

What really matters?

At Leaders' Quest we ask tough questions about business, society and individual leadership. We explore answers with leaders from all walks of life and work together to strengthen their organisations and communities.

Leaders' Quest is a social enterprise committed to improving the quality and impact of leaders around the world. We deliver unique experiential programmes that participants find outstanding and transformational. Our growing global community connects more than 6,000 leaders.

We work with people to integrate social purpose with performance at the core of their organisations. We mentor high calibre leaders, from CEOs to grassroots organisers, and empower some of the poorest in society to drive positive change.

We work across sectors – business, civil society, and government – with individuals and organisations, including those at the forefront of technology, FMCG, media, education, financial and professional services, as well as NGOs and non-profits.

Leaders'  Quest  
Shift what's possible

What really matters?

[Watch the video>>](#)



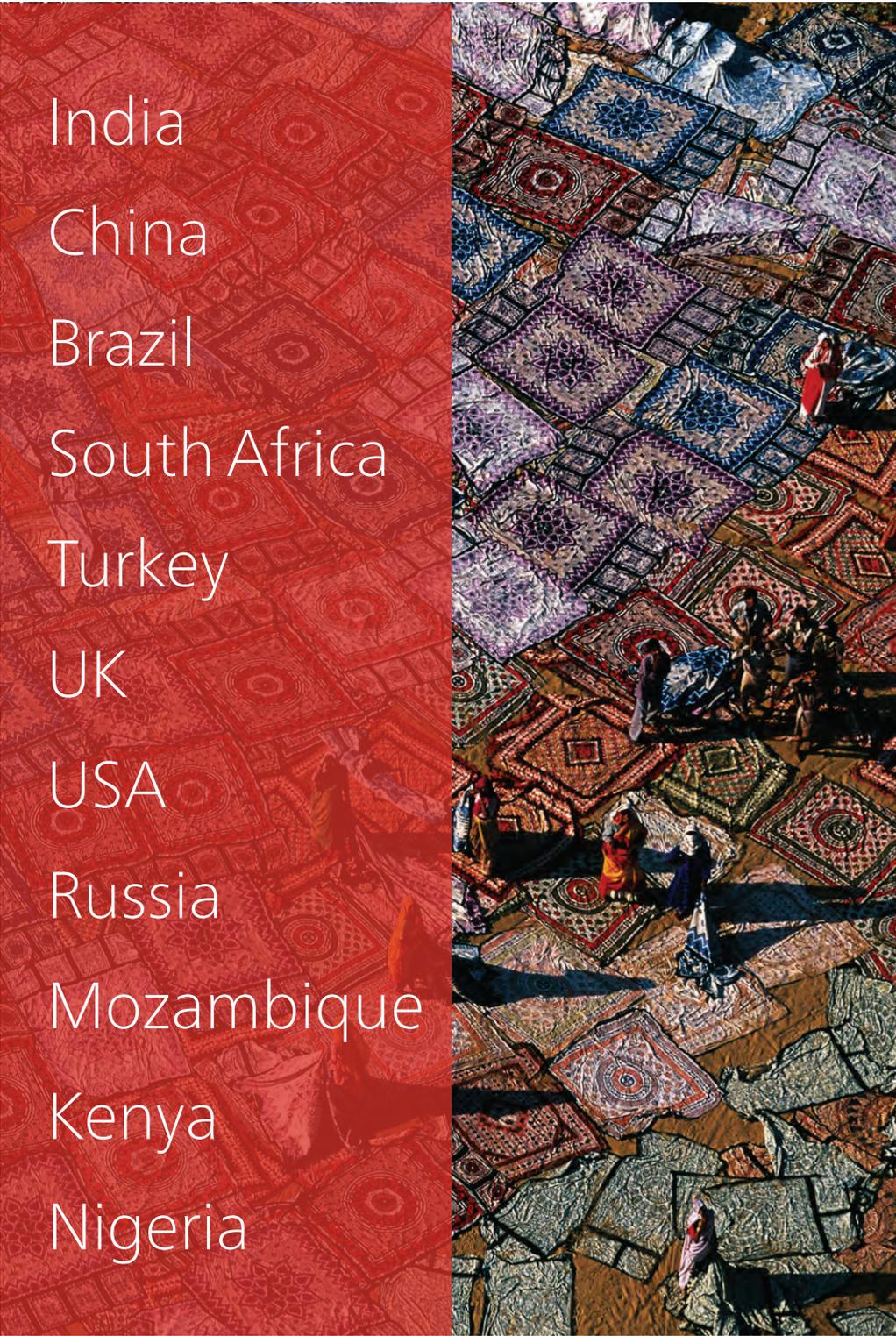


# What do our programmes look like?

**Open Quests** are week-long programmes designed to engage senior leaders from all sectors to explore opportunities, challenges and purpose for themselves and their organisations.

**Tailored Quests** are customised for leadership teams to explore new markets, re-think the role of their organisations and re-define impact. We also provide ongoing advisory support to leaders looking to implement business and cultural change.

**Quest Fellowships** are year-long programmes of training, mentoring and community work that empower grassroots leaders to tackle tough problems in poor and marginalised communities.



India  
China  
Brazil  
South Africa  
Turkey  
UK  
USA  
Russia  
Mozambique  
Kenya  
Nigeria

# How far is our reach?

**6,000+** people in the Leaders' Quest Community. **2,568** senior leaders on **100** Quests in **11** countries to visit **1,733** hosts in **30** cities since **2001**.

**£1.855m** donated by **207** people to empower

**796** grassroots leaders on Quest Fellowships with **137** community organisations and **200** mentors to reach **1m+** people in marginalised communities.

# How has Bayer MaterialScience (BMS) become a market-leading sustainable company?

As one of the world's largest producers of polymers and high-performance plastics, BMS is pioneering construction solutions to conserve energy and natural resources. After joining a Quest to India, which was designed with INSEAD to inspire global leaders to innovate and lead responsibly, Peter Vanacker of the BMS Executive Committee says the Quest has significantly influenced the company's direction.

"The learning I gained has influenced the business dramatically since my Quest experience, with a real emphasis on BMS as a market-leading sustainable company. One of the first things I did was to develop the company's 'Champions Cup' – the highest award given for outstanding team performance – to truly live up to our group motto of 'Science for a Better Life'."

*Peter Vanacker, Executive Committee,  
Head of Industrial Marketing,  
Bayer MaterialScience*

What is the impact of Quests on companies?

# What is Barclays Retail and Business Banking doing to ensure more people benefit from economic growth?

Barclays Retail and Business Banking is transforming its business, making it about more than just maximising profit, by providing innovative and sustainable financial services to people around the world.

After joining a Quest to India, Antony Jenkins, Chief Executive, asked us to tailor a Quest for the company to explore how it can create a positive impact. We took the leadership team on experiential visits to meet with innovative companies, NGOs and a wide range of leaders from society and business in and around Nairobi. Here's what they said about their Quest...

"The results exceeded my expectations. Everyone has said how much they both enjoyed the experience and learnt from it. It provided the perfect platform to launch our new citizenship agenda. It also really strengthened the leadership team itself by mixing people up and by sharing new experiences."

*Antony Jenkins, CEO,  
Barclays Retail and Business Banking*

"What we have is the opportunity not just to change a measure or a metric, but actually influence the destinies of people. The suppliers we use, the products we build, the way we source talent into the organisation. It should permeate all of our activities and operations."

*Barclays Executive*

"I don't think anyone could leave without saying their entire perspective has changed. We're going to think differently in the future."

*Barclays Executive*





What is the impact of Quests on individuals?

“The best way to really understand the DNA of a country, and a great opportunity to see yourself and the world from a range of new perspectives. I think I will be a better human being after my Quest experience.”

*Rogério Ribeiro, Vice President and Area Director, Latin America, GlaxoSmithKline*

“I have considered myself a very knowledgeable global road warrior, having spent time doing business in at least 50 countries over the past several years. The Quest provided a laser-like focus and deep dive into the commercial, political, educational, governmental and socio-economic fabric of a country like no other experience I have ever had. It is simply amazing to reflect back on six days and the wealth of interaction, which impacted me on a very personal level.”

*Rich Baird, Global Partner and Head of Human Capital, PricewaterhouseCoopers*

“It was a truly excellent week. China – its scale, complexity and contradictions – was an eye opener for me and I learnt so much. I appreciated the breadth of content and the high-calibre, diverse group. It’s not often that I get to spend time with people from all sectors. It was really good to get me out of my box, in a new and fascinating place. The experience seriously reinvigorates.”

*Sir Robin Young, formerly Permanent Secretary, Department for Trade & Industry, UK Government*



## What is the impact of Quest Fellowships on communities?

Our Quest Fellowships enable grassroots leaders living and working in some of the world's poorest communities to tackle tough local problems.

We've been tracking 157 Quest Fellows since 2009 to understand the impact of this year-long programme of training, mentoring and support on individuals and communities. Here are just some of the issues our fellows are tackling...

### **Generating livelihoods:**

employment and social welfare schemes, micro-finance self-help groups and farming cooperatives **(31 projects)**.

### **Combating violence against women:**

setting up counselling centres, raising awareness about women's rights and lobbying government through pressure groups **(25 projects)**.

### **Improving access to education:**

reducing school dropouts, getting girls to school and establishing literacy groups for women and elderly people **(23 projects)**.

### **Raising participation in governance:**

increasing women's participation in local government and working to effect policy change **(20 projects)**.

### **Addressing health issues:**

establishing health centres, providing health education for women and girls, raising awareness of HIV & AIDS and advocating for policy change **(11 projects)**.

### **Gaining access to basic amenities:**

managing water distribution, building slum toilets and advocating for access to housing and sanitation **(10 projects)**.

### **Bridging technology divides:**

establishing a science and technology centre and a community radio station **(8 projects)**.

### **Developing sustainable farming:**

workshops and training in agricultural skills and environmentally-friendly farming technology **(5 projects)**.

# How did Rajendra Gawai tackle fraudulent medical practices and force local authorities to re-open healthcare services to 30,000 people living in his slum community?

Rajendra raised awareness on health rights and organised pressure groups to challenge local government on poor sanitation and healthcare provision. The authorities responded by reinstating and improving services, directly benefitting more than 200 people in the first few months of opening.

“Before the fellowship training, Rajendra was not aware of the legal tools that could be used to fight for community rights and relied a lot on me. Now he takes action independently and the community comes to him for support.”

*NGO Mentor, India*

*Rajendra is a Bridgepoint Fellow as part of our Quest Fellowship Programme.*



What is the impact of our Quest Fellows?

We expect significant results from each of our programmes. Leaders frequently report transformational experiences, which often produce significant business strategy adjustments, powerful community initiatives and deep cultural changes.

To find out more or to join a Quest, email: [info@leadersquest.org](mailto:info@leadersquest.org)

[www.leadersquest.org](http://www.leadersquest.org)

Leaders' Quest is a social enterprise, a company limited by guarantee. Quests are paid for by participants or their organisations, while Quest Fellowships are funded philanthropically by donations from individuals and companies through Leaders' Quest Foundation (registered charity no. 1104192, England and Wales, and EIN/Tax ID number: 26-1964339, USA).

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Shift what's possible

