

ALUMNI AND DEVELOPMENT  
GROWING WORLDWIDE SUPPORT

# Review 2021



**Henley**  
Business School

UNIVERSITY OF READING

Where business comes to life

# Our focus



**Jean-Pierre Choulet**

Director of Development & Alumni,  
Henley Business School  
Henley Pioneer



**Helen Gordon**

Chair, Henley Alumni  
& Development Board  
Henley Pioneer

It is a great pleasure to introduce this annual review to you, in the wake of a year full of many opportunities, achievements and challenges. Our activities have reached people all over the globe, and we have launched new alumni chapters.

From January 2021 to August, over 1000 people attended our online activities. From our multi-day Henley Challenges, to our flagship Henley Summit, to our regular knowledge-led webinar series. We were delighted to see so many of our community at our events, proving that even when circumstances necessitated our activities be held online, Henley's alumni, supporters and friends still will get together for networking and knowledge exchange.

Our work in West Africa continues to flourish, and it has been a joy working with local partners to deliver exciting programmes in entrepreneurship, fashion, marketing and technology to cohorts in the region. We look forward to many more developments in the years to come. If you would like to get involved in this, or any other projects we are working on, please do not hesitate to get in touch.

I would like to offer my warmest thanks to you as one of our supporters, for your efforts in the past twelve months. Henley's alumni network is thriving, with more than 87,000 professionals living in over 160 countries, we are more international than ever.

Our community truly is global, and we are well served by a wide range of offerings from Henley, not least the recently updated Henley Live. This is our online platform, offering a wide range of features all designed to enhance and expand your networking, learning and development. Registration is free and easy, and can be done so at [live.henley.ac.uk](https://live.henley.ac.uk)

With more alumni than ever, our regional chapters are critical to a healthy network. I would like to warmly encourage you to reach out to your local chapter, whether it is the first time or the hundredth, and see how you can get involved. From running local events to online meet ups, as well as places to find like-minded individuals willing to offer advice, our chapters are a wonderful way of staying connected.

# Your impact

During the academic year 2020/21, we received £33,536 to support our community, with £10,000 coming from our corporate donors. Funding was allocated to a wide range of projects; from research to scholarships, bursaries to hardship funding.

Over **£30,000** raised

13,936

Hours volunteered

38

Individual donors

112

Chapter volunteers

In the same academic year, the Reading Real Estate Foundation (RREF) raised over £500,000 to support Real Estate & Planning education at Henley Business School with a particular focus on diversity and social mobility.

- Awarded over £200,000 to 54 students
- Facilitated 374 mentoring partnerships
- Provided seed funding for new projects

## Disbursement

|   | Amount  |
|---|---------|
| Five Undergraduate Henley Alumni Bursaries      | £25,000 |
| One Henley Alumni Masters in Management Bursary | £10,000 |

## Ways to support



Individual Gift



Corporate Donation & Partnership



Volunteer

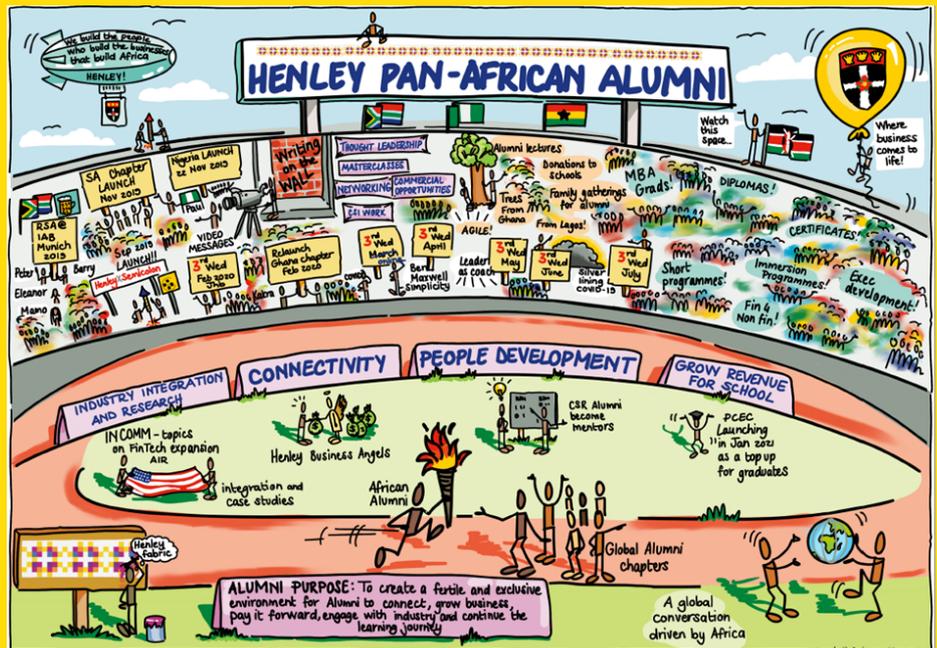
Find out more online: [henley.ac.uk/alumni/support-henley](https://henley.ac.uk/alumni/support-henley) or by getting in touch with us at [development@henley.ac.uk](mailto:development@henley.ac.uk)

# African Focus

The academic year 2020-21 represented another leap forward in our innovative and exciting work in West Africa as we delivered a range of programmes with local partners. Read more below, and then join the Africa Connected group on Henley Live to get involved.



Henley's alumni community in Africa is overseen by a Pan-African Alumni Association, run by Barry van Zyl (MBA) and a group of other alumni volunteers. In 2021 they launched Africa Connected, a virtual marketplace for Henley alumni on the continent. Through this group, they hope to provide a space for alumni to network, collaborate and support fellow Henley graduates across Africa.



Join the group on Henley Live today: [live.henley.ac.uk/topics/27160](https://live.henley.ac.uk/topics/27160)

## AdCademy Masterclass

In February 2021, the Association of Advertising Agencies of Nigeria (AAAN) and Henley Business School partnered to launch AdCademy - a virtual hub and global creative & innovative marketing communications academy operating from the heart of Africa to create and nurture the next generation of creatives.

Working together we ran a three-day virtual masterclass in March looking into the future of advertising. The masterclass was aimed at educating and empowering young graduates, and people who might not necessarily be in the advertising industry, but have marketing communication roles. Speakers included Steve Babaeko (CEO, X3M Ideas and President, AAAN) and Prof. Moira Clark (Strategic Marketing, Henley Business School and Director, The Henley Centre for Customer Management).



Listen to [Steve Babaeko](#) explain more about the masterclass here: [youtu.be/29HBGeEnmw0](https://youtu.be/29HBGeEnmw0)

'The art of marketing and brand-building is changing, and marketers must continue to innovate every day.'



## MTN Y'ello Star

In November 2020, we took part in Y'ello Star, the latest musical reality project by MTN Nigeria, alongside our friends at Afrinolly Creative Hub.

Henley faculty, including Dr Adeyinka Adewale (Entrepreneurship) provided entrepreneurial training and coaching to contestants on the debut season of the show, itself a training initiative by MTN Nigeria designed to discover, nurture and launch musical talent in the country.



Over 10,000 contestants submitted entries for the show. However, only 16 were selected through gruelling auditions where they were rewarded with tailored education from Henley, aimed at focussing their business acumen and to provide them with the skills to sustain a successful career on the global stage.

The ultimate aim of the venture was to create, alongside Afrinolly Creative Hub, a Nigeria Creative Industry Catalyst – a project that will deliver a creative talent incubator to include a series of entrepreneurship masterclasses and six-months of extensive coaching to contestants on MTN Y'ello Star.



Speaking on the project, Richard Iweanoge, General Manager, Brand and Communications, MTN Nigeria said:

'The Y'ello Star project is unique. It is different from what the audience is used to from previous music talent programs. It is a project initiated by MTN to empower the youth and launch their talents to the world. The show is designed to groom musical talents by providing a lifetime opportunity to turn their dreams and aspirations into reality. The partnership with Henley Business School, UK, will ensure adequate music training, creative entrepreneurship, and incubation of all the contestants.'

## Creating 100 African Coaches

Across April and May 2021 we joined forces with Africa Executive Coaching Council (AECC), 100 Coaches and CoachSource to run a 3-day conference with some of the world's top coaches.

This conference brought together leading executive coaches, business leaders and thinkers with the goal of preparing, developing and energising inspired leadership for future generations of African coaches. This programme was based on Marshall Goldsmith's maxim of 'paying it forward', as exemplified through his 100 Coaches organisation. Each day was led by a different pair of coaches.

Attendees gained deep insights into executive practice, delivered through a tailored series of masterclass sessions. We aimed to ensure everyone left with a clear understanding about the power of embedding a culture of coaching into any organisation, and took some tools to help them and their companies achieve this.



Find out more here:  
[100coaches.aeccouncil.com](https://100coaches.aeccouncil.com)

# A thank you from this year's bursary recipients



This bursary is not just financial support for me. It is so much more. To know that somebody has enough faith in me to invest their money in my future is beyond empowering. During the pandemic, my family's financial situation was not in the best of states and your incredible generosity has ensured that I have the opportunity to fulfil my dream to study at Henley Business School. It has secured my time at Henley and paved the way for a brighter future. The pressure to repay my student loan has lessened and I will be able to give complete focus to my studies. You have not just changed my life but that of my family as well.

Postgraduate Henley Alumni Masters  
in Management Bursary recipient  
2020/21

The financial support I have been awarded has opened a door to a brighter future for me. It will play a key part in helping me become a successful person in the future and enable me to purchase the essential education books and equipment needed for my course. Not having the stress and concerns of worrying about financial expenses for my course will enable me to focus on obtaining the highest grades possible and complete my course successfully. I am very appreciative of receiving this financial assistance.

Undergraduate Henley Business  
School Bursary recipient 2020/21

I am honoured to be a recipient of the Henley Business School Bursary and I would like to express my sincere gratitude for your support to students like me who need this bursary to have a good chance of excelling at university. Your support has opened doors and the prospect of a brighter future. I want you to know that your generous support will see me achieve my dreams at the University of Reading. I can only hope that one day, I too will be in a position to bring a smile to another needy student.

Undergraduate Henley Business  
School Bursary recipient 2020/21

# Volunteering

This year over 800 volunteers supported Henley Business School and the Reading Real Estate Foundation (RREF). See page 14 for more information about RREF and their work.



## 112

Chapter volunteers

Our Chapter volunteers coordinate activity with other Henley Alumni around the world. They arrange events to enable the network to thrive and to support the aims of the Business School. A committed Chapter Chair and Committee transforms alumni activity in a region. Several of our chapters demonstrated this clearly by continuing to deliver engagement opportunities throughout the past twelve months despite the restrictions imposed by the COVID-19 Pandemic.

The volunteers' local knowledge, professional contacts and cultural awareness make them the most effective way of supporting our global network. They also help recruit new students, support our fundraising efforts and welcome home new graduates.



Throughout the placement, I was able to increase my workplace skills, teaching me how to properly communicate in the workplace as an effective team member, and enabling me to gain an insight into the operations of a large developer. *Real Estate & Planning student, 2019*



## 817

Volunteers



Thank you for the opportunity for me to become a mentee through the scheme, it's been an invaluable experience and really proves you can and should develop connections anywhere.

*2020-21 Mentee*

Our mentors work with an individual mentee to offer insights into the industry, advice on job applications, CVs and interviews, work shadowing opportunities, site visits, networking opportunities and guidance.



Work placement providers

Employability is dramatically improved when students spend some time in a real working environment. The pandemic presented challenges with this, but our volunteers found innovative ways to provide this experience to our students virtually in most cases.



Mentors

## 724

Volunteering hours

# 13,936

Our volunteers are at the heart of what we do. By giving their time to help the Business School and RREF our volunteers enrich the student experience, strengthen our brand and engage our alumni network. Their support is invaluable.

## Other Volunteering opportunities

### Advocates

Alumni who publicly celebrate Henley and share our successes with their wider network have a great impact on our reputation, on our recruitment activity, on the strength of our brand and also on their own brand. When we succeed our alumni succeed and there is no more compelling endorsement than that of an alumni advocate.

If you would like to get involved and **support Henley Business School as a volunteer**, please contact [alumni@henley.ac.uk](mailto:alumni@henley.ac.uk)

### Speakers

Henley teaching and events are brought to life by industry experts. Speakers who volunteer their time to share the latest industry insights, thought provoking perspectives and captivating case studies keep our community engaged, informed, and inspired.

# Henley summit

On 6 May we held an online Henley Summit for our global community. The Summit focused on the transformative power of sustainability and attracted 109 attendees from 26 different countries. It was designed to offer a balance of academic and industry insight, combined with alumni networking and discussion.

We aimed to showcase the business case for sustainability, proposing that sustainability is far more than a moral cause, but an essential part of all business. This full-day online conference focused on three of the primary business areas affected by sustainability: **People, Finance** and **Environment**.

## The day had four Henley Business School academic leads:



**Professor Carol Padgett**  
Professor in Finance &  
Head of ICMA Centre



**Professor Sarah Sayce**  
Professor of Sustainable  
Real Estate



**Professor Kevin Money**  
Professor of Responsible  
Leadership and Reputation



**Dr Naeema Pasha**  
Director of Careers &  
Professional Development  
and Director of Diversity  
and Inclusion

## We explored the following questions:

- How does sustainability affect the way your organisation interacts with its people?
- How can a sustainable agenda affect the financial situation of your organisation?
- How do you adapt policy and process to move your organisation closer to environmental sustainability?

The Henley Summit was delivered via Zoom with a combination of different interactive elements from keynote presentations to panel Q&As and more.

A key outcome was the launch of a movement to bring about real change in the area of sustainability from both Henley and our alumni community. We have formed a dedicated Group on Henley Live, where our network can readily engage with the topic. The video recordings can now be found in this group – simply visit the Groups tab on Henley Live and search for “Sustainability”.

Harnessing the momentum, we have designated the academic year 2021-22 as Henley’s Year of Sustainability and Societal Impact. This will be embedded in all our upcoming activities, and updates as well as wider reading can be found in the Henley Live group.



# The Equity Effect

Earlier in 2021, we surveyed over 500 business leaders and 1,000 employees, as well as carrying out qualitative interviews with 22 business leaders and employees from a broad range of industries. Further research was conducted to gather specific business performance and diversity data points from companies listed on the FTSE 350.

Henley academics from a range of research specialisms including HR, leadership, ethics, and organisational behaviour, have analysed the findings and shared their thoughts throughout the paper.

## Some of the key findings from the report include that:

- Factors such as perceived cultural differences (cited by 56% of employees and 52% of business leaders) and a lack of diversity in leadership (33% of employees) are driving racial inequity and systemic racism within UK businesses.
- As many as 22% of employees say they have personally experienced or seen discrimination of some sort in their workplace, with many citing race as the primary pretext (55%).
- Businesses which actively confront inequity and racism with practical measures, can expect to see an improvement in their employees' job satisfaction, loyalty, creativity and, ultimately, value, recording an average revenue 58% higher than those which did not.
- If you are a woman from an ethnic minority, aged 45+ and working in the public sector, you are among the UK's most disadvantaged workers. Compared to their younger male counterparts, these females don't feel as safe speaking up at work and challenging the way things are done (39% v 74%), don't believe they would be supported if they wanted to try a new idea (50% v 72%), are less likely to feel they can bring their true authentic self to the workplace (56% v 73%) and are less respected by the people they work with (63% v 75%).



[Read the Press Release](#)



[Download the Report](#)

## The Alan Rugman Memorial Fund: established by Helen Rugman

The Alan Rugman Memorial Fund was set up in 2015 with the help of Helen Rugman to support an International Business Masterclass Studentship and a Visiting Fellow at Henley Business School. Professor Rugman was a leading scholar in the field of International Business and Head of International Business and Strategy at Henley Business School between 2008 and 2014, significantly influencing the development of the school in this area.

In 2020/21, the fellowship was awarded to Ari Van Assche, Professor of International Business, HEC Montréal, Canada. Ari undertook meetings with a variety of faculty and researchers, all specialists in the field of International Business. These meetings are designed to be a knowledge exchange, to promote collaboration within the field of International Business, thus further reinforcing Professor Rugman's legacy at Henley Business School.



# Legacy Giving

The people your gift will impact may not be born yet, and you might not recognise the challenges they will face, but you will share their desire to improve tomorrow for others as much as themselves.

If you are considering leaving a legacy to Henley and would like to discuss it with a member of the team, please get in touch.

e: [development@henley.ac.uk](mailto:development@henley.ac.uk)

t: +44 (0)118 378 4195

## How to leave a Legacy gift

We recommend that you contact your legal advisor or accountant for professional advice before making a new Will or making any changes to your existing one.

There are types of legacies that allow you to put your family first while still making provision for Henley. You may decide to leave a fixed sum to the Business School, a percentage of your estate, or the residue once you have provided for your loved ones. Your solicitor can advise you on the best way to record your intentions.

If you decide to leave something to Henley, please let us know. Any information that you give us will be treated in confidence and does not involve you in a binding agreement. We will only use this information to thank you promptly and appropriately.



# Henley Bursary Appeal – Tipping the Scales

Imagine never having the opportunity to attend university, because you did not have sufficient funds to meet your living costs for the period of your studies. For many talented young people wishing to pursue a degree at Henley Business School this is a reality.

This year saw an unprecedented increase in demand for financial support, with a record 63 applications from academically gifted students wishing to enrol for a Henley Business School undergraduate degree. We look for applicants who meet a range of criteria; for example individuals who have received financial support during secondary education such as free school meals, have limited family experience of Higher Education or have been in the care system. Despite a high number of financially deserving applicants, who met multiple criteria, we were only able to offer two bursaries.

// To future donors who are interested in donating, your gifts change the lives of students all over the country. Your donation will take the stress away from not only students but their families around them. I appreciate the donors so much because without them I would be in a much harder time in my life. The bursary has allowed me to see the great side of university and kept my mental health positive at the same time.

Henley Bursary Recipient



## Why do we need your help?

Henley is proud to have always been able to support those wishing to study at Henley thanks to the generosity of our community. But more is needed to ensure that academically talented individuals lacking the financial means are able to study, and contribute to the diverse talent pool of our student body, enriching the experience for all and contributing to a fairer society.

By raising £50,000 to meet this challenge we can ensure that we are able to support a larger number of gifted students in need of financial support.



Your gift could tip the scales.

Give to this appeal by visiting the campaign page, or call us on +44(0)118 378 4195 or email [development@henley.ac.uk](mailto:development@henley.ac.uk)

# Donor Recognition

Our supporters from 1 August 2020 to 31 July 2021

## Corporate Supporters

Organisations who have supported Henley Business School with a financial gift.

| Corporate Patrons | Others                           |
|-------------------|----------------------------------|
| ADP               | Enterprise Holdings              |
| BP International  | Lakemore Partners (DIFC) Limited |

## Gifts in Kind

Organisations who have supported Henley Business School by donating services or goods.

| Name     |
|----------|
| Delancey |

## Ambassadors

Individuals who have given between £3,000 and £4,999 to support Henley Business School.

| Name            | Graduation year | Course |
|-----------------|-----------------|--------|
| Peter Johnson   | 1994            | MBA    |
| Peter Stansbury | 2007            | MBA    |

## Pioneers

Individuals who have given between £1,000 and £2,999 to support Henley Business School.

| Name                      | Graduation year | Course                       |
|---------------------------|-----------------|------------------------------|
| Olivier Aeschlimann       | 2014            | MBA                          |
| John Board                | –               | Dean, Henley Business School |
| Richard Boocock           | 1995            | MBA                          |
| The Bowd Family           | –               | –                            |
| Rob Chouhan               | 2008            | MBA                          |
| Jean-Pierre Choulet       | –               | Henley Staff                 |
| Sarah Davis               | 2006            | MBA                          |
| Helen Gordon              | 1997            | MBA                          |
| Khalid Khalafalla Mohamed | 2015            | MBA                          |
| Sharm Manwani             | –               | MBA & Executive Professor    |
| John Marshall             | 1985            | MBA                          |
| Bryony Moore              | 1992            | MBA                          |
| Jason Payne               | 2004            | MBA                          |
| Debbie Pearson            | 2004            | MBA                          |
| Geoffrey Standland        | 1992            | MBA                          |

Your support is invaluable.



Individual Gift



Corporate Donation  
& Partnership



Volunteer

## Friends

Individuals who have given up to £999 to Henley Business School.

| Name                | Graduation year | Relationship to Henley                               |
|---------------------|-----------------|--|
| Holly Ann Baldwin   | 2017            | MBA  |
| Craig Berens        | 2015            | MBA  |
| Nikunj Bhutani      | 2011            | MBA  |
| Carolyn Didsbury    | 2012            | MSc Coaching   |
| Rupert Douglas-Bate | 2014            | MBA  |
| Duncan Fraser       | 2014            | MSc, International Securities and Investment Banking |
| Rachelle Gaskell    | 2014            | MBA  |
| Andrew Gaule        | 2000            | MBA & Visiting Fellow                                |
| Chris Heyer         | 1997            | MBA  |
| Arthur Hood         | 2012            | PGCert, Management                                   |
| Twyla Howse         | 1999            | MBA  |
| Kerry Johnston      | –               | Henley staff   |
| Zayd Kassam         | 2003            | BA, Accounting & Management                          |
| Julius Kora         | 2012            | BA, Management and Business Administration           |
| Diane Leacock       | 2002            | MBA  |
| David Lee           | 2006            | MSc, International Securities and Investment Banking |
| Joanna Lloyd-Baker  | 2002            | MBA  |
| Laura Marziali      | –               | University of Reading staff                          |
| Penelope Mayson     | 2001            | Diploma in Management                                |
| Roger Metcalfe      | 2013            | MBA  |
| Quyên Nguyen        | 2012            | PhD & Associate Professor                            |
| Beverley Nicholson  | 2014            | MBA  |
| Alan O'Flynn        | 2012            | MSc Coaching   |
| Peter Onime         | 1994            | MBA  |
| James Pepper        | 2011            | MBA  |
| Vikas Sharma        | 2013            | MBA  |
| Wajeeha Tahir       | 2012            | BA   |

We also would like to thank those that have chosen to give to us anonymously.

Find out more online: [henley.ac.uk/alumni/support-henley](https://www.henley.ac.uk/alumni/support-henley)  
or by getting in touch with us at [development@henley.ac.uk](mailto:development@henley.ac.uk)

Supporting Real Estate & Planning education at Henley Business School, the Reading Real Estate Foundation (RREF) is a pioneering educational charity that has been building bridges between industry and education since 2002.

RREF engages students to achieve their full potential and become the best in the industry. This is achieved through an extensive mentoring programme, financial support for students in difficulty, an annual careers fair and an evening lecture series giving them access to the top firms in the industry. RREF continues to engage with students as they become alumni, through fundraising and networking events that help to support the aims of the charity.

RREF enjoys considerable support and in 2020/2021 the charity disbursed almost £200,000 to 55 undergraduate, postgraduate and PhD students at the Department of Real Estate & Planning. In addition to this, RREF facilitated 374 mentoring partnerships, and provided seed funding for a range of new projects.

[henley.ac.uk/rref](https://henley.ac.uk/rref)

[rref-info@henley.ac.uk](mailto:rref-info@henley.ac.uk)

## Pathways to Property

Launched in 2012, the Pathways to Property project aims to widen access to the real estate profession by raising awareness of and aspirations about the vast range of careers available within the sector. Through a successful outreach programme, the project exposes students from less advantaged and non-traditional backgrounds to opportunities within the property industry. The ninth Pathways to Property Summer School took place from 19-21 July 2021 and for the second year the event took place online. A record 104 students from Year 12 of school/college joined us over the course of three days to take part in taster lectures, virtual site visits, sessions offering careers advice and advice about life at university as well as a group project.

We are delighted to say that by the end of the Summer School, 91% of the participants confirmed that they are considering a career in property after attending the event. We will continue to work with them to provide the chance for them to take part in a one-week work experience placement in a property firm, join our e-mentoring programme, receive financial support if they study a property related degree at university up to £30,000 over three years of study, and receive any additional support required to progress their journey into the industry.



Awesome experience. To work at such a prestigious and highly reputable company was an honour. The fact that everyone there met you with a smile everyday and tried to help you on any occasion made the experience a joy. Wish it was for longer as I have learned so much and has helped me so much in terms of my decisions for university. 10/10.

**Pathways to Property Work Experience Participant 2021**



During the Summer School I enjoyed getting the chance to meet lots of different people already working in property. It really helped me weigh up whether I want to study at university or do an apprenticeship and hearing about all the positives and negatives of working in property. Thank you.

**Summer School Participant 2021**

# Meet the community – Henley Live

## The Home of Networking and Learning

Everything you need to thrive in today's fast-paced world is here for you.  
Where would you like to start?

### Networking

Join a local alumni chapter, attend one of our regular events or browse the live global community map.

### Knowledge

Enjoy Henley's knowledge by reading the latest insights, watching webinar recordings or join a group.

### Development

Find or become a mentor, engage with our careers team, and discover how you can support the next generation of professionals.

With thousands of Henley alumni registered on the platform from across our history, now is an ideal time to create your free account and start exploring everything Henley has to offer you.



### What next?

All alumni from any phase of our history are warmly encouraged to join.

Simply visit the webpage and click **'request to join'**. Once you are accepted, you can start networking, learning and much more.

[live.henley.ac.uk](https://live.henley.ac.uk)

[#IgniteYourNetwork](https://twitter.com/IgniteYourNetwork)



**Henley**  
Business School

UNIVERSITY OF READING

Our supporters are at the heart of what we do. By giving their time and/or financial support to help the Business School, our donors and volunteers enrich the student experience, strengthen our brand and engage our alumni network.

**Your support is invaluable.**



Individual Gift



Corporate Donation  
& Partnership



Volunteer

## Henley Business School

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+44 (0)118 378 4195

[henley.ac.uk/alumni](http://henley.ac.uk/alumni)



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