

**MANAGEMENT INNOVATION LAB AT LONDON BUSINESS SCHOOL  
ANNOUNCES NEW PARTNERSHIP WITH CIPD**

**(London, 12 February 2007):**

The Management Innovation Lab – a partnership between the London Business School, the Woodside Institute, the David and Elaine Potter Charitable Foundation and the Advanced Institute of Management Research – has teamed up with The Chartered Institute of Personnel and Development (CIPD).

The Lab, founded by Professors Gary Hamel and Julian Birkinshaw is a world first, seeking to bring forward-thinking companies and scholars together to identify and build the management processes and practices that will generate sustainable competitive advantage in the 21<sup>st</sup> century.

**Alan Matcham, Management Innovation Lab’s Executive Director**, said:

“We’re delighted the CIPD has joined the Management Innovation Lab as a new partner. They pursue a progressive thought-leadership agenda on people management. Together we will be able to push the boundaries of knowledge and practice within HR, connecting with the big issues that matter today and for the future.”

**Duncan Brown, CIPD Assistant Director General**, said:

“The Management Innovation Lab offers a direct line to practitioners and good practice. We’re looking to use this to generate interesting and exciting learning, as well as engagement with thousands of managers.

“We like the way the Lab works. The traditional academic approach can leave research too distant from teaching and dissemination. This partnership will allow us to engage with dynamic research from the earliest stages, and offer feedback as that research progresses.

“The encouragement and management of innovation is an area of real relevance to many organisations. By working with the Lab, we’ll be able to expand our own knowledge in this area, and share our learning with our members.”

Using the work conducted within major UK and multinational organisations as source material, the Management Innovation Lab will produce a series of research reports for the CIPD. The two organisations will also collaborate on conferences and other activities for mutual benefit.

## Notes for Editors

The Chartered Institute of Personnel and Development (CIPD) has more than 127,500 members and is the leading professional institute for those involved in the management and development of people.

Based at London Business School, the Management Innovation Lab's mission is to dramatically accelerate the evolution of management knowledge and practice by creating the enabling conditions for bold and systematic management innovation. Working in tandem with its corporate partners, the Lab helps progressive organisations co-create the kind of bold management innovation that drives long-term success.

[www.managementinnovationlab.com](http://www.managementinnovationlab.com)

London Business School's Vision is to be the pre-eminent global business school, nurturing talent and advancing knowledge in a multi-national, multicultural environment. Founded in 1965, the School graduated over 800 MBAs, Executive MBAs, Masters in Finance, Sloan Fellows and PhDs from over 70 countries last year. The School's executive education department serves over 6,000 executives on its programmes every year. London Business School is based in the most accessible and international city in the world and is one of only two UK business schools to have twice been awarded the highest [research rating of five-star \(5\\*\)](#), by the [Higher Education Funding Council for England \(HEFCE\)](#), confirming the School as a centre of world-class research in business and management. [www.london.edu](http://www.london.edu)

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