

Henley Alumni Germany



„Connecting People“

Bernd Amberger, Christian Eineder



HAG - Henley Alumni Germany

Presentation of HAG

HAG - Henley Alumni Germany

College - Network & Reputation

HAG - Mission

HAG - Objectives and Drivers

HAG - Implementation

Executive Committee - Benefits & Tasks



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Henley Management College - Global Network

Global Player

- Traditional business school established 1948, MBA-launch in 1974.
- In 2003 about 6,500 active MBA-participants in more than 100 countries.

Henley Alumni - The Global Network

- About 25.000 Henley-MBA-Alumni world-wide.
- 40 national Henley Alumni organisations.
- Highly qualified Alumni (German Diploma, MBA, leadership experience).
- Ongoing relationship with Henley Management College.
- Access to exclusive benefits and services.



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Henley Management College - Reputation

Accreditation

UK, Europe and world-wide.

First of four business schools in UK to achieve **triple accreditation**:

- The Association of MBAs (AMBA).
- European Quality Improvement System (EQUIS) from the European Foundation for Management Development (efmd).
- The International Association for Management Education (AACSB). HMC is a member of AACSB and plays an active part in its affairs.

Rankings

Top school in UK, 2nd in Europe and 11th in the world.

“Which MBA? Guide 2002” from The Economist Intelligence Unit (EIU, 2002)

Largest MBA-provider world-wide regarding number of MBA-students.
BusinessWeek’s MBA-Rankings (2002)



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Mission - “Connecting People”

Alumni Organisation in GER/A/CH

- Currently about 350 Henley-Graduates and 250 students
- HAG is part of global Henley Alumni Network

Our Common Feature

- HAG utilises „common feature“ of Henley graduation
- Desire for network extension beyond period of studying

We implement the network!

- Common events (top executive presentations, workshops)
- A network out of networks
- Online-portal



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Members' Drivers and Needs

Next / Best Job

- MBA qualification itself not sufficient
- Placement of Henley-MBAs in attractive top positions
- Opportunity to recruit promising leadership talents from a familiar network

Value for Business

- Know-how and Know-who of MBA-Alumni and associated tycoons support the value-added to own business

Professionalism & Honesty

- HAG-members feel obliged to professionalism and honesty
- We live it in trustful relations and based on common ethics



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Objectives

Leverage Livelong Development

We create a unique platform for lifelong development to our Alumni supporting their professional and personal interests.

Leverage your Network

HAG merges Alumni's knowledge and contacts. The individually growing network delivers personal and professional value to each of them.

Members' drivers compatible with HAG Mission & Objectives!



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Implementation

Events

Events with industry tycoons, top executive searchers, business angels, economical satirists, MBA-Alumni, public figures or VIP's

- Top events with executives
- Functional workshops: entrepreneurs, finance, sales/marketing

Executive Network

- Individual network extension
- Integration of „Executives in Residence“
- Executive-Committee as stimulators and advisors of HAG

Proactive Communication

- HAG web-portal
- Provision of all Alumni-accessibility data to members



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Functional Teams - Kick-Off Topics

Finance Team

CFO/Accountant/Controller

- Vision: “New role of the corporate CFO” until 2010
- Consequences of corporate M&A activities for the controlling function (best practices from successful mergers)
- Efficient and effective controlling by modern methods of business intelligence

Sales & Marketing Team

- Customer Relationship Management (CRM) strategies
- Lessons learned from much pain: The right CRM system for the right company
- Expanding your customer base: Telesales & Database marketing

Entrepreneurs

- Joining forces for common offers - offering end-to-end
- Creating services overview for HAG-community



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Executive Committee - Network Expansion

Personal Benefits

- Benefit from the HAG-network and multiply your network.
- Recruit leadership talents from familiar people / organisation.
- Contact other members of exec. com. or prominent speakers.

Potential Tasks

- Be a mentor for HAG / a HAG-member of your choice
- Patronise the organisation / members of your choice
- Be a financial supporter of HAG / certain events
- Share parts of your experience.
- Support the managing committee with your network
- Support young entrepreneurs as business angel and get access to their networks.



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Benefits for HAG-Members

- | | |
|-----------------------------------|---|
| Job Certainty & Career | <ul style="list-style-type: none">• Contacts for “<i>next/best job</i>” and “<i>value for own business</i>”• Insider know-how for “<i>next/best job</i>” and “<i>value for own bus.</i>” |
| Social Benefits | <ul style="list-style-type: none">• New contacts in familiar society• New experiences together with like-minded Alumni |
| Power & Status | <ul style="list-style-type: none">• Result of powerful HAG-network• Mutual acknowledgement |

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| HAG-Services | <ul style="list-style-type: none">• 9.10.04 „Kapitalbeschaffung - Vom VC zum Börsengang“• Access to Alumni / student data• Events with reduced fee• Web-portal (2004) & placement office (2005) |
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Get Connected, Join Us!