

The Second Sixty Manifesto

This manifesto is the starting point for the forward-looking approach of The Second Sixty.

You can use it as a reference when looking to embody the spirit of the campaign.

Getting to 60 years was no mean feat. Plenty of challenges were faced and overcome. The world changed a lot. It's certainly not 1964 anymore.

Now the world's business challenges are only becoming greater. And more varied. Social, technological, environmental. Changes come by the day rather than the decade.

So we look to the ones shaping the tomorrow we'll live in. Those collectively breaking fresh ground. Future-proofing business with ideas and collaboration.

Because while 60 is a very special milestone. London Business School wasn't built on numbers. It was built on people. And together we're heading into another 60 years and beyond.

Welcome to The Second Sixty.
