

## **Thought Leadership**

*'The object for which The London Institute of Banking & Finance is hereby constituted is the advancement of knowledge of and education in financial services....and to carry out research and publish the useful results of such research for the benefit of the public.'* *The London Institute of Banking & Finance Royal Charter - September 2016*

### **1. Introduction**

The London Institute of Banking & Finance has placed Thought Leadership as a key component of its vision and strategy. The concept of Thought Leadership has many interpretations and is applied to a wide range of activities and outputs across academia and industry. This document sets out what it means for The London Institute of Banking & Finance, its purpose and potential in supporting the goals of the organisation - and the communities in which it operates - and the broad activities that will be undertaken to make this potential a reality.

### **2. Purpose**

In line with our Royal Charter, the purpose of our Thought Leadership activity is to advance understanding within, and about, banking and finance. In doing so, it supports the advancement of our organisation and its reputation as an internationally recognised provider of financial education.

Thought Leadership should enhance our credibility and help to increase our profile, which in turn helps to extend our influence and networks. In doing so, we serve the interests of our community and help to meet organisational objectives.

### **3. Thought Leadership and The London Institute of Banking & Finance**

Thought Leadership activities should seek to provide independent views and insights on topics that are relevant to our strategy and communities.

We are a leading exponent of financial education for both the banking and finance sector and the wider community. Our higher education, professional, and school qualifications are rooted in the practice of banking and finance. Within this context, and in line with our stated objectives to provide *'lifelong learning... a balance of experience [and] insight... [and] create connections and build partnerships'*, we define Thought Leadership for our purposes as follows:

- Generating innovative thought and evidence-based insights that enhance the understanding of the challenges facing the banking and finance sector.

- Promoting and facilitating discussion and dialogue on the relevant issues for both financial education and the practice of banking and finance.
- Curating and disseminating insights and research with impact produced by members of our communities (Research Centres, Faculty, Visiting Faculty, students, members, teachers, and partner organisations).

#### **4. Impact on our communities**

For our stakeholders, our ambitions for our Thought Leadership activity are to:

- 4.1 Add to the knowledge and creativity in the banking and finance industry, to the benefit of the sector, the professionals working within it, academics, and to society.
- 4.2 Contribute to our goal to make banking and finance more accessible and understood by the general population.
- 4.3 Help to improve the professional practice of our students, members, alumni, and those teaching our education programmes (both our own academic colleagues and those teaching on behalf of our delivery partners).
- 4.4 Enable members of our community to share their own insights and to learn from the experience and insights of others.
- 4.5 Enrich the learning of our students through the development of innovative programmes and teaching methods.

#### **5. Impact on our vision and strategic goals**

Our Thought Leadership output aims to:

- 5.1 Enhance our reputation as hub and centre for banking and finance expertise and knowledge.
- 5.2 Increase the engagement and dialogue between us and our principal audiences, and add value to our stakeholders' relationships with us.
- 5.3 Improve our visibility with prospective students and corporate partners (in both physical and digital environments) and, in doing so, positively influence their likelihood to engage with us.
- 5.4 Deepen our understanding of the audiences we serve and provide opportunities for income generation by enabling us to develop products and services that meet their needs.

## **6. Approach**

Our overarching objectives are:

1. To increase the Institute's visibility and credibility as a leading independent expert on:
  - a) Banking and finance.
  - b) Financial education.
2. Support our members, students, and alumni in developing their expertise and knowledge.
3. Support strategic objectives.

We plan to engage in a range of activities which can be roughly grouped under:

- a) Thought Leadership (self-generated content), and
- b) Knowledge Transfer (facilitating the sharing of content produced by others).

### **(a) Thought Leadership**

Every year we will put in place a program of activities designed to help us deliver against our strategy. This will consist of:

1. Relevant and regular content
  - a) Participation by our Research Centres, Faculty, Visiting Faculty, and our internal Subject Experts, for example:
    - i. At conferences and events, internal or externally
    - ii. Via interviews and media comment
    - iii. By publishing papers, articles, podcasts
    - iv. Via presentations and lectures for our students, alumni, and members
2. Socialisation
  - a) Content exploited by events, marketing, social media, PR as appropriate.

### **(b) Knowledge Transfer**

As part of our overall strategy, we will also continue to encourage external experts to engage with us, through:

1. Inviting industry thought leaders to join our Academic Community and share their insights.
2. Commissioning articles, comment pieces and features from leading journalists, academics and practitioners to appear in our Financial World publication, and on the Research Centres and 'Insights' sections of our website.
3. Arranging and hosting events, podcasts, conferences, seminars and roundtables at our venues in the City of London, and in other appropriate financial services hubs in the UK and Internationally, or virtually.

4. Repurposing event content into digital content (podcasts and videos) to enable us to reach distant members, and to support our community's continuing development and complementing our teaching programmes.

## **7. Measuring success**

We will seek to measure the success of our Thought Leadership strategy through a variety of means. These will include:

### **1. Engagement**

- a) Evidence of engagement of our Academic Community and Research Centres – for example, the number of articles, podcasts, interviews, and seminars.
- b) Evidence of extramural engagement with our community – for example, Visiting Faculty appointed, speakers at our events, contributors to our publications, involvement with corporates, networks, and other institutions.
- c) Evidence of engagement with our content – for example, podcast downloads, video views, social media shares, and engagement with our articles.
- d) Invitations and speeches – the number of relevant events held, and attendance.
- e) Monitoring media coverage – the number of articles placed and/or interviews achieved, audiences reached, and messages landed.
- f) Evidence of credibility of our work – the number/value of grants achieved for research with impact.

### **2. Impact**

- a) Reach
  - i. Extent and/or diversity of the beneficiaries of the impact – range of audience by industry sector and seniority.
- b) Significance
  - i. Degree to which the impact has enabled change – for example, corporates, networks and other institutions, industry experts, academics, and potential students approaching LIBF as a result of our outputs, informing policy, advisory role, and first point of contact for expert opinion.

We will seek to report back to the board on our activities at least once a year.

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