

Experiential Learning

Impact Report 2024–25



London
Business
School

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Welcome

This year, LBS marks its 60th anniversary of delivering world-class, global impact. It is within this celebratory context that we offer our AY24.25 Experiential Learning Impact Report. Experiential Learning is a cornerstone of higher education in general and LBS in particular. Through experiential learning, we offer our students unexpected moments, diverse perspectives and opportunities to connect on a global scale. This year, we welcomed over 1,400 students on Global Experiences in 24 locations, delivered 137 consulting projects for 72 clients as diverse as Cartier, EBRD and Sustainable Ventures, and delivered the impactful Leadership Incubator for the 10th cohort of student leaders.

Such metrics are only one measure of what experiential learning means to LBS – we are data-driven and story-led. With our faculty, students, clients, and collaborators worldwide, we remain people-centric in a challenging global context. We provide challenge and support in equal measure, ultimately prepare tomorrow’s leaders to be reflective, agile, and compassionate.

As always, the Experiential Learning team are appreciative of working so closely with our world-class faculty, both in the design and delivery of our courses. Experiential learning is an approach – not just a department – and so we also want to acknowledge our collaborators from across Degree Education and Advancement, as well as our dedicated alumni and global associates. Such partnerships bring a wealth of expertise, innovation and support for which we are immensely grateful.

We also want to thank our students. Thank you for throwing yourselves wholeheartedly into experiential learning courses, for challenging yourselves and each other, and for continuing to surprise and delight us. Many of you have told us that you find our courses personally and professionally challenging, yet ultimately impactful for your futures. We look forward to seeing what impact you have next!

Our impact report is our opportunity to reflect on the year past, and to bring our learnings to the year ahead. We continue to focus on our purpose of inspiring students to apply their learning through transformational experiences with a responsible, real-world impact.

Thank you to the whole team for your dedication, flexibility, resilience and compassion. It is a rare situation where every member of a team embodies the values to which the entire team aspires. I remain in awe of your collective brilliance and grateful for your generosity of spirit.

Kirstie Papworth
Executive Director, Experiential Learning



About Experiential Learning at London Business School

At the heart of what we do, we believe that “experience plus reflection equals learning” (John Dewey). We design and deliver learning experiences where students apply world-class research and insight into live challenges, and then reflect on their experiences. Through this, not only do our students develop their leadership and business competencies, but they also have responsible, real-world impact.

Each year, the Experiential Learning team at London Business School delivers over 20 Global Experience courses, over 130 client consulting projects and further impactful leadership development initiatives for over 2000 students. We work across three key areas: Global Experiences, Student-led Learning and London Projects. Each of these provides opportunities for experiential learning, as well as for global and personal impact.



Global Experiences

Global Experiences take students out of their comfort zone to examine different business approaches and cultures in various international settings.

Led by our world-class faculty, each Global Experience offers an in-depth view of a country’s business culture via company visits, expert panels, workshops and guest speakers. For one intensive and immersive week, students interact meaningfully with major corporations, micro-entrepreneurs, faculty, alumni, and others in our global community. They participate in debates about the risks of doing business in frontier markets, support social enterprise leaders with their business and help tech start-ups to tackle pressing business issues.

Most often, our students arrive ready to impart their knowledge and finish the week having reaped an abundance of learning for themselves.



London Consulting Projects

Our London location is home to major multinationals, tech start-ups, luxury and high-fashion retailers, and NGOs—a dynamic, real-life classroom where students can apply their skills. Our innovative LondonCAP, LondonLAB and London Business Challenge Week courses capitalise on our connections with the London business community and beyond.

London Consulting Project courses enable Graduate Masters and MBA students to apply and integrate their learning with real-world impact. Groups of students consult for London-based companies, working with them to address a live strategic business problem and develop implementable solutions. This year, cohorts worked on projects with leading organisations such as Elavon, Corpay, Gousto, Ocean Bottle, the Royal Horticultural Society (RHS), Network Rail, Alliance Pharma, Formula E, Cartier, and Jaguar Land Rover.



Student-led Learning

Each year, nearly 200 students take on voluntary leadership roles within the Student Association or one of over 80 student clubs at London Business School. These clubs host over 1000 events and initiatives, including professional conferences, exclusive speaker events, career fairs, hackathons, and treks. Aside from contributing to the thriving school community, these roles provide students with the opportunity to apply their leadership skills in a practical setting.

Our highly sought-after, application-only Student Leadership Incubator supports senior leaders in the Student Association and club presidents in taking ownership of their learning and leadership development. It encourages students to learn from leadership challenges alongside their peers. Supported by our diverse faculty and experienced executive coaches, students discover, develop and practice their leadership competencies through practical experiential interventions.

Our definition of impact

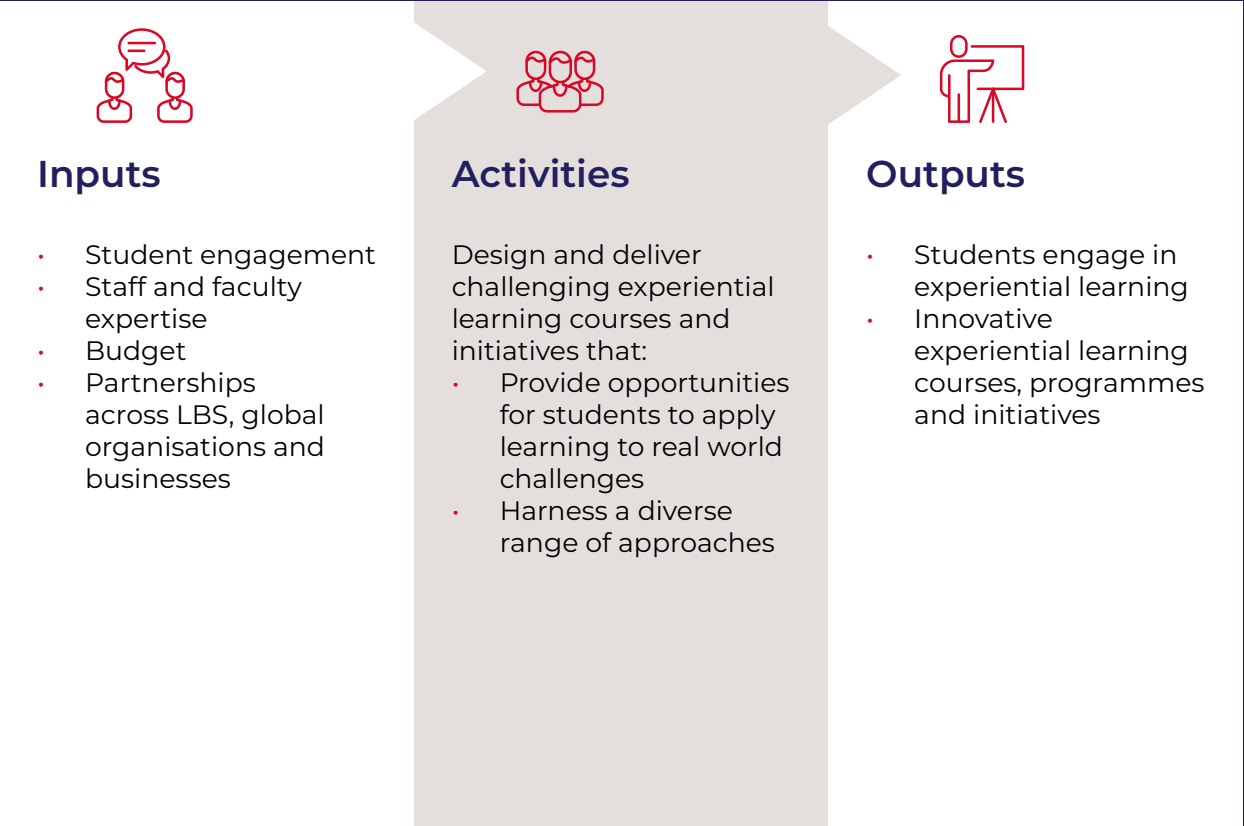
When we talk about impact, we have two key priorities:

- 1
- The impact we have on our students nurtures a generation of leaders who are lifelong learners with a global mindset. We support our students to leave London Business School with demonstrably improved leadership and business competencies, the ability to learn through reflection, and a deeper appreciation of diverse business cultures and approaches.
- 2
- The impact our students have on the world; students apply themselves in experiential courses to improve business practices, affecting positive social and economic changes in local communities globally.

Purpose

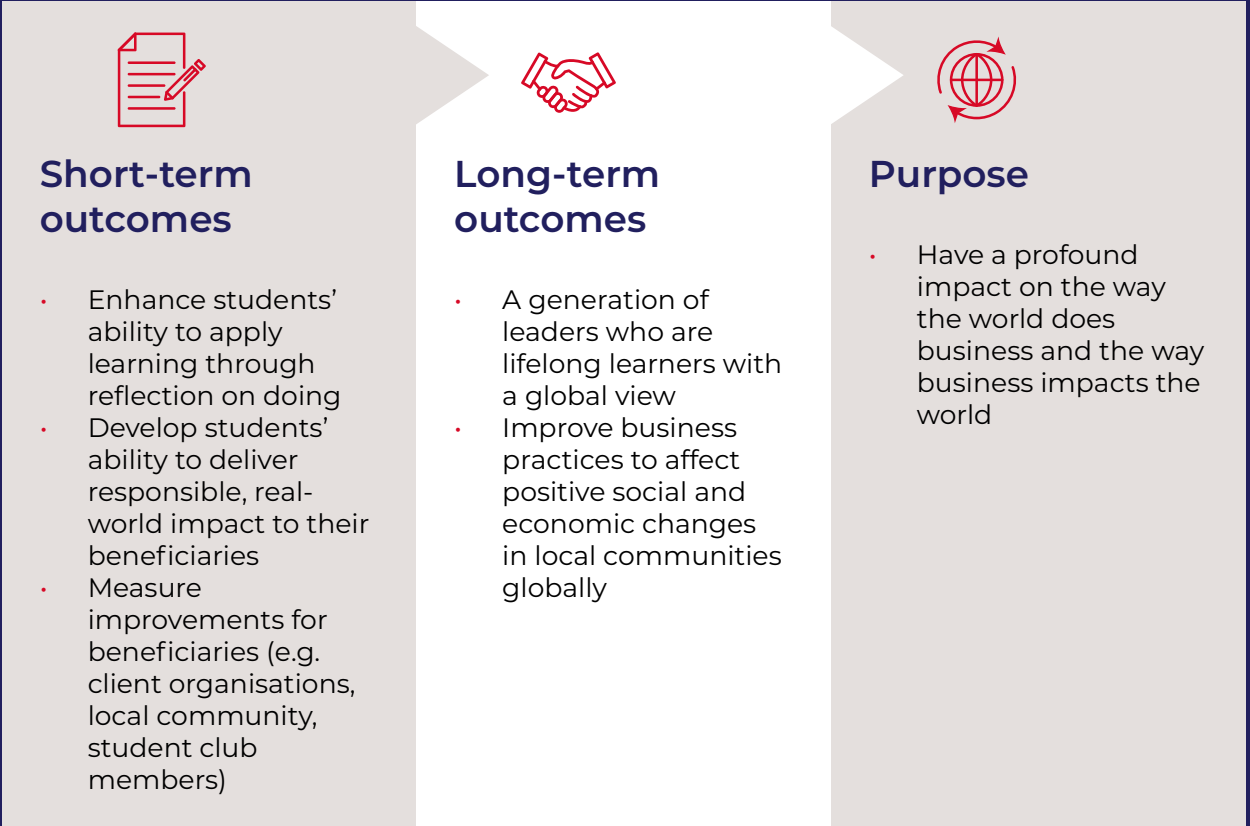
Challenge students to apply their learning through transformational experiences with responsible, real-world impact.

Theory of change



Mission

To be globally recognised for our innovative experiential learning approach and culture of challenge.



Our three areas of focus

A global mindset
Gaining exposure to diverse business perspectives and access to our global network. p14

London Impact
Applying world-class business research and consulting skills to have real-world impact. p22

Leadership in practice
Developing leadership competencies through practice within our community. p28

“Experiential Learning represents the best of LBS and its commitment to making a profound impact on the way the world does business. Our Experiential Learning courses equip our students with practical skills of applying novel academic insights to solving real-world challenges, as well as helping small businesses and local communities around the world implement best business ideas and achieve their goals.”

Sergei Guriev,
Dean of London Business School

Our year at a glance



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Global Experiences



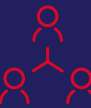
24

International destinations visited



70

student nationalities



72

Client organisations across all London Project courses



137

London Project Teams



468

external partners and contributors across all our Experiential Learning courses

Excellence

Experiential learning is finally being recognised as a mainstream form of higher education, where students bridge theory and practice, while also learning about themselves. Here at LBS, we take immense pride in the quality of our experiential learning offerings. With our world-class faculty at the helm and bespoke themes for each of our global and consulting courses, we deliver a student experience that is truly exceptional. By integrating meaningful challenges with guided reflection, our excellence in experiential learning not only deepens understanding, but also develops the skills, confidence and resilience needed in today's world.



Global partnerships

The quality and impact of our Global Experience courses are made possible through strong partnerships with leading organisations around the world. From entrepreneurs and NGOs to global corporations and public institutions, these collaborations provide students with valuable exposure to real-world challenges and a diverse range of perspectives.

One such longstanding partnership is with Cartier, a brand renowned for its elegance, craftsmanship, and innovation in the world of luxury. Each year, as part of the Paris Global Experience, students from across our MBA, Executive MBA, Sloan, and Graduate Masters programmes engage with Cartier to explore the evolving landscape of luxury.

This collaboration offers students a unique opportunity to tackle business challenges, generating creative and forward-thinking insights that are both practical and thought-provoking. From enhancing brand awareness to deepening customer loyalty, students bring fresh thinking shaped by diverse backgrounds and global outlooks.

This year's experience allowed students to delve even deeper into the world of Cartier and its parent company, Richemont - including boutique visits and a roundtable with Cartier leaders. As we continue to strengthen these partnerships, we remain committed to offering transformative learning experiences that benefit both our students and our partners.

Collaboration and networks

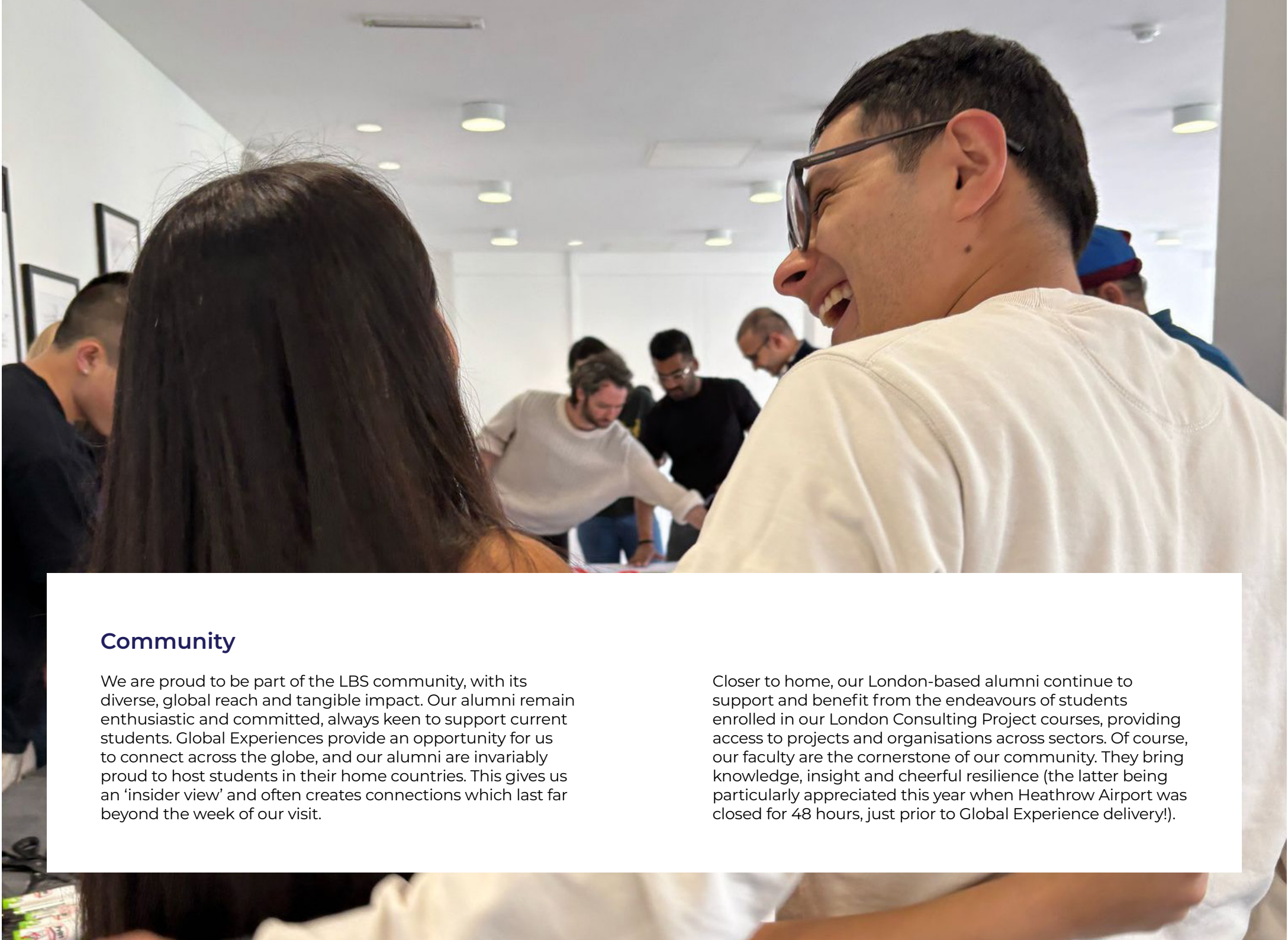
Our global reach and London focus give us access to a unique breadth and depth of networks. These are highly valued by our students and partners alike, and we are proud that so many of our alumni choose to participate in these. Many of our students comment on how much they enjoy interacting with different cohorts across the Graduate Masters, MBA, and Leadership programmes, and we offer both mentoring and reverse mentoring opportunities in many of our courses.

As we travel with our students, we also facilitate networking events across the LBS global community. Through our Global Experiences, we connect our students with the international business community in diverse destinations worldwide. We also introduce our students to alumni and faculty contacts in each region. We remain committed to facilitating connections across our courses, thus strengthening our tightly knit LBS community and shaping tomorrow's global business leaders.



Inclusivity

We are proud of our inclusive approach, which emphasises a safe environment where wellbeing, psychological safety and cultural sensitivity are of utmost importance. Wellbeing is the cornerstone of everything we do in Experiential Learning. We take formal training seriously and collaborate with the LBS Wellbeing Service to ensure students are safe whilst studying with us. We have delivered sessions for our student leaders on how to practice self-compassion, and we strive to create a psychologically safe environment for all. We are also respectful of cultural differences and remain committed to continuously improving the inclusion and diversity aspects of our work.



Community

We are proud to be part of the LBS community, with its diverse, global reach and tangible impact. Our alumni remain enthusiastic and committed, always keen to support current students. Global Experiences provide an opportunity for us to connect across the globe, and our alumni are invariably proud to host students in their home countries. This gives us an 'insider view' and often creates connections which last far beyond the week of our visit.

Closer to home, our London-based alumni continue to support and benefit from the endeavours of students enrolled in our London Consulting Project courses, providing access to projects and organisations across sectors. Of course, our faculty are the cornerstone of our community. They bring knowledge, insight and cheerful resilience (the latter being particularly appreciated this year when Heathrow Airport was closed for 48 hours, just prior to Global Experience delivery!).

Impact

The Experiential Learning team are proud to deliver the annual recognition of student excellence through the LBS Student Awards and Dean's Award. These honours recognise and reward the meaningful impact graduating students have made—both within the LBS community and beyond—through their leadership, collaboration and commitment to real-world impact. This year, 34 students from all degree programmes were celebrated across four categories: Student of the Year, Outstanding Leadership, Social Good, and Lasting Impact. In addition, three exceptional individuals received the prestigious Dean's Award for their outstanding contributions from our new Dean, Sergei Guriev. We are continually inspired by how our students apply their skills to drive change, support one another, and enhance the LBS experience for future generations.



Sustainability



As part of our commitment to embedding sustainability into every aspect of the Experiential Learning journey, we partnered with TreeApp, a Certified B-Corp founded by LBS alumni Jules Buker and Godefroy Harito (MiM2018). TreeApp was a natural choice as we reimagined the way we thank guest speakers and contributors. Instead of traditional gifts, we have started to plant trees on their behalf, creating a gesture that is both meaningful and impactful.

During this year’s San Francisco Global Experience, for example, trees were planted in recognition of all participating speakers. Given California’s frequent wildfires, the initiative resonated deeply with our speakers.

“Thank you again for offering to plant those 30 trees in our name — such a generous and meaningful gesture. We’re truly honoured you chose to express your thanks that way.”

Jessica Harpole, ClimateAI

“We enjoyed the conversation and very much appreciate the planting of the 15 trees. Looking forward to seeing them grow up - just as we did, thanks to LBS.”

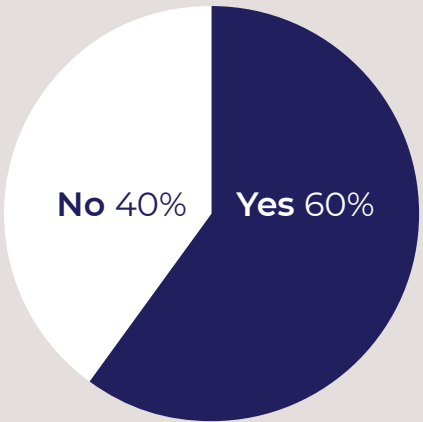
Nico Caprez, MBA2021, NVIDIA

Across four Global Experience courses this year, **LBS planted 705 trees via TreeApp**. This initiative delivered measurable environmental and social impact:

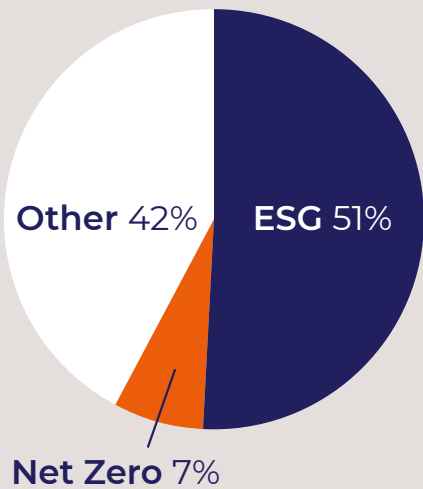
- 76.84 tonnes CO₂ absorbed across the trees’ lifetime
- 7 work days created for local communities
- 4,702m² of land reforested

Through small but intentional actions like this, Experiential Learning at LBS continues to model responsible leadership, ensuring that the impact of our courses extends far beyond the classroom.

London Projects addressed an ESG challenge



Global Experiences ESG and Net Zero Content



Carbon reduction impact projects



Even with our focus on sustainability, we cannot ignore the environmental impact of global travel. This is why we offer both long-haul and short-haul destinations for our Global Experiences, and also why we offset the flights of our staff and faculty. To compensate for the emissions we cannot yet avoid, we collaborate with Climate Impact Partners to reduce our carbon footprint at our Global Experience locations, including Vietnam and Colombia.



Bac Lieu Wind Power, Vietnam

Harnessing wind resources in Bac Lieu Province, the project involves the construction of a near-shore wind power farm adjacent to the East Dam of the city. The project involves constructing a new 99.2 MW wind power plant. The annual electricity output of the Bac Lieu Province Wind Power Project is 320,000 MWh. In addition to advancing the adoption of wind energy technologies in Vietnam and displacing electricity generated from fossil fuels, our support of this project will play a crucial role in mitigating severe electricity shortages caused by rapidly escalating demand and insufficient supply.



Orinoco River Basin REDD+, Colombia

This project is a high-impact way to stop deforestation, supporting all 17 SDGs. As a community, project participants protect over 1 million hectares of tropical forests in the Indigenous Reservations of Colombia, while safeguarding their biodiversity and providing education, healthcare, sanitation, food security, and other co-benefits for over 15,000 indigenous people. We’re proud to share that this project has been verified by the Climate, Community and Biodiversity (CCB) Standards to contribute to all 17 SDGs.

A global mindset

Global Experiences take students out of their comfort zone to closely examine different business approaches and cultures in international settings. Through our courses, students are exposed to diverse perspectives and the London Business School's global network.

This year, we delivered courses in five brand-new locations: Riyadh, Beijing, Hong Kong, Tallinn & Helsinki, Ho Chi Minh City & Hanoi. Altogether, we took over 1,400 students and alumni on 21 Global Experiences.

Led by expert faculty, each Global Experience explores a topical theme and offers an in-depth view of the country's business culture. Students have the opportunity to interact meaningfully with members of the local business ecosystem, gaining an insider perspective and expanding their global mindset and connections.



“In today’s interconnected world, classroom learning is only half of business education. Our Global Experiences allow students to test ideas in the real world, explore new markets, immerse themselves in a variety of institutions and engage directly with the leaders of those organisations. When theory meets complexity, judgment and leadership skills become crucial. The GEs equip students with insights and confidence to navigate global challenges and shape the future of business.”

Richard Portes, Professor of Economics



Impact on students

The most common outcomes, as reported by participants of Global Experiences:



Learned to leverage differences in diverse teams



Developed leadership competencies



Increased understanding of cultural differences



Understood the value of listening skills and empathy



Gained confidence to lead
Improved communication skills



Applied consulting and project management skills



Increased self-knowledge



Global Experiences

Themes

Our AY24-25 Global Experiences covered the following themes:

-  Strategy
-  Entrepreneurship
-  Innovation
-  Sustainability & Social Impact
-  Finance
-  Luxury
-  Technology



- 21
Global Experiences
- 24
Destinations
- 34
Faculty members
- 60
Clients
- 161
Organisation visits
- 169
Speakers
- 1,402
Student participants

Global Experiences

Clients agree or strongly agree:



100%

Student contributions add value to my organisation



100%

Likely to implement student recommendations

Students agree or strongly agree:



90%

GE increased interest in the theme



88%

GE was diverse & inclusive

Case study – San Francisco

San Francisco is a city synonymous with digital innovation at the forefront of upcoming technological advances that revolutionise how we experience the world. Our students were able to see and hear firsthand from industry leaders what possible disruptions lie on the digital horizon.

We visited and engaged with senior leaders from companies such as Scale, Snowflake, and NVIDIA. The course was able to leverage Professor Alex Yang's deep knowledge of digital innovation and wide-ranging connections in the field, built over several years of delivering this popular course.

“The experience of being there on the ground in the middle of technological innovation is different from looking or studying it from outside. It provided me with clarity on how things work and helped me build my own business model based on real-world perspectives.”

Manar Elamin, Sloan2024



Case study - Riyadh

This year marked the first Global Experience to Riyadh, led by Professor Florin Vasvari, whose deep regional expertise enriched every session. The theme of this new Global Experience was unlocking innovation. Day by day, students began to unravel the shift that has taken place in Saudi Arabia - from a traditional oil-based economy to a burgeoning landscape of innovation-driven growth and knowledge-based value.

Visiting local companies and government ministries helped students understand how strategic initiatives and policies drive transformation and propel the nation towards economic diversification and technological advancement. The local alumni community warmly welcomed the group and shared their vibrant culture with them.

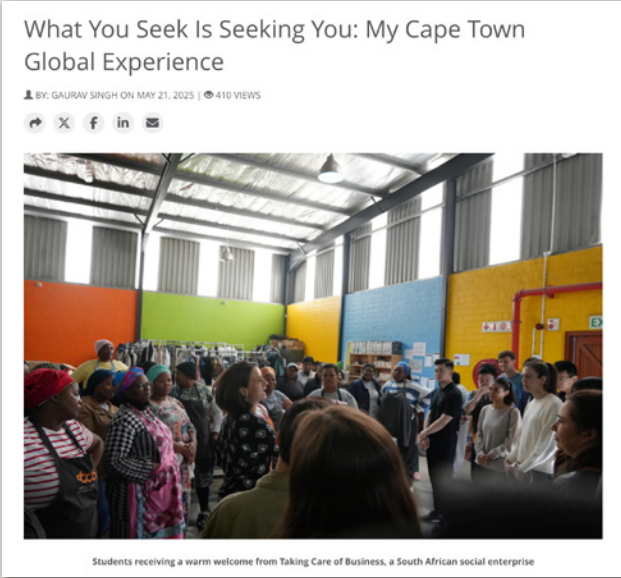
“My worldview is more open. I was blown away by the power of optimism and the clarity of a vision that can influence and change a country. I loved learning and seeking to understand rather than judge the cultural differences. I want to reflect this optimism and clarity of vision in my life and career.”

Brady Poskin, Sloan2024

Global Experiences

Our courses consistently attract press coverage, and our students enjoy sharing their reflections on how their experiences have shaped them and the impact the courses have had on their lives.

Cape Town



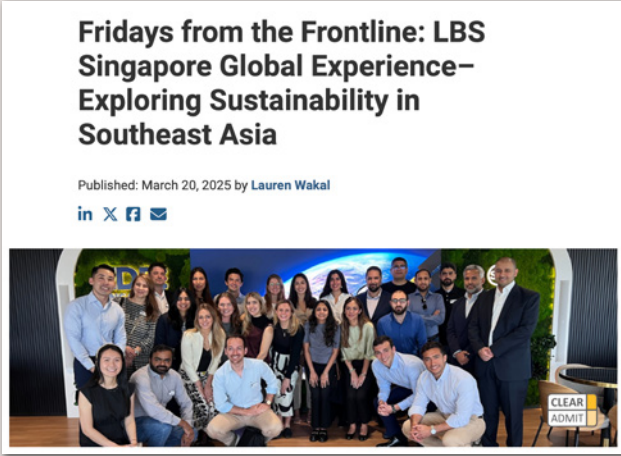
poetsandquants.com



“If you’re wondering whether Global Experiences (GEs) are worth the time and effort, they definitely are. They offer something completely different. A GE is not a checklist. It’s not a photo-op. It’s a week where you’re asked to observe, absorb, and engage. If you do that with even a little intention, you’ll return with more than a set of notes. You’ll return with a different view of the simplest things.”

Gaurav Singh, MiM2025

Singapore



clearadmit.com



“What I loved most was the intensity and depth of discussions — spending an entire week outside the classroom in a new environment fostered deep, nuanced conversations that challenged my perspectives, fueled my intellectual curiosity, and left me with plenty of ‘food for thought’.”

Patricia Verena Mathis, MBA2025

London impact

Our London Projects courses enable Graduate Masters and MBA students to apply and integrate their learning with real-world impact. Tapping into our London network, we invite major multinationals, tech start-ups, social enterprises, NGOs and other businesses to work closely with our students to address a live strategic challenge. With the support of expert faculty and staff, student teams develop implementable solutions that have a positive social and economic impact on our London community. Projects ranged from supporting clients to respond to external change, exploring new markets and products, increasing market share, and creating value through ESG initiatives.

For students, our innovative LondonCAP, LondonLAB and London Business Challenge Week courses offer MBA, MiM, MAM and MFA students the chance to gain in-depth industry insight, apply business and consulting expertise, and develop their leadership and teamwork skills.

“LondonCAP was a valuable opportunity to explore an important strategic area with fresh, structured thinking. The calibre of the participants was high, which helped ensure the credibility of the insights across different parts of our business. Their analysis contributed meaningfully to our broader strategic planning, and the experience was well-managed and worthwhile.”

Matt Gardner, Strategic Alliances & Airline Partnerships Manager, British Airways



“The business issue addressed by the project is a real and pressing challenge for us, and the team’s work has offered a fresh and valuable perspective that will directly inform our decision-making going forward.”

Lucas Gafarot, Head of Business Development, City Football Group

“LondonCAP has not been an academic exercise for the sake of it. It’s actually driven real impact at our enterprise.”

Jure Vrhunc, Senior Associate, Enterprise Transformation, Jaguar Land Rover



“LondonLAB was a transformative experience. Throughout the project, I realised that success depends not only on managing tasks, but also on managing energy, expectations, and emotions—both my own and those of my team. Navigating ambiguity, maintaining high standards while supporting one another, and coordinating numerous moving parts taught me the importance of adaptability and open communication. I learned the value of asking for help and discovered the strength that comes from working together to solve challenges.

Ultimately, LondonLAB offered lessons that go far beyond the classroom. It reinforced that creativity, clarity, and empathy are powerful leadership qualities, and that authenticity and openness are crucial—even when all the answers are not immediately clear. This project demonstrated that, even within ten weeks, students can deliver work that has real impact and lasting value.”

Chandra Keerthi Pothina, MiM2025

LondonCAP, LondonLAB and London Business Challenge Week

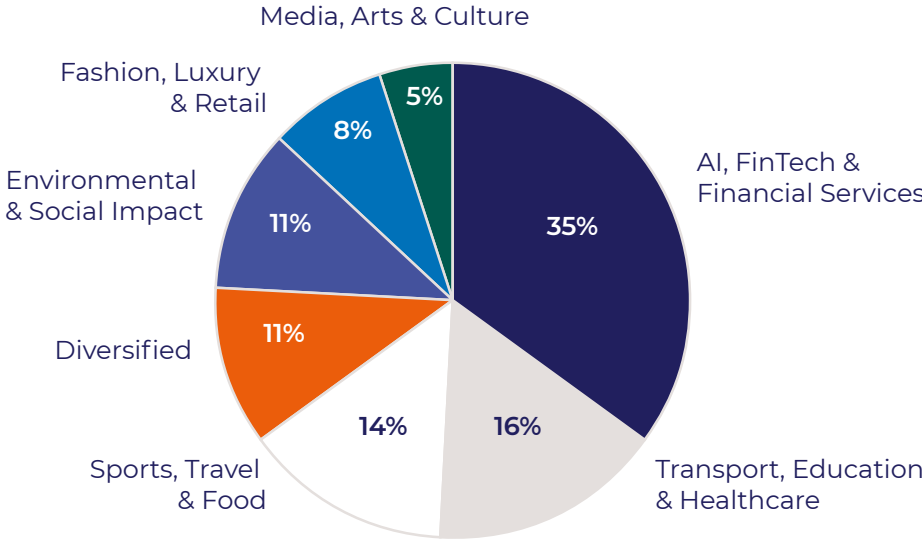
London Projects Data

798 Students across MBA, MiM, MAM and MFA programmes	81% Clients are interested in participating in London Projects again next year	91% agree students' contributions add value to organisation
95% agree students' final deliverables met project objectives	137 Project Teams	72 Client organisations
 70 student nationalities	 51% female students	 49% male students

“We were motivated by the opportunity to engage with a highly skilled and talented group of students from London Business School. The students brought not only strong analytical capabilities and a global mindset but also diversity of thought – something we deeply value when tackling complex, data-driven challenges. Collaborating with students from varied backgrounds and perspectives enriches our approach and fosters innovative thinking. It was also a great opportunity to support their learning while gaining fresh insights from the next generation of professionals.”

Drishdey Cullychurn, Founder & CEO, TExpert AI

Industries



Students agree or strongly agree:

87%

Enhance your skills in the areas of data analysis, problem solving, teamwork and leadership

84%

Demonstrate your ability to identify and understand complex business issues, develop solutions

Organisations





Case Study: LondonCAP MBA Students Tackle Strategic Growth with Yonder

Yonder is a debit and credit lifestyle rewards card provider founded by LBS alumnus, Tim Chong. With a mission to empower people to build financially rewarding lives, Yonder enables members to earn points redeemable for carefully curated dining, entertainment, and travel experiences through an innovative app. Designed for a new generation of consumers, Yonder brings a fresh approach to reward spending.

Yonder presented an exciting strategic challenge to one MBA student team as part of the LondonCAP 10-week consulting course. The project tasked the team with conducting in-depth primary and secondary market analyses to evaluate strategic opportunities for expanding Yonder's value proposition in the competitive fintech landscape.

Despite being faced with a complex and ambiguous whitespace brief, the team designed their own frameworks, gathered direct market insights, and worked closely with the stakeholders to shape practical recommendations, which are now in the process of being executed.

The project offered students a valuable opportunity to apply their classroom learnings and work within a fast-growing startup environment while contributing meaningfully to a real strategic initiative.

“We were extremely impressed with the performance of the LBS team. They adapted seamlessly to changing requirements and new information—a critical skill in a fast-paced startup environment. The team approached the project with real energy and drive, and their insights and recommendations have played a pivotal role in shaping a key strategic decision for the company.”

Margaret Huo, Business Operations Manager, Yonder



Case Study: LondonLAB MiM Bridging Innovation and Impact with Elavon Europe

Elavon, a leading processor of card transactions and a subsidiary of U.S. Bank, provides merchant processing services in over 30 countries, supporting the payment needs of more than a million merchant locations worldwide. As the fourth-largest credit card processor in the U.S. and a top-six acquirer in the European marketplace, Elavon processes over \$576 billion in transactions annually and employs more than 4,300 people globally.

In a collaborative effort with the LondonLAB MiM course, Elavon presented two innovative projects to our students. These projects focused on the integration of generative AI and data utilisation. Two teams, each comprising seven students, were assigned to explore the impacts of integrating generative AI into Elavon's operations. Meanwhile, two additional teams were tasked with identifying potential growth opportunities by leveraging Elavon's internal data.

Throughout the ten weeks, students engaged in comprehensive consulting work including stakeholder interviews, thorough reviews of internal data and processes, and benchmarking exercises. These efforts enabled them to gain a deep understanding of Elavon's operations in a remarkably short timeframe. The students delivered recommendations that provided Elavon with strategic insights on enhancing its use of generative AI and optimising its data utilisation.

“Working with Elavon Europe was an enriching experience. Our team was challenged with a project that pushed us to blend big-picture thinking with detailed, hands-on planning. Beyond the technical aspects, the project helped us grow professionally – from enhancing our communication and project management skills to building confidence in working with clients. It was a great chance to put what we’ve learned in the classroom into action.”

Yi-Fan Wang, MiM2025

Leadership in practice

This year, nearly 200 students took on voluntary leadership roles across London Business School, from leading the Student Association to shaping the direction of over 80 student clubs. These roles are a vital part of our thriving community, providing students with the opportunity to apply their leadership skills in real-time and in real-world contexts. Each leadership journey is unique, shaped by the evolving needs of their clubs, their peers, and the broader LBS ecosystem. The Experiential Learning team supports this journey by offering an exclusive cohort of student leaders a spot in the Leadership Incubator, which frames their leadership experiences as opportunities for personal and professional growth. We also create meaningful leadership roles for Graduate Masters students via a social impact consulting project (Project Aasha) and proudly recognise the contributions of our student leaders through the annual LBS Student Awards.

“I’ve greatly valued being part of the Leadership Incubator over the past few years. It gives students a chance to pause, reflect and build the judgment that underpins effective leadership at LBS and throughout their careers.”

Professor Sir Andrew Likierman



Student Leadership Incubator

The Leadership Incubator is designed and delivered by the Experiential Learning team. It is a platform that complements a student leader’s journey, encouraging them to discover, develop and practice their leadership competencies. Student leaders apply for a limited number of places and are selected to participate in a seven-month learning journey that takes them through a collective exploration and experimentation process. With the support and guidance of expert faculty, staff, executive coaches, and peers, students meet regularly to tackle their real-world leadership challenges as they lead the Student Association and high-profile student clubs.

Behavioural outcomes

Students in this year’s Leadership Incubator reported meaningful growth in key leadership behaviours. Five standout themes emerged:

- 1. Confidence:** Students gained clarity and confidence in their leadership style, becoming more comfortable navigating uncertainty and taking on responsibility.
- 2. Self-awareness:** Participants developed greater awareness of their feelings and those of others, using this insight to manage team dynamics with empathy and intention.
- 3. Communication:** Many reported becoming more intentional communicators—listening actively, expressing themselves clearly, and trusting others with ownership.
- 4. Judgment:** Students learned to assess when to guide, nudge, or step back, applying situational judgment to lead more effectively.
- 5. Authenticity:** Participants became more open about their goals and more comfortable embracing vulnerability as a strength in leadership.

Faculty sessions include:

- **Judgment in leadership** with Professor Sir Andrew Likierman
- **Leadership as information processing** with Professor Ben Hardy
- **Followership** with Professor Selin Kesebir
- **Maximising impact** with Professor Thomas Mussweiler

% of students agreed or strongly agreed that participating in the Leadership Incubator supported them to:



91%

put leadership theory into practice



95%

achieve their leadership objectives

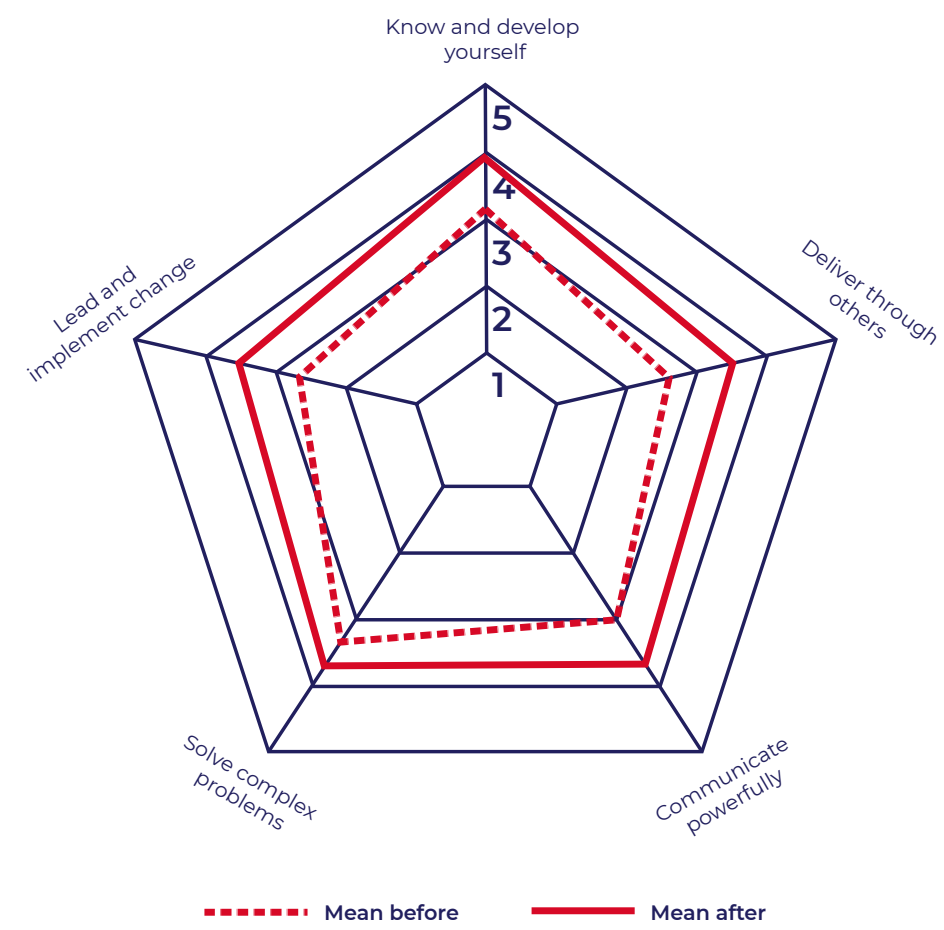


100%

explore and experiment with their leadership style

Student Leadership Incubator

Students reported an improvement in five core leadership competencies:



Our students' impact

This year, students in the Leadership Incubator delivered impressive results across the School community and beyond. Key areas of impact included:

- **Exceptional Event Delivery:** Record-breaking attendance and expanded programming, including flagship conferences like EQUALL and the Healthcare Conference.
- **Sponsorship Success:** Over £150,000 secured in funding from ~50 sponsors, supporting both club and School-wide initiatives.
- **Innovation & Reach:** Launch of new initiatives such as podcasts, guides, and career-focused events, alongside a significant increase in club activity.
- **Community Building:** Strong focus on mentorship, inclusivity, and creating a sense of belonging across clubs.
- **Strategic Influence:** Effective stakeholder engagement, including influencing senior leadership on key student initiatives.
- **Resilient Leadership:** Students demonstrated emotional intelligence and adaptability in the face of unexpected challenges.
- **Legacy & Continuity:** Leaders ensured sustainable impact through structured handovers and junior leadership development.



“Many of my peers in the Leadership Incubator came from sectors where having the loudest and quickest opinion in the room was considered a sign of high intelligence and good leadership. However, through our various sessions and executive coaching, I’ve come to appreciate the power and value of providing a platform to enable every team member’s voice to be heard equally loudly.”

Raj Parekh, MBA2025, Student Association Senior Alumni and Careers Officer

(pictured with Ankit Sureka, MBA2025, Student Association Senior Officer & Consulting Club Co-President)

Student spotlight



Siobhan Hartnoll, MBA2025

Women in Business Club Co-President | Outstanding Leadership Award Recipient

Siobhan is a dynamic leader bridging the gap between startup innovation and strategic growth in the venture ecosystem. At LBS, she served as Co-President of the Women in Business Club—the School’s largest student club—where she spearheaded the 25th EQUALL Conference, Europe’s premier student-led gender equity event.

Reflecting on her journey, Siobhan credits the **Leadership Incubator** with accelerating her growth:

“The Leadership Incubator helped me excel in my role. Each session was carefully curated, providing access to outstanding LBS faculty and external partners, as well as invaluable leadership coaching, all while creating a supportive community of peers facing similar challenges. This powerful combination transformed my leadership journey into a truly accelerated experience.”

Her story illustrates how LBS’s experiential learning opportunities empower students to amplify their leadership impact—both within the School community and across the global business landscape.



Sujay Vithal, MBA2025

Entrepreneurship Club Co-President

Sujay is an inclusive leader with a career spanning nearly six years as a Management Consultant at McKinsey & Company across the US, Africa, and the Middle East. At LBS, he served as Co-President of the Entrepreneurship Club, where he channelled his passion for fostering innovation and building inclusive communities.

Reflecting on his time in the **Leadership Incubator**, Sujay highlights the transformative value of the programme:

“The Leadership Incubator provided me with valuable tools and a supportive space to bring out the best leader in me. I joined a cohort of over 30 Club Presidents, all of whom shared a commitment to growing together throughout the school year. I could relate to many of the challenges my peers were facing and enjoyed learning from each other on how best to solve them. I still reflect on insights from thought-provoking workshops on communication and compassion, as well as one-to-one coaching sessions that have helped me navigate tricky leadership situations.”

Sujay’s journey demonstrates how structured leadership development and peer collaboration at LBS empower students to grow as empathetic and effective leaders, equipped to drive impact across sectors and geographies.

Project Aasha

Aasha means “hope” in Hindi. Project Aasha is a fitting name for an initiative where Graduate Masters students, through impact consulting projects, can support social entrepreneurs in India. Project Aasha was founded by two LBS Graduate Masters students in 2017 , Julia Metzner and Patrick Plikat.

 **2**
Project Aasha co-leads

 **4**
Number of projects

 **8**
years working with partner organisation Head Held High

 **26**
Total students

 **21**
MiM

 **5**
MAM



Case Study: Youth Innovation Fund (YIF)

Challenge: Most youth-led ideas from ideathons in Telangana, India, weren’t progressing beyond the event stage due to inconsistent mentorship, lack of prototype development, and limited access to funding and partnerships.

Approach: Partnered with Head Held High (HHH) and the Telangana Academy for Skill and Knowledge (TASK) to map systemic barriers, engage key stakeholders, and co-design a structured pipeline guiding ideas from concept to pilot. Conducted rapid research, drafted a survey to capture student needs, and designed a mentorship framework with measurable milestones.

Outcome: Developed a scalable framework for ongoing mentorship, progress tracking, and data-driven evaluation to ensure student projects translate into tangible, real-world impact. The framework also integrated feedback loops to continuously improve support for future cohorts.

Learning: Gained hands-on consulting experience while contributing to a community-driven initiative that bridges the gap between ideation and implementation, reinforcing the power of structured support in enabling youth entrepreneurship.

Project Lead: Keerthi Pothina, MiM2025

Project Team: Chiara Noto La Diega, MiM2025; Nainika Maheshwari, MiM2025; Anusha Solanki, MiM2025; Rohan Arondekar, MiM2025



Patrick Plikat, MiM2018

Consultant, BCG | Co-Founder of Project Aasha

During his MiM at LBS, Patrick Plikat saw a gap in the student experience. While the School had a wealth of clubs and initiatives, there was no dedicated platform for Graduate Masters students to apply their skills to social-impact consulting. Together with classmate Julia Metzner, he co-founded **Project Aasha**, providing students with the opportunity to work with entrepreneurs and organisations in underserved communities while developing practical consulting and entrepreneurial skills.

Reflecting on the journey, Patrick highlights how leading a student-led initiative accelerated his learning beyond the classroom:

“Consulting project work is no different from running a student impact project with Aasha. The scope might be larger, but the skill set required for problem-solving, diligence, communication, and relationship building in strategy consulting is the same. It’s invaluable to start working on these skillsets early.”

Now at BCG, Patrick continues to see the relevance of the lessons he learned: early exposure to real-world problem solving and client interaction built the foundation for his consulting career. He also remains closely connected to Project Aasha, reviewing mid-point student presentations each year:

“I am truly excited that Project Aasha has grown to be a staple of the LBS student initiative landscape. The breadth of topics is remarkable—from agricultural improvements to e-commerce marketplaces. My main feedback to students: think about the actual impact you are delivering. PowerPoint presentations are nice, but the real value comes from actionable insights that are fully implemented on the ground.”

For Patrick, **experiential learning** is indispensable to the LBS experience:

“Some skills just can’t be taught in the classroom. They need to be built by working on actual real-life tasks—whether through study groups, student clubs, or initiatives like Project Aasha.”

Alumni impact



**Rick van der Linden, MAM2021,
Manager AI & Data at EY**

“During my Master’s in Analytics and Management, I had the privilege of participating in LondonLAB, where I collaborated with EY on an office occupancy prediction project. This experience enabled me to apply theoretical concepts in a real-world context, ultimately leading to a full-time position with the company after graduation.

I am now pleased to offer a LondonLAB project for current MAM students, which explores opportunities in agentic AI within our industry. This initiative provides them with the opportunity to engage in a consulting-style project, just as I did, enabling them to gain practical experience and valuable insights.

This collaboration not only creates an opportunity to enrich our thought leadership but also harnesses the incredible talent at LBS, enabling us to run additional projects with the capacity that our day-to-day responsibilities may not typically allow.

Reflecting on my own LondonLAB experience, I recognise how invaluable it was in building my confidence and preparing me for the professional world. As I guide the next generation of LBS students, I am continually inspired by their fresh perspectives and enthusiasm. Together, we can create a meaningful impact, fostering a culture of learning and growth that benefits everyone involved.

Supporting current LBS Graduate Masters students is essential, as it fosters a vibrant community where knowledge and experience are shared freely. By investing in their development, we not only empower them to succeed but also contribute to the ongoing legacy of excellence at LBS. I look forward to seeing how these students will shape the future of our industry.”



**Romain Assuncao,
MBA2016, Managing Partner
at Antler for MENAP**

“In my role as the Co-President of the Africa Club, the Leadership Incubator offered a rare space that encouraged vulnerability, honest reflection, and peer learning. It helped me uncover my leadership style and understand how it shapes team dynamics, performance, and motivation.

I still recall the conversations with Professor Randall Peterson about creating environments where people truly thrive, as well as the insights gained from the experiences of fellow club presidents.

What struck me most is that these lessons weren’t only relevant in academic or volunteer-driven settings; they’ve proven just as powerful in high-performance, high-stakes environments, whether during my time at McKinsey or now, as I lead Antler in MENAP, an early-stage venture capital firm. These reflections have stayed with me, and I continue to share them with the teams I work with today.”

Our priorities

Profound:

Experiential learning has a profound effect on our students, as they learn more about their leadership and the world around them through an approach which immerses them in unfamiliar contexts whilst challenging them to collaboratively bring their learning, creativity and ability to the fore.

Impact:

Our students, clients, partners, and the global communities we work with all tell us about the impact experiential learning has, and we have showcased some of our work in this impact report. Our impact is simultaneously individual, collective, cognitive, emotional, socioeconomic and practical. There is no single, agreed-upon definition of impact; what matters more is that we are taking action today for a better tomorrow.

The way the world does business:

Experiential learning facilitates students working on real-life issues faced by organisations across the globe. We do not restrict this to 'big business'; we also work with the third sector, scale-ups and with the most common global businesses - micro-entrepreneurs. As well as strategic, economic and operational encounters, our students learn first-hand about some of the pressing social and individual challenges people face around the world. As noted by the Financial Times this year, our students are encouraged to make a change and then scale it up.

The way business impacts the world:

When our students arrive at LBS, we already know they are intellectually capable. When they leave, through a multitude of experiential learning moments, they are also future-fit: ready to lead in a world where business and sustainability are not at odds, and where humble, reflective, compassionate leadership is the norm, not newsworthy.



Our faculty for 2024-25



Faculty spotlight



S. Alex Yang

Professor of Management Science and Operations and Chair of the Management Science and Operations Faculty

An award-winning teacher, Alex brings expertise in data science, digital technology, and value chains to MBA, EMBA, and executive programmes.

He has led Global Experience courses in Beijing, San Francisco, and Singapore, connecting students with tech giants and start-ups. These courses explored innovation, regulation, and global value chains in diverse business environments. Students describe Alex's teaching as dynamic, practical, and deeply relevant.



Selin Kesebir

Associate Professor of Organisational Behaviour

Selin's research spans cooperation, competition, gender, and cultural transmission. She teaches on leadership, negotiations, and influence, alongside the popular elective Wisdom and Happiness.

A long-standing supporter of the Leadership Incubator, she reframes followership as an active, value-adding stance. Her sessions helped student leaders reflect on when to lead, when to follow, and how to do both with intention.



Martyn Williams

Adjunct Associate Professor of Strategy and Entrepreneurship

With experience as a CEO, investor, and PE practitioner, Martyn enriches LBS entrepreneurship programmes with real-world insight. He has guided London Consulting Project teams with organisations such as Mastercard.

Students value his ability to challenge their thinking and build confidence in new sectors. Clients consistently highlight the tangible impact of the recommendations delivered under his mentorship.

Our team



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