint ambition. Thanks to the support of our friends and donors, we can already see the impact that philanthropic gifts have had in unleashing our full potential and building lifelong relationships with our global community, right here from our central London hub.

You are one of the 1014* donors who have supported the ambitions of LBS this year. Collectively, we are shaping our students and alumni into tomorrow's business leaders. Thank you for supporting Forever Forward and transforming our School in pursuit of greater impact for us all.



Nicola Koppelmann
Campaign Director



*as of 31 July 2023

Forever Forward at a glance

Forever Forward is supported by four key pillars, each of which underpins our campaign 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).

Scholarships



Excellence. Diversity. Talent. Attributes at the core of LBS. Through Forever Forward, we aim to raise £60m to double our scholarship offering, increasing our competitiveness to vie for the brightest most diverse minds from around the world.

Research



Research is the beating heart of LBS and in a volatile, fragile world, our faculty's contributions are more important than ever. We aim to raise £50m, increasing endowed faculty chairs from seven to seventeen, strengthening our ability to compete within a very small pool. We also plan to invest in and amplify the work of our acclaimed teachers, funding more grants for ground-breaking, game-changing research.

Learning Environment



Our physical spaces play a key role in attracting the best students, faculty, alumni and business leaders. During the course of Forever Forward, we aim to raise £50m to invest in spaces like our recently acquired North Building in Regent's Park, to create an environment which will fuel collaboration and ambitious thinking.

Innovation



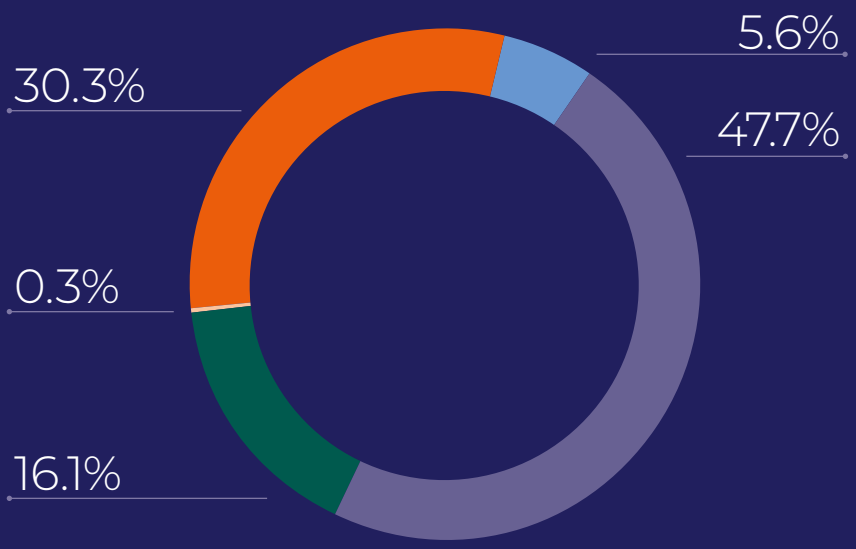
LBS has a long history of innovation. Right now, this side of our work is more important than ever. We must be able to spot the opportunities and harness change. Through Forever Forward, we aim to raise £40m to power the School's innovation and transformation through experiments, digital transformation and learning innovations.

Throughout this report, you will learn more about how your support has built the foundations for each of these essential pillars. You can find more information about the Forever Forward campaign by visiting **foreverforward.london.edu**.

Campaign progress

Our purpose is to have a profound impact on the way the world does business and on the way business impacts the world. Forever Forward is focused on growing this impact. The following charts illustrate how we have reached an exciting and pivotal moment in our Campaign journey as we prepare to unleash our full potential.

Pillar donation breakdown



Money raised per pillar:

Scholarships:	£33.98m
Research:	£11.50m
Learning Environment:	£0.18m
Innovation:	£21.58m
Unrestricted:	£4.01m
Total amounts:	**£71.25m**

Total amounts raised correct as of 31 July 2023

Moving towards our target of £200m



Global Give 2023

What happens when our global community collectively shows a commitment to LBS by making a series of donations over the course of 24 hours?

Taking place both on campus and online, Global Give is London Business School's preeminent fundraising event and one of the most powerful examples of what can happen when our community joins together to collectively give.

This year, Global Give took place from 12pm BST on 8 March and concluded at 12pm BST on 9 March. Together, we demonstrated the incredible impact we can have when we collectively invest in the School.



Global Give at a glance

Global Give plays a crucial role in supporting the collective funds that fuel the School's ambitions. Through Global Give, we aim to bring the entire LBS community together to make a real difference in the lives of current and future generations of business leaders.

559

people collectively gave £462,639 to the Forever Forward campaign during Global Give

128

members of our community signed up as Global Give Ambassadors

£100

the median gift amount raised during Global Give

46

countries across the globe donated gifts

92

new alumni gifts from those who graduated in 2022, 2021, 2020 or 2019

1960s-2020s

gifts were made by alumni of every decade since LBS opened its door

During Global Give, we invite supporters and alumni to share why they choose to participate by giving back to the School. Here is just one of the responses that our generous Global Give donors chose to share with us on our virtual giving wall:



"LBS was truly life changing for me. I got much more than a degree from the School, and this is why I am happy to give back. Every donation will have an impact."

Olivier Doublet-Lemonier SEMBA2011, LBS alumnus and Global Give supporter



Regent's Circle: celebrating our community of donors

In September 2022, we launched the Regent's Circle alongside 120 founding members who shared a commitment to investing in the School's purpose.

The Regent's Circle honours those whose commitment to London Business School has helped us become a world-class graduate business school – and whose future support will allow us to realise our ambition.

Our Regent's Circle community invests in the School's purpose and vision by generously donating a minimum of £1,000 each financial year. Collective gifts from the Regent's Circle community add up to at least £750,000 each year, giving us the ability to meet the School's most urgent needs – funding at this level could support 15 scholarships each year. The collective power of the Regent's Circle helps build capacity, create impact and foster the culture of philanthropy.

Gifts from Regent's Circle members are paramount to the success of Forever Forward, providing the agile funding necessary to respond to the School's greatest needs across the four pillars. We thank all our Regent's Circle members who, together, are committed to investing in the School's purpose and who also inspire others to join the movement.

As the momentum behind Forever Forward grows, so too will the Regent's Circle. We're looking forward to welcoming more members throughout the campaign and are excited to see the Regent's Circle expand over the coming years.

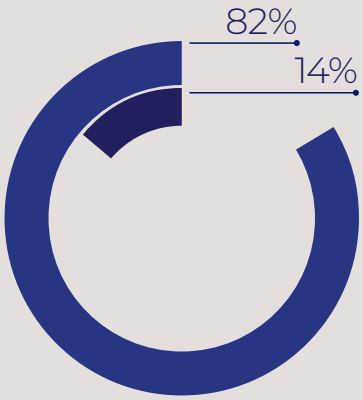
If you would like to join a community that has an enduring impact on the lives of our students, alumni and global businesses alike, we invite you to find out more about the Regent's Circle by visiting foreverforward.london.edu/other-ways-to-support/regents-circle/.

The Regent's Circle at a glance

255

Regent's Circle members

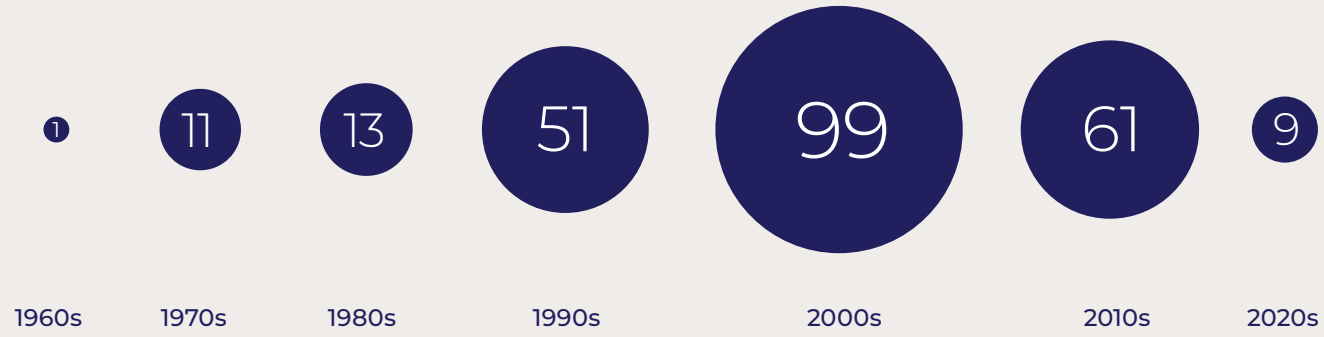
as of March 2023



Last year, members of the Regent's Circle made up 14% of our community of donors giving to the collective funds that support the Schools' ambitions – but together, they contributed 82% of the total amount given.

This shows the outsized impact our Regent's Circle members have, allowing the School to respond to funding needs and forming the backbone of our campaign: Forever Forward.

Regent's Circle members currently represent every decade of the School's history, with a majority of members completing their degrees in the 2000s. The Regent's Circle shows there is support across the years for all that LBS is doing to create a profound impact on the way the world does business.



Our Regent's Circle members include:

17
Alumni Council members

10
Governing Body members

8
Alumni Club leaders

Through the collective power of the Regent's Circle, your gift inspires the philanthropy of others as you come together and strengthen our investment in the future.

Donor Impact Showcase 2023

Over 60 donors and supporters of London Business School joined us in March for this year's Donor Impact Showcase.

Hosted by François Ortalo-Magné, Dean of London Business School, the Donor Impact Showcase celebrates our donor community and its continued support of the School's ambition to have a profound impact on the way the world does business and the way business impacts the world.

This year, the event was hosted in the North Building, where guests had the opportunity to visit the newly refurbished Bagri Hive and experience first-hand the transformational power that philanthropy can have on the School's learning environments.

Throughout the evening, the attendees were invited to learn more about the significant impact that donor support has on the School's transformational £200million fundraising campaign, Forever Forward.

Dean François opened the evening by sharing why philanthropic giving is so important to the School and in further strengthening the broader LBS community. In his own words:





"You are here because you are leading the way. We want to say thank you because we want to share with you the impact you are having on this community."

Our speakers Julia Marsh, David & Molly Pyott Senior Associate Dean, Innovation & Transformation; Elias Papaioannou, Professor of Economics and Academic Co-Director of the Wheeler Institute for Business and Development; and Shrushti Runwal MBA2024 all very much enjoyed being able to share how the generosity of the LBS donor community is amplifying the School's global impact.

For Shrushti, who is the current Gallifrey Scholar for Social Impact, the experience of having access to an inspirational peer group and the broader LBS community has transformed her work in the social impact sector. As she shared with the supporters in the room on the evening:

"There are three things that both LBS and this MBA have given me that I would like to share with you: first, it has given me a network that is powerful, supportive and that lifts each other up to create a better world, one connection at a time. Secondly, the confidence to pursue a less taken career path and the skills to navigate the uncertainty that comes with it. Lastly, it has given me a lifetime of memories."

Thank you to everyone who joined us for this year's Donor Impact Showcase. It was inspiring to have so many supporters who share the School's commitment to rigorous life-long learning join us for a fantastic evening of celebration.

Your support of scholarships

£10,068,907

total amount disbursed in **scholarships** in the 2022/23 academic year

607

scholars received **financial support** in the 2022/23 academic year

57%

of scholarship recipients identify as **women**

43%

of scholarship recipients identify as **men**

146

number of **named scholarships** awarded

461

number of **LBS Fund-enabled scholarships** awarded

891*

donors generously **contributed** towards scholarships as part of the LBS Fund

114*

donors **supported** named scholarships at London Business School



Over the next five years, we aim to achieve:

- More competitive offers 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



The LBS Fund

Supporting the LBS Fund allows the School to allocate your gift to where the need is greatest, and many of the scholarships were established to support students who are traditionally underrepresented – both within the School and the broader global business community. In the 2022/23 academic year, 1,014 donors generously contributed towards the LBS Fund.

Named scholarships

LBS proudly offers a range of merit and needs-based scholarships that support our efforts to attract the best students from the United Kingdom and around the globe.

Our named scholarships are generously supported by donors, foundations, and organisations who fundamentally believe in London Business School and our ability to ensure that the brightest minds are positioned to have the greatest impact on the future. Every named scholarship enables us to deliver the greatest impact to students who need additional support in obtaining a world-leading business education. **In the 2022/23 academic year, 146 named scholarships were awarded to emerging business leaders.**

*as of 1 July 2023

Celebrating the next generation of business leaders

Here are just a few stories from the next generation of business leaders who received scholarships from LBS during the 22/23 academic year.



Iryna Derevianko MBA2024

LBS Fund Merit Scholar

Prior to considering starting my MBA journey at LBS, I was living in Kyiv, Ukraine.

I had been working in investment banking for the past four years. Right after I finished my master's degree in the Netherlands, I decided that I wanted to go into corporate finance and so I had returned to Ukraine to start my career. During that time, I was lucky to be involved with a broad range of projects for both private and public sectors. I provided advice for the Ukrainian government and corporates, and I was also fortunate enough to work with a number of other governments of developing and emerging countries.

In February 2022, a few days after the start of the war, lots of people made the decision to flee from the more dangerous central and eastern parts of Ukraine to the western region. After I made it to the west, I realised that I have lots of advantages by being a woman, including freedom of movement. I travelled to Poland to build a humanitarian and medical aid centre, which basically collected all the aid from Europe and from US, transferred it across the border, and distributed valuable resources across Ukraine when the supply chains were completely broken. This was a critical time to be engaged in the distribution of humanitarian aid and I was responsible for the daily operations of the centre, including logistics, warehouse management, customs, donor relations and reporting.

While I was developing that centre from the ground up, I was also thinking about what to do with the next stage of my career because I still wanted to realise myself professionally. It seemed like a very good time to pursue the MBA because, when you are in the face of such uncertainty, one of the best things you could do is to invest in your education for the benefit of yourself and of your country.

Running a distribution centre is the kind of a job where you can't just disappear for days, so I tried to carve out a couple of hours every day to study for my GMAT. Balancing these commitments was quite intensive.

When I found out that I had been accepted to LBS with a scholarship I was extremely happy and relieved that at least there was some financial certainty about the world. For me, my scholarship is so important because I didn't have access to normal loans. When you come from a country like Ukraine, there are a lot of risks included in the system. Many loans providers perceive lending to certain nationalities as super risky and the rates become even higher. It wasn't feasible for me to take out a loan. **Receiving a scholarship gave me a feeling of safety; I felt as though I could relax a little bit about my future and focus on how I can make the most out of my MBA experience.**

From the very beginning, I felt as though I was in a safe space at LBS. Originally, I was a little bit scared that people would not understand me or would not understand why some days may be worse for me than for other people. However, my study group said, 'If you need any help, just tell us and we'll be happy just to listen. Perhaps we cannot imagine what you have been through or understand what you are feeling, but we are here just to help you.'

Finding meaningful connections with people is especially important for anyone trying to feel comfortable in a new environment, especially in a new country. For me, finding community in London felt even more important, as I live simultaneously for two countries.

During my studies, I have found a common language and have become friends with so many people. It's not just about geographies; it's about their backgrounds and what they have done in their previous lives, both personally and professionally. We are part of a supportive community.

For me, I think philanthropy is an example of kindness. It is perhaps the most important quality a person or society can have. I had this idea in mind long before the war, but after the war began it became even more clear that **I'm part of a society where we remain resilient only because of kindness.**

Ukrainian people have always been very philanthropic by nature; we have always had a strong culture of giving. During the war, this has become more apparent. People have donated what they can. An average person cannot buy a fighter jet, but when we collectively gave, we were able to support those on the frontline, and I know every Ukrainian felt so proud that they personally contributed to the defence effort. **The same principle can be applied to the LBS Fund. There are many people, but they all donate to an important cause; education and opportunities for people early in their careers.**

I am very driven by philanthropic giving. I am currently the UK Fundraising Lead for the Superhumans Centre in the UK and Europe. It's a medical centre that provides prosthetics, rehabilitation, reconstructive surgeries and psychological help to people who were injured because of the war. It's a broad range of people. It's veterans who came from the frontline and were injured. It's civilians who were unlucky to be at the wrong place at the wrong time. It's a centre for people who have been through hell in terms of what they've seen and what they've suffered. It's a great honour for me to help the Superhumans Centre to the extent I can while I'm here in the UK.

Investment banking and my professional career are important to me as I believe that, once you build a professional career, you have much more power over projects you care about. Ultimately, I want to build a charitable foundation that makes a real social contribution. I hope that the donors that have invested in me and my education at LBS will be proud of what my impact on the world will be in the future.

By supporting scholarships at LBS, you are giving students like Iryna the opportunity to affect positive change in their own lives and that of their communities. To discover how you can support the LBS Fund, visit london.edu/give-to-lbs.



Alex Cochrane-Dyet MBA2024

LBS Fund Scholar

Growing up in the UK, the public narrative was very much focused on public safety in London, which is what initially drew me towards policing. I had been working a desk job as a journalist for a little while, but I wanted to do something a bit more meaningful, so I joined the police in 2016. I started off as a uniformed officer taking 999 calls. I was based in Hackney, and after a couple of years, I took the exams to become a detective.

I started working in digital investigations. This is the cutting-edge area of policing. It's kind of like cat and mouse with the criminals whether we can keep up technologically with all the new things that are going on.

One of the frustrations were the social media companies themselves who were not really doing anything to stop problematic content in the first place. I realised I could potentially have more of an impact working for a social media company rather than for the police unit itself. I felt as though I was picking up the pieces when things go wrong and that I couldn't change things on a fundamental level, so I decided to leave the police.

I saw studying at LBS as the best way to move from the public sector into the private sector.

I chose the MBA in order to upskill in areas such as accounting and business strategy; things I had not previously had much experience with.

My scholarship has been absolutely phenomenal and has allowed me to study here.

Ideally, I'd like to work for a big tech company and steer my way into a role that deals with security and online risk, but from the other side. Ultimately, I feel as though I could have a greater impact in a tech role rather than working on these issues on a case-by-case basis.

Alex's story is profiled further in our 2022/23 Scholarship Impact Report.



Priyal Keni MBA2024

Laidlaw Women's Leadership Scholar

Having thrived in a multicultural environment, be it during my stint in international sport or my role as a consultant, I knew that I wanted to go to a business school that was known for its diverse and inclusive culture. After researching several business schools and speaking to a lot of alumni, LBS clearly stood out. The opportunities it has to offer, coupled with the flexibility of the programme and the London advantage aligned perfectly with my post MBA goals.

The Laidlaw Scholar programme has played a pivotal role in my transformation as an MBA student. It has given me the safe space of learning and growing within a tight knit community of other like-minded women.

Confidence is infectious, and when you're constantly surrounded by women who do not shy away from being their authentic and independent selves, it brushes off on you in magical ways!

From taking on leadership roles in several clubs, successfully navigating through a competitive recruitment season, to taking on the biggest student role on campus as the President of the LBS Student Association for the 2023/24 academic year, my greatest takeaway from being a part of the Laidlaw Scholar community has been a newfound confidence which has enabled me to push my limits and take up every challenging opportunity that comes my way.

My goal is to continue to strive towards building a more equal world through the work I am doing, so that one's background, identity or financial circumstance should not be a limiting factor to what they can achieve.

I hope to leave behind a legacy that will inspire more women like me and empower them to achieve their dreams.

Priyal's story is profiled further in our 2022/23 Scholarship Impact Report.

Your support of research

Research, led by curious and dedicated faculty, is the beating heart of LBS. Investing in and amplifying our faculty's research enables us to truly have a profound impact on the world.

Research at a glance

104

Number of **faculty**

81

Research papers completed in 2022/23 (as of end of May 2023)



7

Number of **endowed chairs**

29

Our diverse faculty is of 29 **nationalities**



101

PhD candidates

78.5%

of our research publications rated as **world-leading** (source: Research Excellence Framework 2021)

2

Number of LBS Professors had research featured in The Case Centre's list of **Top 50 Cases – 1973–2023**

2

Number of LBS Professors recognised in **Poets & Quants' Best 40-Under-40 MBA Professors 2023** (Xu Zhang, Assistant Professor of Marketing, and Ali Aouad, Assistant Professor of Management Science and Operations)



First in the UK

for the **quality of research outputs** in our category – business and management (source: Research Excellence Framework 2021)

Third in the UK

in our category of research – business and management (source: Research Excellence Framework 2021)

Our faculty

Our faculty are at the cutting edge of rigorous, academic research with real-world relevance. Through their teaching, our faculty shape the world's future leaders and affect real change with governments, policymakers and business leaders alike.

Spotlight on: Professor Ioannis Ioannou



Professor Ioannis Ioannou, an Associate Professor of Strategy and Entrepreneurship at London Business School, is a leading expert in sustainability leadership and corporate responsibility. His award-winning academic work on strategic ESG (Environmental, Social and Governance) integration, coupled with his focus on the investment community and financial markets, has established him as a thought leader in the field. Here, he talks about his research, its impact, and his future ambitions for sustainability research at LBS.

In my quest to explore the intricacies of business strategy and management, I've always found myself drawn towards a relatively underexplored yet emerging area: the integration of environmental and social considerations into corporate decision-making. This fascination was ignited by a realisation – businesses, the core of the capitalist system, could be forces of profound positive change if they truly embraced their social responsibilities. As environmental and social challenges began to multiply, my resolve was only hardened and my mission crystallised.

Through my academic research, teaching, and engagement with corporate stakeholders, my aim is two-fold: to raise awareness and inspire, and to arm current and future business leaders with the knowledge and tools they need to tackle the big challenges of our time. Our shared mission? To harness the power of business as a force for good.

I have transformed years of rigorous academic investigation into dynamic, captivating degree education courses such as 'Managing and Investing in Responsible Business' and 'Perspectives on Business Effects'. The reception has been nothing short of enthusiastic. In addition, my online executive course on 'Sustainability Leadership and Corporate Responsibility', initially developed for an annual cohort of fifty, now welcomes four cohorts of over sixty people each year, a testament to its growing demand.

These courses, rather than simply riding on the coattails of high-profile speakers, are grounded in robust, cutting-edge research. In fact, this commitment to academic rigour is what sets us apart. My latest endeavour, a course on 'Sustainability Leadership' for the academic year of 2023/24, promises to be an exciting exploration of real-world case studies involving London Business School alumni. It offers the next generation of business leaders the chance to learn from their predecessors while fostering connections in the realm of sustainability.

When curating case studies for this course, I was astounded by the strides our alumni are making in the sustainability space. From leading a century-old family timber business in Austria to a sustainable outdoor clothing company that was the first to become a 'Big Corp' in the group, our alumni are truly making waves. Whether it's organising virtual walks to raise awareness of Climate Change Conferences (e.g., COP27) or producing cultured diamonds using renewable energy and, crucially, bypassing the human rights violations in traditional diamond supply chains, they are effecting real change.

I firmly believe that with the right support, the possibilities are limitless. Sustainability, with its myriad facets and complexities, calls for interdisciplinary collaboration and ground-breaking ideas. We stand at a unique juncture where philanthropic support could unlock a wealth of exciting opportunities.

What fuels my ambition is the shared passion for sustainability that permeates every facet of our community – our students, faculty, staff, alumni and donors. At London Business School, we are a family, unified by shared values and common goals. Thank you for being a part of this journey.

Read about Professor Ioannis Ioannou and his research in more depth in the 2022/23 Research Impact Report.

Your support of innovation

The Innovation & Transformation Office is a change engine, an internal consultancy team, dedicated to exploring and nurturing new ideas and ways of working. It has enabled dozens of experiments and projects in learning, engagement, strategic thinking and continuous improvement.

The Innovation and Transformation team continues to deliver on its overarching ambition to drive and facilitate positive change both within the School and as part of the global business community. **There are three primary areas of focus that underpin the team's ambitions for the School:**

Innovation

The team has created a broad range of strategies that transform the way that LBS operates by encouraging stakeholders from across the School to search for new and innovative solutions to challenges that teams are facing. Challenging conventions enables the School to improve our offerings and services and to deliver value to the broader community.

Operational improvement

Since summer 2022, the team has also started focusing on operational improvement that will enable LBS to become more efficient, effective and competitive in the market. The team works closely with different departments, faculty and students to identify areas of improvement.

Change management

In order to enable innovation, one must be at the forefront of driving behavioural change. This is achieved by helping to shape the physical, operational and mindset changes across the organisation.



Digital transformation case study: Attensi Interview Fit Simulator

How do you gamify a process that could potentially have an impact on a person's future employment prospects? The School's Learning Innovation and Executive Education teams, in conjunction with the LBS Careers Centre and the Innovation and Transformation Office, teamed up with Attensi, a global leader in gamified simulation training, to deliver an immersive experience that gamified the fit interview process.

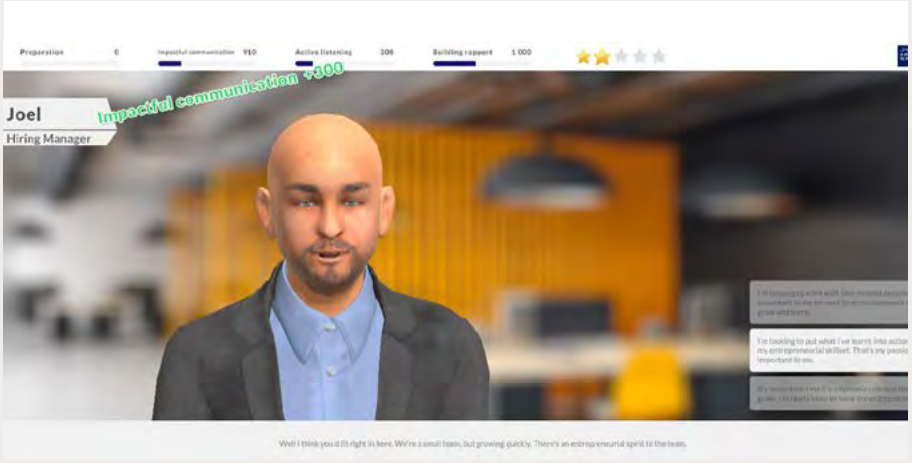
Through practising interview skills in a simulated environment, it was anticipated that graduating students would be able to learn and adjust their behaviours as they approached their upcoming fit interviews.

The pilot of the fit interview simulation was launched in January 2022 and an invitation was extended to a select group of students who were soon to graduate.

Over 130 students elected to play the simulator, with each participant repeating each module twice on average.

Through exploring their own competencies, skills and strengths, the students felt more prepared to take on the interview process, and the feedback received by the School was overwhelmingly positive.

An internal survey of students following the pilot revealed that 92% felt that the interview simulation was directly relevant to their interview preparation and 96% of respondents felt the simulation was an engaging way to prepare for interviews.



The first version of the Attensi Interview Fit Simulator was launched to the broader LBS student community in July 2022.

Over 450 students have interacted with the portal and the various content modules during this time.

Digital Transformation is a critical element of the School's broader innovation agenda, and the ongoing partnership with Attensi has provided the School with an entirely new level of creative freedom to deliver virtual solutions to ongoing training needs.

Through exploring immersive and interactive methods of engaging with graduating students, LBS has showcased its commitment to digital learning and walking the learning journey alongside both students and alumni for life.

Learn more about how the Attensi Fit Simulator is transforming LBS student's approach to interviewing in the 2022/23 innovation Impact Report.

Space transformation: refurbishment of the Bagri Hive

The Bagri Hive, an innovative collaborative space, was launched for the new academic year in autumn 2022, ready for the Forever Forward campaign. The Bagri Hive is a focal point of the North Building. Since the School acquired the building, the space has been used for seminars and events that bring together London Business School's supporters and innovators.

The newly refurbished Bagri Hive is the perfect flexible space that inspires ideation. It is a centre for collaboration and serves as a dynamic environment that encourages students, faculty, staff, and the alumni community alike to meet, create and innovate.

Julia Marsh, David & Molly Pyott Senior Associate Dean, Innovation & Transformation, says that the key premise of the Bagri Hive is that it is a "...community-wide collaborative working space that everybody – including staff, students, and faculty – has access to."

"The renovation of this space is very much in the spirit of what the founding donor, Apurv Bagri, intended when he gave a significant donation to ignite innovation and collaboration at LBS. The space has been designed to encourage cross-community idea exchanges, collaboration and co-creation."

Since opening to the LBS community, the Bagri Hive has been used for book launches, town halls, conferences, ideation sessions, workshops, receptions, and as a space to creatively problem-solve. **As of June 2023, the space has accommodated over 70 formal bookings and countless other informal catchups, brainstorms, and social gatherings.** This collaboration among individuals is allowing for a cross-pollination of ideas, leading to the emergence of new and innovative solutions.

The Bagri Hive, as well as the smaller collaborative space known as the Mini-Hive, have enabled individuals to identify and solve problems more quickly and effectively by tapping into the collective intelligence of the group. The spaces are providing a platform for individuals to connect with like-minded individuals and build relationships, which can lead to new business opportunities, partnerships, and collaborations.



"I have noticed the Bagri Hive has quickly become the go-to space for students, faculty and staff to come together to spontaneously brainstorm. For my team we were able to organise a Graduate Masters Workshop so we could get the Recruitment, Programme Team and Career Centres together to learn about the full lifecycle of the student experience. The space was perfect because it enabled us to switch quickly between interactive breakouts, making the session dynamic and engaging."

Oliver Ashby, Programme Director - Graduate Masters Programme



Your impact on the learning environment

The transformation of our physical spaces is integral to our future ambitions for the School. Over the years, we have extended our mark in and around Regent's Park, seeking spaces that support our ambitious work and fuel our community spirit.

In the 2022/23 academic year, we celebrated the five-year anniversary of the Sammy Ofer Centre. Read on to find out how this space is enabling innovations in teaching, learning and technology for both our students and alumni community.

Celebrating five years of the Sammy Ofer Centre

Located on Marylebone Road, the Sammy Ofer Centre was made possible by a £25 million gift from Idan Ofer MSc15(1982) and his wife Batia in 2013, as part of the School's first fundraising campaign.

With additional gifts from our LBS community, we raised a total of £40 million towards the restoration of the two refurbished historic buildings that make up the Sammy Ofer Centre (Old Marylebone Town Hall's Grade II listed Council House and Annexe buildings).

In September 2022, the Sammy Ofer Centre celebrated five years since opening its doors for the first time.

Over the past years, this state-of-the art teaching hub has become an integral part of London Business School.

Thanks to the generosity of supporters like you, we have increased our teaching space by 70%, enabling many more future global business leaders to receive a world-class postgraduate education and widening our impact.



> **"My favourite spot on the campus is the Sammy Ofer Centre. As someone who has a background in architecture, I really appreciate the design elements of it and the use of natural light. There is something about the light in the Sammy Ofer Centre that brightens you up even in the often-gloomy London weather. It is so relaxing and uplifting at the same time to sit and study there."**
>
> **Aya El-Husseini** MiM2023



> **"Sammy Ofer Centre is my favourite space on campus for studying and where I spend most of my time. There is always an exciting hustle and bustle, but at the same time it is quiet enough to be able to focus on work."**
>
> **Kanaka Babshet** MBA2024

Learn more about the Sammy Ofer Centre in the 2022/23 Learning Environment Impact Report.



Thank you

Perhaps you remember the very first time you stood on the Front Lawn and stared in awe at Sussex Place? Or you think fondly of the time spent being taught by one of our faculty? Maybe you treasure the networks you made and the people you met on campus? Whatever it is that originally inspired you to support LBS, we thank you for walking the learning journey with us.

Your generosity is integral to supporting the next generation of aspiring global business leaders. Your gift has not only had an immediate impact on the School during this academic year, but it has helped to shape the way in which we can grow and develop as a School well into the future.

What if we could transform the lives of even more aspiring business leaders?

Studying at a world-leading business school has benefits far beyond the academic. We ask those of you with bold ideas and big dreams to play your part in Forever Forward. Together, we can transform business and the world for years to come.