

# Creating and Evaluating Social Impact

Friday 4 November 2016

13<sup>th</sup>  
Annual  
Conference



Creating positive social impact is important for corporations, public sector organisations and charities alike. But how can you create and measure social impact? How do you balance the competing needs of financial motives with a wider social purpose? And how do all these aspects play out in the public arena of developing reputations and creating social support? On this day, you will hear from leaders who have experienced the positive and negative aspects of social impact. Issues under discussion include: creating social impact through entrepreneurship; the social impact and reputation of private equity; destigmatising mental health; how the BBC creates a positive impact in a public service context; and finally, integrating theories of love to create positive impact in organisations. Speakers include industry leaders as well as scholars, and you are invited to take an active part in order to contribute to the learning.

## Online booking

[www.henley.ac.uk/reputation](http://www.henley.ac.uk/reputation)

Fees	Plus VAT
Standard rate	£275
Two attendees from one organisation	£400
Alumni, and members from other Henley centres	£200

Price includes lunch and refreshments

### For further information contact

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### Venue

Henley Business School, Greenlands,  
Henley-on-Thames, Oxon RG9 3AU

Conference sponsored by members of  
The John Madejski Centre for Reputation.

Under Chatham House rules participants are free to use the information received at the event but not to disclose the identity or affiliation of the speaker or participant.

## Agenda

09:00	Registration
09:30	Welcome and introduction <b>Professor Kevin Money</b> , Director, The John Madejski Centre for Reputation
09:45	Keynote address <b>Tony Hall</b> , Lord Hall of Birkenhead, Director-General, BBC
10:45	Bernard Taylor Address: De-stigmatising mental health <b>Peter Molyneux</b> , Chair, South West London and St George's Mental Health NHS Trust
11:30	Coffee
12:00	Creating social impact <b>Yasmina Siadatan</b> , 2009 winner of <i>The Apprentice</i>
12:45	Wrap up of morning session <b>Björn Edlund</b> , Vice President, Arthur W Page Society
13:00	Lunch
14:00	Private equity: Does it deserve its reputation? <b>Keith Arundale</b> , Visiting Fellow, ICMA Centre (Panel chair) <b>Robert Taylor</b> , Head of Investment Management Department, FCA <b>Tim Hames</b> , Director General, BVCA <b>Mark Adams</b> , co-founder of the Text100/Next 15 Group
15:00	How can leaders and their organisations embrace love in their relationships with stakeholders? <b>Yetunde Hofmann</b> , Board Director, CIPD
15:45	Tea
16:15	Wrap up and panel discussion <b>Björn Edlund</b> , Vice President, Arthur W Page Society (Panel chair)
16:45	Depart

## Speakers for the day

### Professor Kevin Money



**Kevin is Director of the John Madejski Centre for Reputation. He is a Chartered Psychologist and Professor of Reputation and Responsible Leadership.**

Focusing on understanding how people and organisations build functional relationships,

Kevin has published widely in leading academic journals. His work has had practical impact in organisations such as Unilever and the UK Cabinet Office.

### Peter Molyneux



**Peter is Chair of South West London and St George's Mental Health NHS Trust.**

He is a thought leader in the development of more integrated approaches to mental health and mental illness. He is a non-executive director of Richmond Fellowship, Chair of the

London Mental Health and Employment Collaborative and a visiting fellow at Henley Business School.

### Keith Arundale



**Keith is a visiting fellow at Henley's ICMA Centre, where he teaches modules on private equity and venture capital.**

He is currently researching venture capital fund performance at the Adam Smith Business School, University of Glasgow. He is a fellow of

the Institute of Chartered Accountants, the Chartered Institute of Marketing, the Institute of Directors, the Institute of Physics and the Royal Society of Arts.

### Tim Hames



**Tim is Director General of the British Private Equity & Venture Capital Association (BVCA).**

After lecturing in politics at Oxford University, Tim became a journalist at *The Times*, assuming the roles of Assistant Editor, Chief Leader Writer and Columnist. He regularly edited the newspaper

between 2006 and 2008. Tim served as Special Adviser to the Speaker of the House of Commons and is an honorary visiting fellow at De Montfort University and a fellow of the Institute of Travel and Tourism.

### Yetunde Hofmann



**Yetunde is Non-Executive Director of the CIPD, and Board Trustee of Compassion UK International and the John Lewis Partnership Golden Jubilee Trust.**

She helps leaders and organisations bring every aspect of who they are fully into the world. She

coaches leaders and teams in executing change. Yetunde also founded The Enjoyable Life Series, an organisation that helps people discover their purpose and release their joy.

### Tony Hall



**Lord Hall of Birkenhead is Director-General of the BBC. Prior to this, he was Chief Executive of the Royal Opera House.**

Tony started his 28-year career at the BBC as a news trainee in 1973 and rose to the position of Chief Executive of BBC News. He was Deputy

Chairman of Channel 4 Television and is a trustee of the Paul Hamlyn Foundation and the Foundation Years Trust. Tony was appointed a CBE in 2005 and became a life peer in 2010.

### Yasmina Siadatan



**Yasmina is the founder of Bloc Parc, a company that aims to highlight the importance of business being a force for social and environmental positivity.**

After winning *The Apprentice* in 2009, Yasmina worked with Lord Sugar in his digital signage

company Amscreen. More recently, Yasmina was Creative Director of Start Up Loans, kick-starting 60,000 new businesses with £310m of government funding.

### Robert Taylor



**Rob is Head of Investment Management Department at the Financial Conduct Authority.**

He has worked in venture capital and is former Chief Executive of Kleinwort Benson Bank. He is Chair of the University for Creative Arts in Kent and Surrey, Chair of the Whitechapel Gallery and

a non-executive director of Trumans Brewery and of the East London NHS Foundation Trust. He began his career in American politics and as a financial journalist in New York.

### Mark Adams



**Mark was a co-founder of Next Fifteen Communications, a marketing services and PR group. He also co-founded Pembridge Partners, which acted as M&A brokers and advisers.**

He has been involved with around 40 transactions from listings, acquisitions and disposals; spinouts

and MBOs; to debt and equity fundraising. He recently co-founded the start-up accelerator, Collider. His current project is The Honey Partnership, focusing on marketing services for Chinese companies.

### Björn Edlund



**Björn is a visiting fellow at Henley Business School and Board Trustee of the Institute of Human Rights and Business.**

He spent over 20 years as Head of PR at three multinationals and was Chairman Europe for the global PR agency, Edelman. He is involved with

outreach for the Arthur W Page Society, which aims to strengthen the leadership role of chief communications officers. In his early career, he worked as a bureau chief and regional news editor for UPI and Reuters.

*In the case of unforeseen circumstances, we reserve the right to make changes to the programme.*

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