

## “HHL 2020” – our path to success



### Support HHL's first-class education

HHL already receives more enquiries from recruiting departments of leading companies than it has graduates. This can be seen as evidence of the demand for excellence and as a call to offer a first-class education to a great number of business leaders. For HHL as one of the leading business schools in Germany, this means preparing more young people for tomorrow's management

challenges, but under the same excellent conditions as today. We aim to double student numbers and at the same time count among the top 10 European Business Schools by 2020.

### New platforms

We work together with an exclusive circle of supporters, donors and sponsors who share our desire to assume responsibility for the future. We are interested in making contact with patrons, foundations and companies who are as dedicated to excellence as we are and who would like to express their social commitment by supporting HHL. Join us in our endeavor and help us to achieve our vision “HHL 2020”. From 2009 on, we will have various platforms tailored to the type and intensity of your involvement. Through these new platforms you can show your individual contributions to HHL's excellence and network with other supporters.

To receive more information about our principles and goals, please ask for our brochure (download: [www.hhl.de/support](http://www.hhl.de/support)). It summarizes the ways in which you can support HHL and gives you an overview of our history, our faculty and our future.

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### Dean's Circle – Gold Sponsors

The Dean's Circle is an exclusive group of individuals or companies who support HHL with an annual sum of 100,000 EUR and upwards. Members of the Dean's Circle play a central role in helping us realize major growth projects such as the creation of new chairs or competence centers, paving the way for the education of more business leaders. If you sponsor a chair or a center, you will have direct access to our expertise, giving you an excellent opportunity to advance your own business goals. If you wish to provide full funding for a chair or center we will be proud to name these after you. We are happy to involve members of the Dean's Circle in our plans for moving HHL forward.

### Supporters – Silver Sponsors

An annual commitment of 25,000 EUR or more brings you membership of the circle of Supporters of HHL. Your contribution will help maintain HHL's record of excellence in teaching and research by facilitating new research positions and by providing state-of-the-art equipment, such as our MediaLab or our new Campus Software System. This in turn allows us to provide a first-class innovative education. Or you could sponsor a particularly motivated and talented student by providing a scholarship for him or her. HHL's students and professors are very grateful for this kind of support.

### Friends – Bronze Sponsors

The Circle of Friends of HHL comprises all of our supporters who contribute up to 25,000 EUR per annum, whether they are companies, alumni or parents of students. Their support helps us implement short-term and medium-term projects, including student initiatives such as The Negotiation Challenge, the European Ivy League, and the graduation celebrations.





## Professor Dr. Georg Milbradt – former Prime Minister of Saxony – becomes new chairman of HHL's Kramer Foundation

"I have been watching the growth of the Handelshochschule Leipzig since its re-founding in 1992 and as the new chairman of HHL's Kramer Foundation, my personal involvement is based on one elementary principle: an economy can only be as strong as the next generation of leaders that it produces. We have to assure the quality and sustainability of the education at HHL, and the Kramer Foundation offers the best prospects for achieving these goals. It is up to us to support the future of excellent management education in Germany."

## Shape the future by promoting excellence now – endowments for a sustainable commitment

Sustainability is central to HHL's management education. However, its importance is not restricted to research and teaching; sustainability is also key to HHL's long-term financial stability. HHL's Kramer Foundation was founded with the sole aim of supporting HHL. We plan to increase the foundation's capital stock in the next few years. To help us achieve this goal, we are looking

for donors and sponsors who wish to contribute to educating tomorrow's effective and responsible business leaders. We would be delighted to receive endowment contributions. For larger endowment projects, we offer the option of creating a foundation under the auspices of HHL's Kramer Foundation which would then bear your name. Join us in shaping tomorrow's

society today. There are many ways of helping us. To learn more about our plans, please request the new brochure from HHL's Kramer Foundation or get in touch with us directly.

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### Interview

#### Professor Dr. Gerhardt Wolff (Alternate Managing Director), VNG – Verbundnetz Gas Aktiengesellschaft

**HHL news:** The VNG – Verbundnetz Gas Aktiengesellschaft is strongly involved in the area of education. What are the reasons for this?

**Professor Wolff:** A company at the front of the line needs employees whose knowledge is up to date. This applies to our current, as well as our future employees. That's why we offer our employees advanced training and continuing education. At the same time we support external educational institutions – for example HHL here in Leipzig – so that our future employees also receive an excellent education.

**HHL news:** How would you describe the partnership between your company and HHL?

**Professor Wolff:** Our partnership is multi-faceted. We have been working together in the area of managerial training for many years. As a result, members of our man-

agement can attend lectures in HHL's part-time MBA program. At the moment we are looking for ways to connect what we offer in continuing education with the courses that HHL offers. One approach is the combination of energy and managerial issues with a high level of relevant practical experience. Apart from that we continue to cooperate in regard to projects. Here we would like to especially point out HHL's support in relation to our project "Value-oriented Business Management".

We also want to contribute to the realization of the vision "HHL 2020" to generate more funds, more students, more researchers and an even wider array of offers at HHL – not to mention the growth in reputation. One of HHL's real strengths is its generalist education, coupled with its highly practical relevance. Corporate partnerships thus offer a win-win situation.

**HHL news:** From your point of view: what does a manager need today?

**Professor Wolff:** Assuming that we are talking both about managers and senior executives, my answer is, in brief, this: people in these positions today – as in the past – must be able to achieve certain results. This usually happens in a team, so these people must be able to lead and convince others. The ability to convince others, on a long-term basis, today – as in the past – not only requires professional competence but also appropriate social competence. Social competence can, in fact, be trained, although many universities neglect this subject. Having an international orientation is also essential in this day and age. Altogether HHL offers an excellent approach.