London Business School

Case for support



FOREVER // FORWARD

Shaping the future

In an era of unprecedented complexity and global challenges, LBS is the school the world needs now.

We face so many global challenges – technological, environmental, geopolitical, economic, social, demographic and health-related. In response, the world urgently needs new insights, solutions and business models, developed through groundbreaking research and implemented by innovative, ethical, responsible business leaders.

As the world's leading global, top-ranked business school, LBS has a vital role to play.

Today, we are increasing our investment in world-class faculty and new research, reaffirming our commitment to the fundamental values of academic excellence and inclusion and welcoming talented future leaders from all backgrounds and geographies. What we teach is immediately relevant and applicable to businesses, and we are deepening our ties with the private sector and policymakers.

This is an ambitious undertaking, and at its heart are visionary philanthropists committed to impact through bold ideas, academic excellence, world-class research, inclusive education and ethical leadership.

London Business School is uniquely poised to lead in these areas – to generate new ideas and transform them into global impact. In a world grappling with change, invest in LBS and help us reshape tomorrow.



Sergei Guriev
Dean of London Business School
and Professor of Economics

Your opportunity for impact

Today's interconnected world – and the world of business – faces urgent, complex questions.

What will business look like in the face of technological disruption? How should organisations adapt as people live and work longer? How will the pressing need for responsible, inclusive and ethical leadership be addressed? How can businesses deliver for the good of people and the planet, helping societies adapt to environmental challenges? What is the future of global business in an era of geopolitical turbulence and fragmentation? And how can we support the next generation of founders and innovative leaders in developing agile, successful organisations that drive economic value and social impact?



Together, we are:



Championing global talent so businesses channel diverse perspectives and leaders work across cultures to generate products and services that will transform society.



Shaping the future of business so global companies and entrepreneurs harness digital transformation and AI for good and benefit from talent and experience across longer lives and careers.



Advancing sustainability so businesses and their leaders are equipped to develop ethical and responsible business solutions for people and the planet.

These are three priority areas where we can make the most significant impact.

As the only truly global, top-ranked business school in the world's most international business capital, London Business School is uniquely qualified to develop and deliver practical solutions to these challenges. **Hand in hand with our donors and wider community, we are stepping up our efforts to support pathbreaking research, education and innovation** – to make an even more profound impact on and through business.

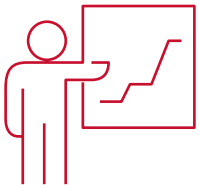
Highlights



To accelerate our impact, we are **strengthening our research institutes and launching new ones**, underpinned by investment in the best researchers at all stages of their careers and connecting research to business and policymaking. We will establish several new **named chairs** to attract world-class faculty and help retain it.



Through transformational **scholarships** and enriching opportunities for **lifelong learning**, we will further develop the brightest minds from all over the world in our two global business capitals, London and Dubai.



Teaching excellence and innovation in the classroom will unlock and nurture the ideas that will transform business and the world. Through our investment in new **teaching methods**, we will continue to champion human connection across borders and uniquely prepare global citizens to be at the forefront of change.



To provide the right conditions for talent to thrive, we will invest in new teaching and learning spaces. A sequence of **campus investments** will ultimately create a wide range of state-of-the-art classrooms and inspirational study areas. LBS must have spaces that facilitate collaboration and forge community; sanctuaries that allow the brightest minds to have bold, impactful ideas.



Our graduates don't simply enter the world of work; they shape it. We welcome conversations on our specific priorities and opportunities where philanthropy can make a significant difference.

We are investing in the people and ideas that will make a difference on and through business. **Will you join us today?**

Championing global talent

Our bold ambition is to transform access to world-class business education. To do this, we will continue to invest in our **teaching excellence** and intensify our long-term efforts to attract the brightest future leaders from all backgrounds and geographies through **transformational scholarships.**

- We will focus on the diversity of our intake, including scholarships for women, students from underprivileged backgrounds, and other traditionally underrepresented groups and geographies.
- This will further embed the mix of perspectives in the LBS community and enable us to develop reflective, ethical business leaders with a global mindset, able to inspire and manage diverse teams and communicate across borders in a turbulent world.





Opportunities to champion global talent at LBS are many and varied, including through named and endowed scholarships and fellowships. You can also support career-shaping week-long **global experiences**, which will allow every student to apply their learning to real-world challenges and examine business approaches in their chosen location, including China, India, South Africa and Saudi Arabia.

We are actively expanding our global reach by forming **strategic partnerships** with leading universities and businesses across continents. We bring these future business leaders together in our **inspirational campus spaces**, creating conditions where talent will thrive.

We will also strengthen our ability to attract the best emerging business thinkers and educators through **dedicated PhD fellowships**.

- These scholars will be at the forefront of tackling pressing global issues, informing research and engaging directly with how business will shape our world's future.
- Each year, LBS PhD graduates move on to the very top research institutions worldwide. The new knowledge they create will have a profound influence on business leaders, policymakers and society.
- A focus will be on increasing doctoral student support, unlocking their potential to generate and publish high-quality research.

We will recruit new **faculty chairs**, essential to retaining our world-class international faculty and to attracting the best academic talent globally, in a fiercely competitive market. In addition, we welcome great minds and great ideas by hosting **visiting professors from around the world** who will benefit from the research opportunities, access to our unique student body, and academic freedom at LBS.

Shaping the future of business

AI is transforming the way we do business, and the way we work – and the pace of change is accelerating. We are also living and working longer; yet the impacts of longer lives and careers on businesses and society are not yet fully understood. In response, our priority is to invest in critical research and adapt our programmes to reflect the very latest thinking within these critical areas:

- **The Data Science and AI Initiative** will support the very best researchers to explore pertinent questions for businesses and governments, including: How will AI impact the way we do business? How will companies harness the potential for AI-driven productivity growth? Will there be a reduction in employment in an AI-enabled economy? What new skills will workers need in an AI-enabled economy? What sectors stand to benefit most from AI? What policies are needed to govern the use of AI by businesses? And what revised welfare packages will be needed by workers affected by AI?

- **The Institute of Entrepreneurship and Private Capital (IEPC)** is an already established institute, dedicated to building the companies of tomorrow through programmes including Innovation to Market, The Entrepreneurship Lab and Incubator, transforming innovative ideas into thriving start-ups, and developing the leaders who will drive them. The IEPC asks, how will businesses look different in the future? And deepens our understanding of entrepreneurial ventures, family enterprises and private capital funds. It hosts events to engage with key figures in the family business and family office ecosystem, including its flagship annual Family Office Conference.





- **LBS's first-ever endowed institute, created by a landmark gift in 2025**, will further our influential research in the fields of longer lives and careers, longevity and business, answering such questions as: What are the economic impacts of ageing societies? How do we ensure people have long, productive working lives in areas they love? How will we prepare for and manage multiple career transitions? How must productivity keep pace to sustain standards of living? And what lifelong learning needs will future leaders have?

Our goal is to attract and retain the very best minds and support them to do the most forward-looking research. Donors will help us achieve this in a number of ways: endowing a chair in AI and data science; funding collaborative research with industry to explore the impact of longer lives; organising high-profile events to connect those developing cutting-edge technologies with regulators, businesses and policymakers; naming a research fund; funding case studies; and naming or endowing ambitious new research institutes in critical areas.

The potential for impact is profound. You will contribute to bold new insights that enable businesses, leaders and governments to navigate these complex issues, allowing more people to lead productive, healthy and happy lives.

Advancing sustainability



From the crises in climate and nature to global poverty, economic and social inequalities, the world faces complex and interconnected challenges that demand bold, innovative solutions. Visionary business leaders have an unprecedented opportunity to balance economic performance with meaningful societal and environmental impact. They can drive innovation by developing business models that create sustainable growth, recognise global challenges, and generate value for shareholders, employees and communities.

Our strategic priority is to accelerate the global response to these urgent challenges in sustainability and business, and provide the tangible, actionable insights that will bring about change. We must find answers to questions, including:

- How do we better incentivise firms to develop sustainable products or adopt responsible business models?
- How do we build the resilience of society and business to geopolitical shocks?
- How do we ensure transitions in emerging economies are fair and inclusive?
- How do we embed environmental and social costs and benefits into financial markets?
- How should we champion inclusion and diversity in a world of unequal opportunities?
- **And how shall we prepare ethical future leaders to ensure that sustainability is foundational, not optional?**

Support for our world-leading researchers and teachers will accelerate our sustainability programme. You could support **The Wheeler Institute for Business and Development**, which studies business in emerging markets to understand, identify and promote solutions to significant challenges in social and economic development. It applies research insights to enact change for those across the globe who can't come to us, for example, by helping individuals and communities adapt to alleviate poverty, broaden access to healthcare, and improve lives through entrepreneurship, technology and microfinance.

Alternatively, donors may select to name a bold new **Institute** focusing on issues such as **Climate Finance** or **Ethical Business**; endow a permanent **Chair in Sustainability**; support researchers to examine how sustainable development can benefit all in society; fund a new seminar series or establish a research fund in an area of sustainability that needs prioritising.



What it will take

Over the next five years, we will build on the momentum and impact the Forever Forward campaign has already generated to accelerate our real-world impact. As of August 2025, our community has raised £115m towards a £200m target since the campaign launched, with substantial gifts from generous philanthropists including:

- Tony Wheeler MSc05(1972) and Maureen Wheeler, establishing the Wheeler Institute for Business and Development.
- Kumar Birla MBA33(1992) for the endowed BK Birla Scholars Programme.
- An anonymous donor to projects that support the lifelong learning journey, including the Forever Learning platform for alumni.
- Laidlaw Foundation to create the Laidlaw Women's Leadership Fund.
- Meem Foundation to renew and expand the Muna Al Gurg Scholarship.
- Bagri Foundation for a founding gift to innovation, creating the Bagri Hive and laying the foundations of our sustainability programme.
- David and Molly Pyott Foundation in support of innovation and a named senior position.
- John Vermilye ADP17(1995) and Antoinette Vermilye for the Gallifrey Scholarship for Social Entrepreneurship.
- John Dawson MiFPT1995 and Sam Dawson to name and endow the Dawson Chair in Strategy and Entrepreneurship.
- An anonymous donor to establish the School's first-ever endowed research institute to fuel thought leadership on longer lives and careers, longevity and business.



Appendix

Why LBS: Our purpose and the foundations of our past, present and future success.

LBS's purpose is to have a profound impact on the way the world does business and the way business impacts the world.

LBS is the only top-ranked, standalone business school based in a global business capital, with a truly international student body. There are five foundations of how we are making the world a better place, both today and in the future:

- Striving for **Excellence:** We consistently rank highly globally for our business education and research. The quality of our programmes, teaching and research is the driving force of everything we do.
- Delivering **Impact:** Our researchers create real-world impact on and through business. We are a practical business school, not an ivory tower, and we understand the challenges of business today.
- Maximising **Global** Reach: We are located in two of the world's most global cities, London and Dubai. Our alumni represent 178 nationalities, bringing diverse perspectives to bear on complex challenges and providing the representative leadership communities need to thrive. Around 90% of our faculty and 95% of our students are international, and our students gain global experiences in cities such as Johannesburg, Hong Kong and Riyadh.
- Leveraging **Agility:** We are a small, standalone business school, which allows us to make decisions quickly and adapt to – and shape – changes in business and education. We constantly roll out new programmes ahead of emerging trends, including by integrating AI into our research and teaching. Since pioneering the first working computerised model of the UK economy in 1966, we have consistently embraced a spirit of innovation, harnessing our size and single-minded focus to redefine business education.
- Enhancing our **Community:** We strongly believe that new ideas emerge from in-person teaching, connection and networking. We bring future leaders, alumni and businesses together to meet, learn and generate new thinking for the world. These bold new ideas and lifelong relationships emerge thanks to face-to-face engagement with one another and the School.

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London Business School
Regent's Park
London NW1 4SA
United Kingdom
Tel: +44 (0)20 7000 7000
Email: campaign@london.edu
Web: foreverforward.london.edu

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