



The Oxford Initiative on Rethinking Performance

Mission

In the last ten years the role and purpose of companies have been redefined. Modern, prudent and long-term oriented companies now need to consider *how* profit is earned, not just how much is earned. This requires taking account of the positive and negative social and environmental externalities that are produced by the company's operations.

Led by Profs. Colin Mayer and Amir Amel-Zadeh, The Oxford Initiative on Rethinking Performance (ORP) seeks to establish the first global centre of knowledge on bold and contemporary thought around holistic performance measurement. By establishing the world's foremost research initiative dedicated to the study and development of more holistic performance measures, the initiative aims to transform business practices and leadership to become more purposeful.

ORP pursues the following objectives:

- Redefining "Performance" Theory, Measurement, and Management
- Evaluating and supporting accounting framework development with relevant practitioners and a wide network of organisations and thought-leaders
- Shaping thought and practice through cutting-edge research, teaching and engagement

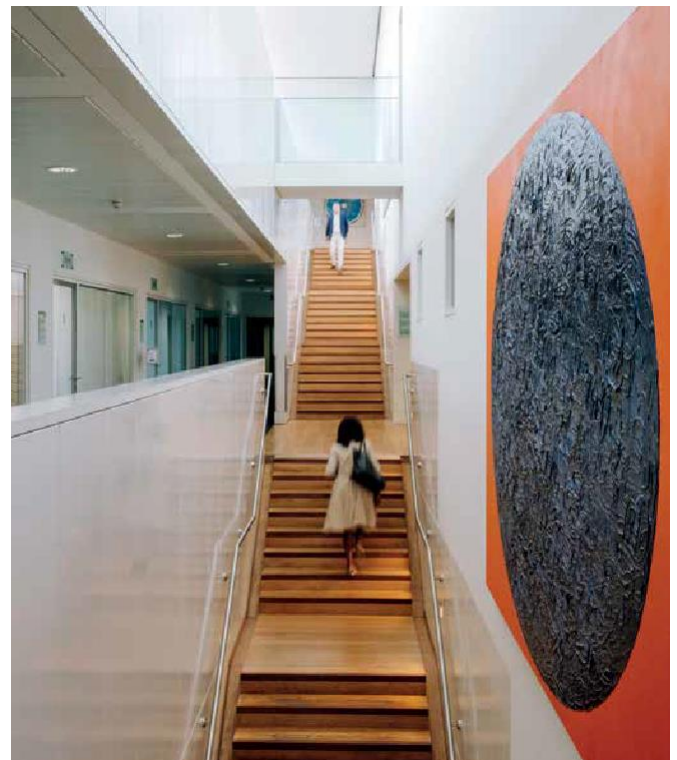
Oxford Legacy

Building on a long history of thought-leadership on responsible business at Saïd Business School, ORP can leverage the full power of Oxford's intellectual legacy to tackle the increasingly important questions around responsible and sustainable assessment of corporate performance and investment. In doing so, cross-disciplinary projects will be just as important as the work on conceptual relevance and clarity in core business- areas such as accounting, finance and strategy.

Invitation to partner with Saïd Business School

We invite your organisation to join a group of leading businesses to support and engage in an ambitious programme around rethinking performance at Oxford. This is a unique approach to applied research that will create strong and lasting partnerships between academics and industry.

Saïd Business School is committed to developing a programme of ground-breaking research in collaboration with the global business and investor community. Partners will represent a broad range of interest groups with diverse expertise.



Becoming a Partner of ORP will offer:



Unparalleled knowledge exchange

- Partners will meet with Oxford academics to discuss future research and share the findings of completed and continuing work.
- The major research outputs will be published following a regular schedule.
- Partners will be acknowledged in reports and on the School's website.



Exceptional networking

- Partner forums will provide excellent opportunities to meet with both academic and industry leaders, as well as other relevant institutions.
- Partners will be invited to attend annual conferences at Oxford Saïd, which fosters a community of academics, practitioners and students who have a deep interest in purpose-led performance measurement and management.
- Partners will be invited to sponsor high potential employees for executive education at Saïd Business School (additional fees apply).



Exclusive academic access

- Partners and the ORP team will work jointly on specific research projects of mutual interest.
- Partners will be able to arrange individual sessions with the Oxford Saïd rethinking performance team and, where appropriate, with other Oxford academics.
- There will be opportunities to have academic speakers at your company events.
- Partners will receive regular email newsletters highlighting the latest ORP-related activity at Oxford.



Outstanding student engagement

- Partners will have the chance to participate in MBA classes by providing guest lectures, panellists, and cases.
- Partners will have access to a pool of talented students through MBA internships, and by commissioning strategic consulting projects for students, and will have opportunities to recruit our graduates.
- A developing relationship will naturally open-up other collaboration opportunities.

Request for support:

£40,000 per year for a three-year commitment

Funds raised will support a team of dedicated researchers under the supervision of Prof. Amir Amel-Zadeh.

Join us:

This is a unique opportunity to support and engage with exceptional performance research, faculty and students at Saïd Business School, the University of Oxford.

Partners will be invited to join the Dean's Circle at Oxford Saïd and to attend events organised by Saïd Business School.

For further information, please contact:

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