

# LBS Community Engagement Impact Report

2019-2020 Academic Year

- Introduction
- London Business School and the community
- The London Business School brand in the community
  - Youth Enrichment Programme
  - HELP (Homelessness, Employment, Learning and Prevention)
  - LBS Covid Relief
  - ICC (Impact Consulting Club)
- Conclusion



**The purpose of London Business School (“LBS”) is to have a profound impact on the way the world does business and the way business impacts the world.**

The School promises to be a platform for diverse minds to reach and fulfil their potential, and to provide the tools, resources, and support to bring these minds alive. This includes volunteering.

Faculty, staff and student volunteers support projects aimed at improving the lives of the people in our local community by increasing their chances of success, whether it is in the workplace, education, or their own business.

We do this by being inclusive and by sharing our insights, expertise, and time.

"Making a positive impact and empowering diversity is at the heart of who we are and drives all that we do."

**François Ortalo-Magné**  
Dean



# London Business School and the community

The London Business School brand rests on three pillars (**Original Thinking, The Spirit of London, Global Community**) and a common strategic theme (**Inclusion and Belonging**).

Our London campus is situated within a community as richly diverse and vibrant as our own but one with pockets of high social need.

Since 2009 we have been steadily building partnerships with local organisations, schools and charities to support and create initiatives that add social value. Among all the social impact and volunteering activities delivered in the last Academic Year, we selected four that exemplify the School's brand pillars and common strategic theme.



# The London Business School brand in the community



**Original Thinking** provides tools that shape how to think, rather than what to think.

The **Youth Enrichment Programme** exposed state-secondary-school students from the local community to the original thinking of the School's faculty.



**The Spirit of London** breathes the entrepreneurial character of London into people and ideas.

The **COVID-19 Relief Programme** provided prompt, innovative support to the local community in response to the pandemic.



**Global Community** connects people in a network fuelled by generosity and challenge.

The **Impact Consulting Club** delivered projects supporting organisations that make a positive impact in society.

**Inclusion and Belonging** welcomes diversity.

The **HELP Project** (Homeless, Employment, Learning and Prevention) provided expertise and support to job-seekers from areas where social need is high.





# Youth Enrichment Programme



**The Youth Enrichment Programme** is a unique LBS offering.

The Programme started in 2013 with one academy and three LBS faculty and has been steadily developing ever since. It connects state-secondary-school students to LBS world-class faculty via a series of guru lectures.

The guru lectures expose students to topics that typically fall outside their school curriculum and insights that are grounded in research.

The Programme aims to equip the students with skills that will serve them throughout their lives and inspire them to reach their full potential, whatever their chosen career path.



97

**Year 12 students**



5

**Academies**



10

**LBS faculty**

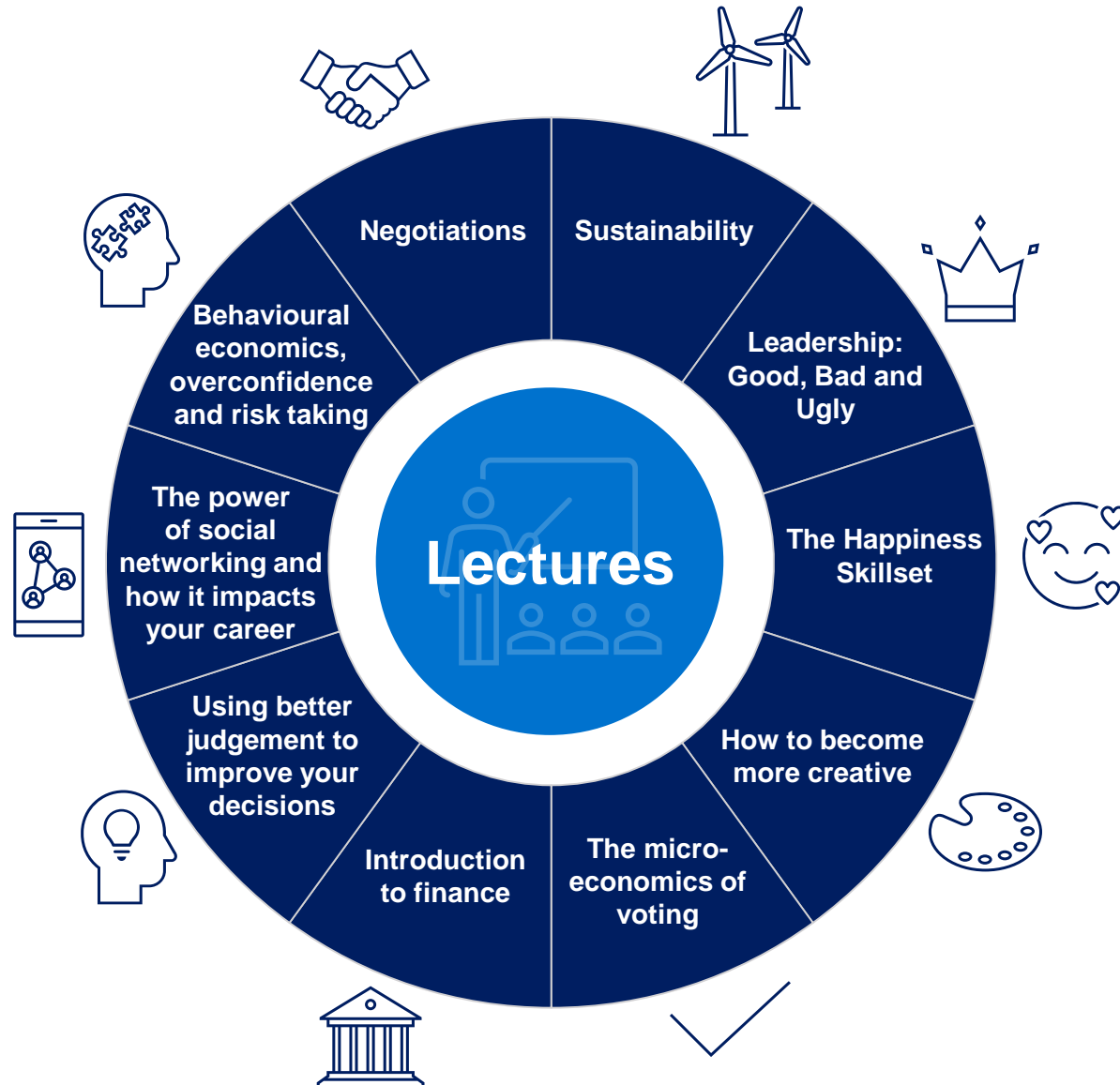


10

**Guru lectures**



[Video: The Youth Enrichment Programme](#)







# Students' feedback



# A faculty volunteer's perspective

“I hope I have helped sixth-formers gain confidence about the way they make key choices, opening up what is possible.

But I have also learned a lot from giving these talks in terms of new perspectives and so I have been better able to help other young people.”



**Sir Andrew Likierman**

Professor of Management  
Practice in Accounting

## A teacher's perspective

“The LBS Guru Lecture has helped our students experience topics beyond the curriculum and university-style teaching, crucial for a successful transition to university.

The contact they get with world-leading experts has helped them understand the different skills needed for success in the workplace as well as given them an insight into number of different university subjects.

This is crucial for students from lower economic backgrounds, whose parents are less able to provide this support to them.”



**Camilla Al-Hariri**

Head of University  
and Career Service  
King Solomon  
Academy



**H**omelessness  
**E**mployment  
**L**earning  
**P**revention

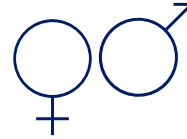
**HELP**



**Homelessness, Employment, Learning and Prevention (HELP) Project** is part of Westminster City Council's employment service.

It provides support to vulnerable adults in the local community who are looking for work whilst battling challenges such as shortage of skills, low self-esteem, health issues and the risk of homelessness.

Most of HELP's clients are migrants and single parents. Some have suffered domestic violence or have fled strife in their home countries. Many are fully or semi-professionally qualified and had their own businesses and/or professional careers.



## Client gender

**63% female**  
**37% males**



## Client ethnicity

**34% white**  
**23% black**  
**31% others**

*12% did not respond*



## Client age

**28% 30-39**  
**26% 40-49**

*46% did not respond*

Since 2013 LBS volunteers have supported **HELP**.

In previous years, four clients had paid work experience at LBS and two of them secured full-time roles with the School.

One-to-one conversations between HELP clients and LBS volunteers were held on the following topics:

- Conducting a job search campaign
- Improving interview skills
- Preparing a CV and a cover letter
- Managing anxiety

21

**Clients matched  
with LBS volunteers**



## A client's feedback

“Making new contacts and networks to enhance my employment chances, was the best advice I picked up from my London Business School volunteer.”

Anonymous client





## A volunteer's perspective

“I joined London Business School in January 2019, having worked for a Non-Profit providing services for homeless people in Chicago. I was keen to continue to help the community I worked in, and so becoming part of the Volunteer Network at London Business School was something I happy to participate in.

I've found this incredibly rewarding; I've worked with some great clients, and one in particular, who gained a role working in a school as a Lab Technician, was fantastic to work with.

It is great to know that I can still assist the wider community whilst working for London Business School.”



**Richard Sturdy**  
Programme Consultant  
Open Solutions  
Executive Education



# LBS Covid Relief



**LBS Covid Relief** is a unique LBS project.

It was founded in April 2020 by MBA 2021 students Stacy Sawin and Vinay Muttineni.

The project included varied initiatives, ranging from baking goodies for NHS workers, applying for government funding, and advising local businesses.

£5,000

**Raised funds**



1,600

**Volunteer hours**



275+

**Volunteers  
(students, staff,  
faculty)**



10

**Supported  
SMEs**





**Community outreach:** supported external groups and non-profits



**Food Bank Support:** sorted and delivered food packets, streamlined operations and raised funds



**SME, non-profits and charities support:** provided assistance in applying for government aid and repurposed post-Covid strategies



**Fundraising:**\* held virtual and in-person events (compliant with government guidelines) to raise morale and fundraise for non-profits.



**Appreciation to NHS frontline workers:** delivered baked treats and other goodies to frontline workers at St. Mary's Hospital and UCLH



**Homeless Shelter:** supported overnight homeless shelters

\* As a rule LBS does not fundraise for other organisations other than in very exceptional circumstances

## The founders' perspective

“It was incredibly motivating to see everyone come together and help out when help was most needed. Most people are intrinsically motivated to help others and serve a grander purpose. As leaders, we can and should facilitate this by creating a structure to support this intrinsic motivation and stepping out of the way once that is done.”



**Vinay Muttineni**  
MBA 2021 student

“After starting small with a few like-minded students, we rapidly and organically expanded to over 275 volunteers from the LBS community including students, staff, faculty and alumni.”



**Stacy Sawin**  
MBA 2021 student



# Impact Consulting Club

# ICC

London  
Business  
School



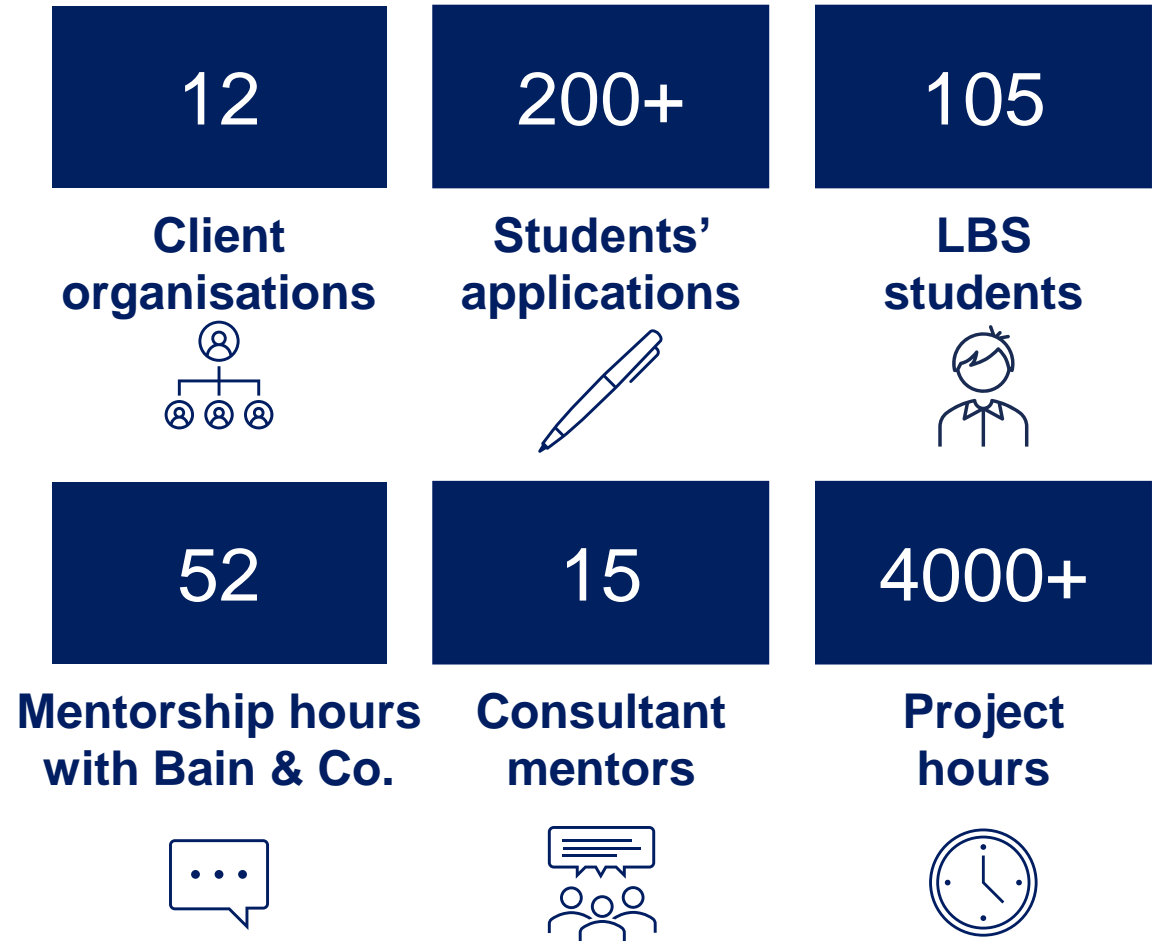
Impact  
Consulting  
Club

A London Business School  
Student Club

The LBS **Impact Consulting Club (ICC)** offers postgraduate students the opportunity to provide pro-bono impact consultancy work with real clients across Europe and the world.

Working with ICC can provide organisations with a fresh pair of eyes on a business problem and allow experienced consultants, alongside aspiring consultants, to apply their business skills and propose innovative recommendations.

In the past five years, ICC has worked with public sector clients, NGOs, and private sector companies.



# Flagship projects



## Fall Pro-bono Projects

**8-week** engagements led by an experienced consultant and a team of four to help a social enterprise / start-up / non-profit achieve a strategic objective



Kazi Yetu  
2019/20 Term Project



Lime  
2019 Term Project



Turquoise Mountain  
2019 Term Project



BizGees  
2020 Term Project



Pret a Manger  
2019 Term Project



Panda Packaging  
2019/20 Term Project



FruPro  
2020 Term Project



Callaly  
2019/20 Term Project



Project Maji  
2020 Term Project



Mentoring For Change  
2020 Term Project



Active Geelong  
2020 Term Project



Little Black Door  
2020 Term Project



## IMPACTathon

**48-hour** hackathon-type case competition to tackle a real life, social impact-driven organisational cause



## Social Impact Week

**Week-long** event led by Social Impact Club, where ICC leads a speaker session or workshop around impact consulting





“We really enjoyed working with the team earlier this year. And the work did impact our decision on what to do... We are looking to implement some of the ideas.”

**Laura G.**  
Global Director  
Strategy and Sustainability  
Pret a Manger (2019)



## A volunteer's perspective

Oindrilla Chakraborty – 2019 Project Lead

“I led a group of six student consultants on Pret’s sustainability initiatives and the experience was beyond amazing. The level of ownership and responsibility that the pro-bono project gave me has definitely made it stand out as one of the milestones in my MBA journey.”



**Oindrilla  
Chakraborty**  
2019 Project Lead

In the wake of the pandemic in 2020, we found innovative ways to continue our support, as new targeted initiatives were launched and existing ones were successfully moved online.

Meeting the challenges of the past year demonstrated the strength of our partnerships and our continued commitment to making an impact.

The inevitable change in the way we work and how we will leverage technology going forwards has given us some fresh, exciting ideas to explore, which could enable even greater inclusivity and knowledge sharing in the future.

