

SEO/LONDON
SPONSORS FOR EDUCATIONAL
OPPORTUNITY

Impact Report 2023



At SEO London, we believe that talent is everywhere but sadly opportunity is not.

In the UK today, statistics show that career opportunities and pay are too often unfairly limited for those from underserved and underrepresented backgrounds. This becomes even more magnified when looking at some of the country's most competitive industries and firms. People from low socioeconomic and ethnic minority backgrounds are less likely to make it into professional jobs and tend to be less represented in top managerial positions.

Since 2000, SEO London has been working to remove barriers to elite career pathways for underrepresented and underserved young people, and improve representation and diversity within the country's most prestigious firms. We want to see a world where opportunity is not defined by background; our work focuses on both supporting ambitious young people into competitive roles, and helping elite UK workforces to become more diverse spaces.

Our vision: A society where everyone, regardless of background, has equal opportunity to achieve long-term professional and personal success.

Our mission: To prepare talented students from underserved and underrepresented backgrounds for career success.

At the heart of SEO London there is a simple goal. We want to ensure that all young people can achieve their potential, irrespective of their ethnicity, gender, where they live or what their parents do.

That is why we are grateful to collaborate with forward-thinking organisations committed to taking the bold actions needed to bring real change.



SEO London really enhanced my commercial awareness, it gave me a stronger understanding of what career path I want to take and where I see myself in the future."

2021-22 Participant



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WELCOME FROM OUR NEW CEO, NATHALIE RICHARDS

The last few years have seen significant global challenges. A devastating pandemic and war in Ukraine have resulted in a steep economic decline and a crippling cost of living crisis, which has significantly impacted low-income students and widened existing inequalities in education.

In addition, we've seen fierce international protests following the murder of George Floyd and demands for an end to discrimination against black people. Additionally, the MeToo Movement, and high profile cases of injustice and violence against women have highlighted that there is still much work to be done to ensure that women have equal access to career opportunities, recognition and safety, both inside and outside of work.

It is for these reasons that I was thrilled to join SEO London as CEO in spring 2022. Given our impressive successes to date and with the support of our 140+ sponsor firms, I see the potential for us to not only improve the life-chances of thousands of young people from diverse backgrounds, but also to drive long-term systemic change. We are immensely proud of our achievements to date and excited to do more in the future.

This is why we are launching this annual report. Since our launch over two decades ago, we've helped thousands of candidates to access careers in Investment Banking and Asset Management, Corporate Law, Consulting, Insurance and Corporates. And the last twelve months have seen us scale our new Real Estate and Alternative Investments programmes, as well as the launch of Beyond Barriers, a programme aimed at recent graduates who have not secured full-time employment up to a year after graduation. And we were also delighted to celebrate five years of our acclaimed HerCapital programme that focuses on developing the female leaders of the future.

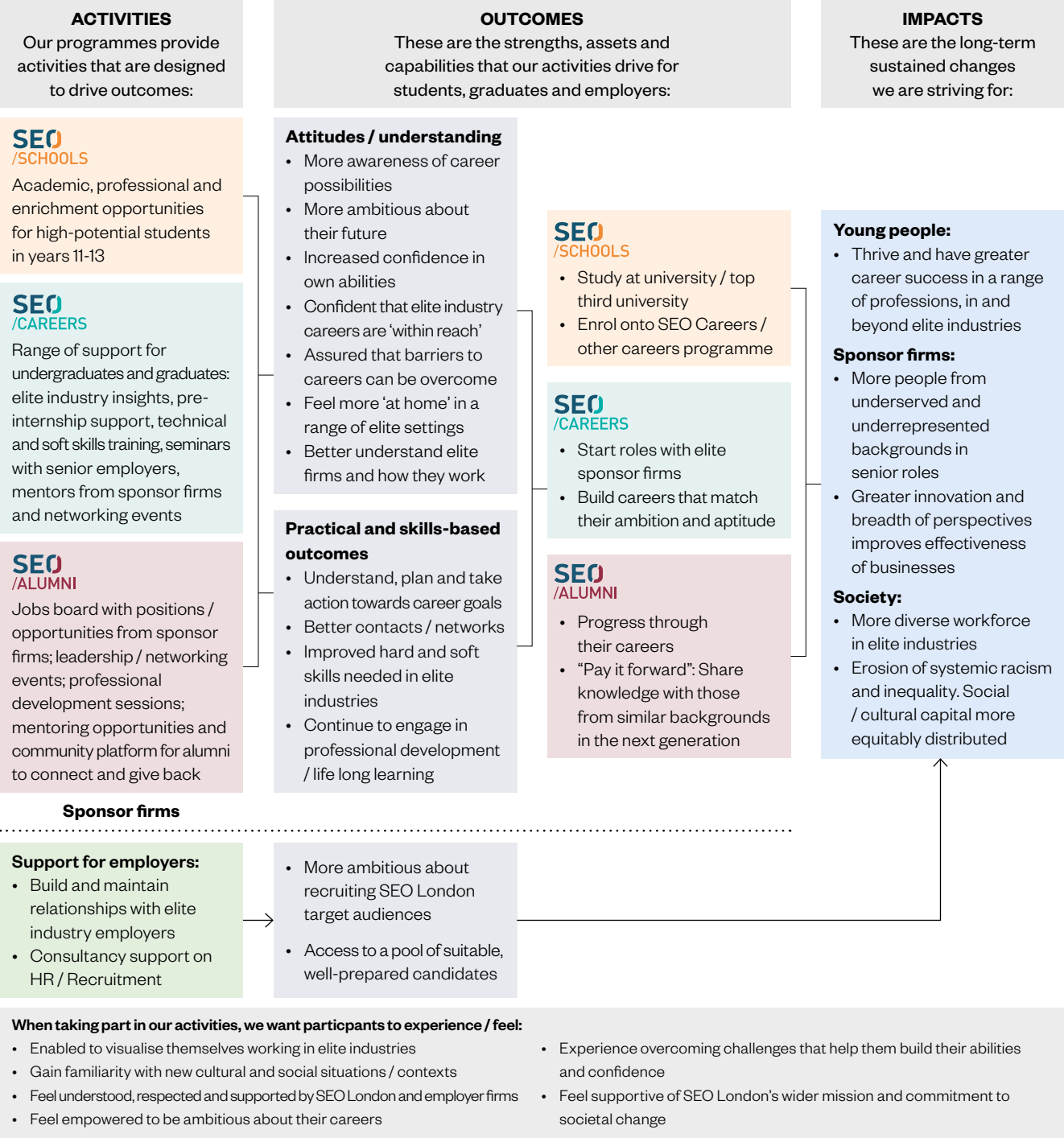
It's difficult to capture the magic of SEO London, but I hope that this, our first annual impact report, focusing on academic year 2021-22, will provide an overview of the wonderful work that we do and the difference that we make. I'd also like to take this opportunity to recognise our amazing sponsor firms – we couldn't do any of this without you and are eternally grateful for your support. Happy reading!

Nathalie Richards
Chief Executive Officer
Sponsors for Educational Opportunities London

OUR THEORY OF CHANGE

A Theory Of Change is a process for thinking about and describing any organisation that is aiming to do good. We have been working with New Philanthropy Capital (NPC) to develop our new Theory Of Change.

Participants from **ethnic minority and low socioeconomic** backgrounds will experience the below journey:



WHAT DOES THIS LOOK LIKE ON THE GROUND?



At school
We help students in Years 11-13 broaden their horizons through access to academic, professional and enrichment opportunities.

Our School programmes see us working exclusively with students from low socioeconomic backgrounds, delivering a calendar of support that provides insights to different industries. Over 190 students in 2021-22 were given authentic exposure to professionals across a range of sectors and positions, introduced to career pathways, trained on professional skills from networking to CV writing and began to form a strong network of aspirational peers.

With guidance and training on employability skills, university applications and work experience, our students are able to visualise, plan and enact the next steps in their academic and professional journeys.



I couldn't be more grateful for SEO London, I attribute my career achievements to SEO London. They showed the opportunities available to me early on (before starting university) and helped me build soft skills and increase my commercial awareness. This was so valuable because I started university with clear expectations and instructions on how to land a spring week. Knowing about opportunities early on made me take actions and become very intentional about my career decisions – it gave me a purpose to work hard. Fast forward 2 years later, I just finished my summer internship at Goldman Sachs and will be returning as an Analyst in 2023. Thank you very much SEO London!"

SEO Schools Alumnus



Being our most substantial offer, our Careers support is focused on six industry areas: Finance, Corporates, Insurance, Law, Consulting, and Real Estate. These industries can be some of the hardest to break into without the right guidance and training. We are determined to play a part in changing representation in some of the top firms within these industries.

Through pathways of support that are tailored to participants' career journeys, we strive to increase their chances of gaining internships, training contracts and ultimately graduate placements. From employability and commercial awareness training to networking with our corporate partners and intensive preparation for internships, participants are guided and prepared for their next career steps. On top of our core programme offers, all participants are also invited to join weekly virtual Lunch and Learns which are hosted by leading industry professionals, including some of our inspiring alumni.

At university

We equip talented university students to launch successful professional careers. We provide authentic industry insights and training, and as participants build their experience, they share their knowledge with the next generation.



SEO London has been key in demystifying the path to a career in investment banking. Following the sessions I felt motivated and like I had an actionable plan to achieve the career success I aspire to. Having implemented the advice I have learned from SEO London sessions and the network that SEO London opened up to me, I have successfully received offers to intern this summer."

2021-22 Participant

Without SEO London I don't think I would have had the confidence to apply to commercial law firms or would have gotten any offers for vacation schemes – two of which I received job offers off the back of."

2021-22 Participant



Real Estate is our newest industry focus area. With the support of some of the most prestigious real estate firms in the country, we have been able to add this hard-to-reach sector into our Careers offer; paving the way for young professionals to enter the real estate space whilst striving to play a part in increasing diversity within this elite sector.

The Step Into Real Estate Programme provided me with an opportunity to listen and learn from leading companies in the industry, participate in live case studies as well as the chance to comprehend real estate valuation techniques. The programme taught me new ways to combine my passion for real estate with my genuine interest in investment and transform these passions into a long-term career opportunity in this sector. Whilst the programme taught me a great deal about the real estate industry, it also provided a chance to network with not only professionals in the industry but also like-minded individuals who I have no doubt will be the future of the real estate industry."

Real Estate Careers Participant 2022

In the workplace
Our alumni are our role models, trainers and mentors. Our lateral hiring platform, SEO Alumni, supports alumni and like-minded professionals as they progress through their careers.

Graduates from SEO Careers automatically become part of our SEO Alumni Network – a powerful community of likeminded individuals from diverse backgrounds.

Our goal is to maintain strong connections with our alumni, forging mutually beneficial relationships where we can call on this incredible community to support SEO London – whether that be through volunteering their time, being our advocates within industry or helping us broaden our networks.

Reciprocally, our alumni can expect a robust programme of events which help them expand their networks, a programme dedicated to continued professional development as well as career opportunities, which allow them to connect not only with elite employers, but also help them to forge strong affinity networks with their fellow alumni.



SEO London provided the opportunities to explore and understand different career pathways which I had not previously considered. The resources provided by SEO London also helped me hugely in preparing for interviews and securing different internships."

2021-22 Participant

ADDITIONAL PROGRAMMES

SEO/LONDON HERCAPITAL

HerCapital is a skills-based programme nurturing future female leaders. Heading into its sixth year, HerCapital is designed to give participants the skills and experience they need to become the leaders of the future. Participants are given the chance to step out of their comfort zones, gain authentic exposure to various industries and industry professionals, practise and refine their leadership skills, challenge and adopt a growth mindset and develop an affinity network with peers and professionals.

"When I was lacking work experience, the HerCapital programme and City Solicitors Horizons gave me opportunities that I couldn't have gotten on my own. When I lacked commercial awareness, SEO London provided endless amounts of information both from their Lunch and Learn series and programme-specific events. They helped me with both the editing of applications and interview skills. I would say the programmes are a key reason I ended up with my first choice law firm."

2021-22 Participant



City Solicitors Horizons:

This is a three year support programme aimed at improving access into the legal profession for first year undergraduates from low socioeconomic backgrounds.

"The CSH Programme provided invaluable insight into the legal profession and specific law firms which would otherwise have been unavailable. The opportunity to network with lawyers from prestigious firms during exclusive events provided thorough points for discussion when I attended interviews and eventually secured a training contract. Moreover, meeting fellow like-minded candidates gave an insight into the standard of competition and how I could improve my own credentials."

**City Solicitors Horizons
2022 Participant**



ADDITIONAL PROGRAMMES



Beyond Barriers is our recently launched programme which provides six months of tailored support to help unemployed graduates into work. Sponsored by Barclays Citizenship, Beyond Barriers provides employability workshops, mentoring, weekly 1-2-1 support, resources and opportunities to 60 students. Running twice a year, this programme supports graduates to understand their own values and skills, develop their understanding of career options and trains them to job hunt effectively. **85%** of participants reported an increase in their confidence with job hunting since joining the programme.



SEO London helped me obtain my position at Google as an Associate Finance Analyst. They had a guideline which allowed me to tailor my CV to Google's requirements – I believe this is what got me an interview."

**Beyond Barriers
Participant, 2022 cohort**

We've now had two cohorts complete our Beyond Barriers programme. Within 12 months of starting the programme:

70%

of our first cohort
secured employment

60%

of our second cohort have
secured employment so far



Coming from a non-financial background, I was not aware of the different opportunities available in the investment banking space. Moreover, when I figured out what I wanted to do, I did not have enough information on the steps required to get an offer. SEO London has helped me in obtaining clear information on what I needed, as well as providing sessions related to the improvement of my own theoretical knowledge."

2021-22 Participant



ALTERNATIVE INVESTMENTS PROGRAMME

Launched in February 2021, the Alternative Investments Programme (AIP) was developed alongside leading private equity and asset management firms to drive change in the industry. The AIP aims to introduce and enhance best practices across the ecosystem, with the aim to increase diversity of the workforce by improving access for aspiring young professionals. The AIP provides training, mentoring, job opportunities and ongoing career support. We work with university participants via industry opportunities to develop their knowledge and skills and therefore increase their chances of getting a role in the alternative investments industry. We also work with school students through a series of training events. The AIP’s flagship programme is our Fellowship which sees us crucially collaborate with our alumni and other professionals to open opportunities for early career progression.

The Fellowship builds on the outstanding success of a similar programme established in 2009 by SEO London’s predecessor entity in the United States. The US programme has developed into an industry-wide community and has successfully placed over 90% of its Fellowship programme participants into permanent positions within private equity and alternative asset management.

The AIP’s ambitious plan is to build a total of 10 comprehensive workstreams, including an HR roundtable forum focused on DEI best practices as well as an annual conference for senior industry leaders. We believe that these workstreams will drive genuine change across the industry.

Who are our AIP Fellows Class of 2022?

- 50 young professionals, of which:
- 90% ethnic minority background
- 44% black heritage
- 51% low socioeconomic backgrounds
- 44% female

“The Alternative Investments Programme has served to be the most crucial component of my career endeavors so far. Without the programme and without SEO London, I would have not secured an internship in private equity at Advent International and made the invaluable connections or have gained the necessary experience from the opportunity. For context, I am from a lower socio-economic class and have experienced homelessness. Such a career path can be vaguely exclusive or incredibly difficult to break through, so having exposure and now connections in private equity considering my background is beyond life changing.”

Gift, 2021-22 AIP Participant, secured a summer internship at one of SEO London’s Alternative Investment sponsor firms



SEO London has been extremely supportive before, throughout, and after my career in investment banking and the AIP Programme is no exception to this. The Super Saturday interview process was great to practice answering private equity-related questions, and the formal feedback the interviewers provided was very constructive in highlighting areas to improve on ahead of my actual job interviews. My mentor has been fantastic and initially helped me to brainstorm buyside roles for the next stage of my career following investment banking, offering also to put me in touch with her network to find out more – we still regularly keep in touch! The networking evenings have been a great way to meet other investment professionals and peers to expand my network. I’m extremely grateful for SEO London, as ever, and the AIP programme was overall extremely well organised and added value to my career.”

Jess, AIP Associate Fellow Class of 2022



ACADEMIC
YEAR 2021-22
IN NUMBERS

HEADLINES

140

With the support of
over **140** sponsor firms

900

We delivered **900** hours
of industry insights,
education and training

3,700

Over **3,700** young
people from underserved
and underrepresented
backgrounds took part in
our employability skills and
internship training support

89

Participants were studying
across **89** UK universities

870+

870+ of these young
people went on to obtain
highly competitive
summer and off-cycle
internships or graduate
roles at our sponsor firms



SEO London gave me opportunities to see what the banking world was like, which allowed me to navigate a path with where my interests lie. I went from wanting to go in banking because I thought I should, to finding out I had an interest in risk, compliance and operations. This allowed me to gain an internship and fall in love with insurance."

2021-22 Participant

89 UK universities

WHO DID WE
WORK WITH?

3,700

Over **3,700** young people from underserved backgrounds took part in our industry insights, employability skills and internship training support

51%

51% were from low socioeconomic backgrounds

89%

89% were from ethnic minority backgrounds

45%

45% were female

20yrs

Given that we have been operating for over 20 years, we have a network of over **10,000** working professionals who are alumni of our programmes and have access to our exclusive jobs board and frequent opportunity updates



The pre-internship summer training was useful in the sense that I understood after that I needed to be more proactive. It was almost like a “trial launch” of my internship.”

2021-22 Participant

SEO London supported me in finding my dream career. They offered me the chance to experiment, meet professionals, but they also provided with top training on how to stand out and make the most of each opportunity.”

2021-22 Participant

WHAT DID WE
DELIVER?

Core Delivery

640

Over **640** hours of Industry Insights Sessions

Invaluable insights into a broad spectrum of elite industries and employers, from masterclasses and networking, to career pathways and sector knowledge training, run by our blue chip sponsor firms

180

Over **180** hours of Employability Sessions

Industry specific training, guidance and coaching, from interview and application skills to networking and mock assessment centres; these large group sessions prepare our candidates for their chosen pathways

80

Over **80** hours of Pre-Internship Training

An intensive series preparing participants that have secured an internship; we give them the tools and knowledge to thrive within these positions, maximising their chances of converting their internships into graduate offers





As someone with no previous connections to the finance industry, SEO London was a huge door-opener for me when it came to building my network and learning about what a career in finance really entails. Attending Excel workshops and summer preparation sessions provided great practical help that set me up for success during my internship and beyond. Plus, the new addition of theatre trips and galleries has just been really enjoyable to take part in whilst expanding my cultural capital."

2021-22 Participant

WHAT ELSE DID WE DELIVER?

230hrs

230 hours of academic tutoring with our SEO Schools students

400

Over **400** students were given the chance to attend exhibitions, west end plays, museums and galleries as part of our cultural capital offering; providing experiences to enrich participants' academic and professional lives

3 day

A **3 day** outdoor learning course, held at the Outward Bound centre for 37 of our SEO Schools students. Made possible by our Alternative Investments Programme, our students challenged their own abilities whilst building a strong peer network and developing key skills in leadership, teamwork, communication, and resilience

45hrs

45 hours of virtual yoga, an offering that helps our participants to factor personal wellness into their perception of success

WHICH FIRMS DID WE WORK WITH?

140

We are proud to have the support of over **140** prestigious firms, spanning Investment Banking, Consulting, Corporates, Corporate Law, Technology, Insurance, Alternative Investments and Real Estate. These partnerships provide our participants with authentic and varied exposure to every corner of the sectors we work with. From global powerhouses to boutique independent firms, our industry partners provide invaluable insights and professional networks

HOW DID WE FIND OUR PARTICIPANTS?

As well as our targeted social media campaigns, this year we were back to in-person promotion of our programmes. SEO Careers welcomes eligible students studying at any UK University, and we strive to meaningfully connect with as many universities and student societies as we can.

In 2021-22 our Outreach Team delivered 25 events across the UK at 15 different universities. We worked with our 31 University Society Sponsors to spread the word to the students who would most benefit from our support. We also had over 80 undergraduate campus ambassadors who are currently on our programmes, helping to raise awareness amongst their networks.



I am really grateful to SEO London for not only providing training, mentorship and career advice, but also for providing such a wonderful opportunity for candidates like me to experience art and be inspired to positively impact the world!"

Talia, 2021-22 Participant



WHAT IMPACT DID WE HAVE?

870

Our participants' employment journeys

870 of our participants secured competitive summer and off-cycle Internships and graduate positions and training contracts in 2021-22 across **120** of our sponsor firms.

What difference did our programme make to our participants' journeys?

With the support of New Philanthropy Capital (NPC), we asked our participants how SEO London's support impacted them and their career journey.

The survey was sent to **1,150** young people who had received support from SEO London during 2021-22. A total of **347** responses were received, representing a response rate of **30%**.

Base: 347 SEO London students (2021-2022).

HOW DO PARTICIPANTS RATE SEO LONDON?

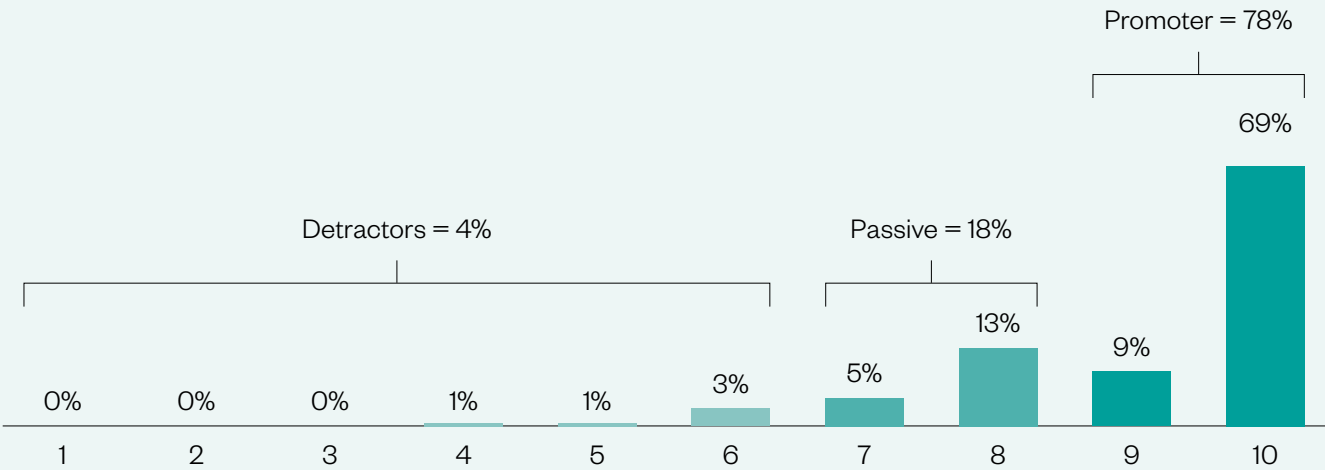
78%

Of our participants are SEO-promoters.

- We asked respondents to say on a scale from 0-10 how much they would recommend SEO to a friend. This is the 'Net Promoter Score' (NPS) question which is widely used across different industries and organisations.
- The response was very positive. **Over two-thirds (69%)** gave the top score of 10, and nearly **eight in ten (78%)** can be classified as SEO-promoters, ie. they gave a score of nine or ten. Conversely, the lowest score was 4/5 out of 10, which was given by only two percent of respondents.
- SEO's NPS ('promoters' minus 'detractors') from this survey was **+73**. This is very positive: according to Survey Monkey, the average NPS globally is +32 and anything above +72 puts you in the **top quartile of organisations**. However, because SEO is a free, charitable service we should expect SEO to have a higher NPS than average and therefore should look for comparison data closer to home. Unfortunately, there is no established benchmark for charitable services, however the table (right) highlights results from recent NPC surveys and again shows SEO performing well.

Comparison Group	Net Promoter Score
Youth organisation (parents)	76
SEO London (young people)	73
Training programme for young people on online safety	62
Youth organisation (young people)	62
Training programme for practitioners working with young people on online safety	55
Youth organisation (young people)	41
Employment programme for services personnel	35
Personal Finance Manager service	26

How likely is it that you would recommend SEO London to a friend or colleague? (Scale of 0-10)



Net Promoter Score®: 73

HOW HELPFUL WAS SEO LONDON'S SUPPORT FOR PARTICIPANTS?

96%

96% of respondents agree that SEO London had helped them gain a better understanding of their opportunities.

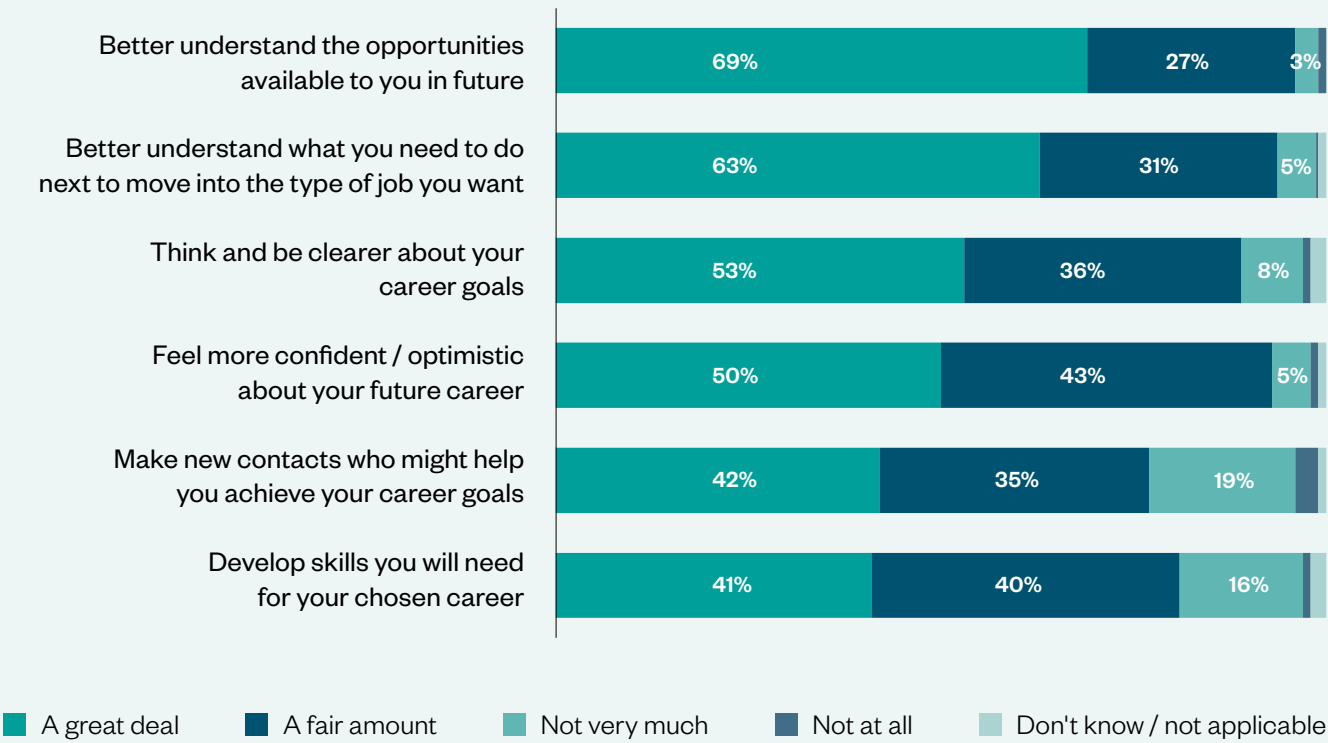
Nearly seven in ten (69%) felt that SEO London had helped them 'a great deal' with this and a further 27% said SEO London had helped them a fair amount.

94%

94% of respondents said they felt SEO London had helped them either a great deal or a fair amount to "Better understand what you need to do next to move into the type of job you want"

Across all measures very few respondents indicated that SEO London hadn't helped them 'at all'.

To what extent do you think the things you did with SEO London helped you to...



Base: 347 SEO London students (2021-2022)

IN THEIR OWN WORDS

Respondents were asked to say, in their own words, how SEO had helped them. The below graph summarises their responses. The top answers were around gaining knowledge and insights, both into skills and knowledge needed for work and around different possible career paths. Moreover, over **1 in 4** of those who responded mentioned gaining confidence and the opportunity to meet people in different careers.

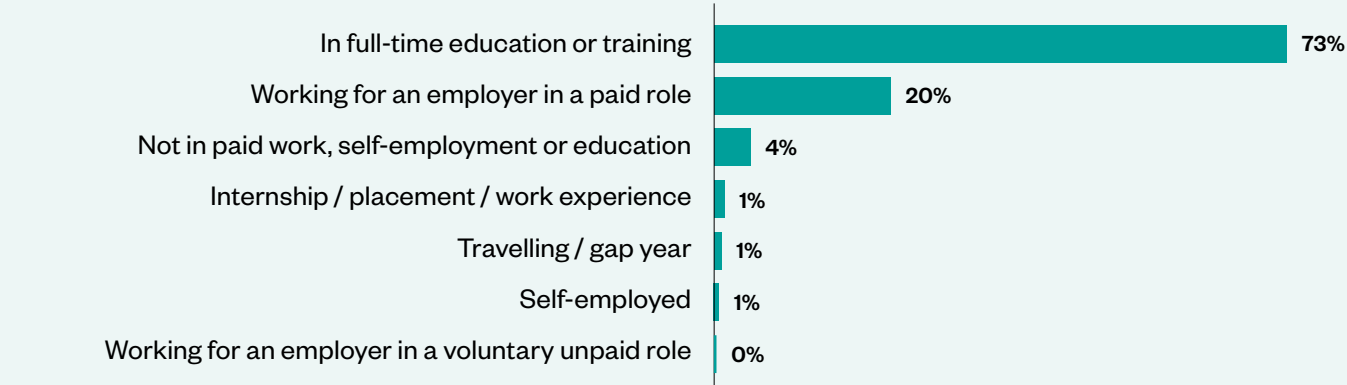
In your own words, in what ways, if any, was SEO London useful to you?



Base: 212 SEO London students (2021-2022) who described how SEO London how they felt SEO London had helped them.

Current status

Which of the following best describes your current work status?



Base: 347 SEO London students (2021-2022)

Nearly three quarters of respondents (**73%**) were still in full-time education when they took the survey. Among those who had graduated, most are now in full-time employment, with small numbers also waiting to start employment or working in voluntary roles. Around 1 in 20 respondents (**4%**) were not currently working (compared to a national graduate unemployment rate for all ages of 13%).

WHAT PEOPLE ARE DOING NOW

56%

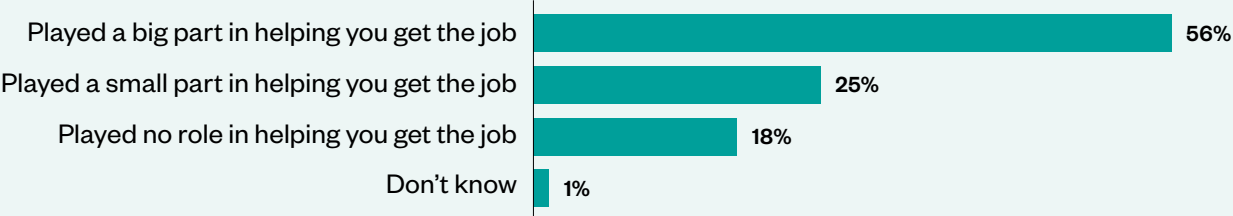
Over half (56%) of respondents currently in employment believed that SEO London’s support ‘played a big part in helping them to get a job’ and a further 25% believed it had played a ‘small part’.

49%

Nearly half (49%) of respondents who had graduated said that what they were doing now is ‘very well matched’ with the career goals and a further 36% said it was fairly well matched.

Views on current status

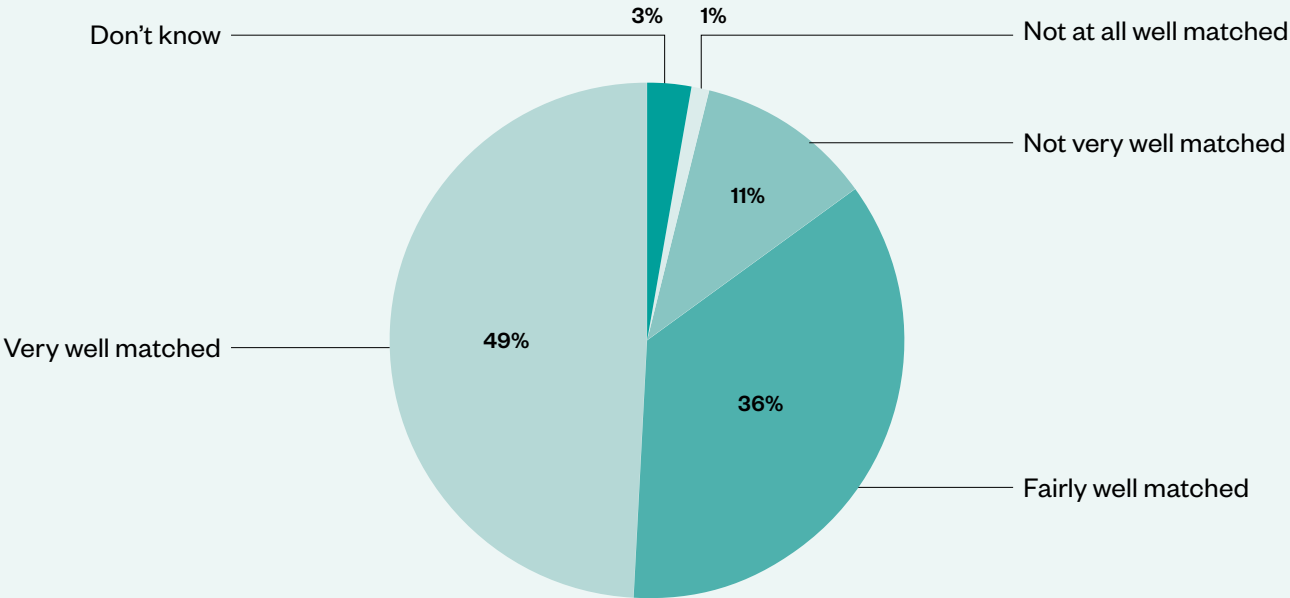
Thinking about your current job, do you believe that the support you received through SEO London...?



Base: 72 SEO London students (2021-2022) currently in employment

Views on current status

To what extent do you think what you are doing now matches your career goals?



Base: 72 SEO London students (2021-2022) currently in employment



PARTICIPANT STORIES



BAWA'S STORY

Bawa is a graduate of our Careers Programme and was part of our Corporates stream. He attended a state secondary school after moving to the UK from Kurdistan whilst he was in his early years. He is the first generation in his family to attend university. In September 2022, Bawa secured a graduate role as a Financial Analyst at Google.



SEO London provided me with direction and guidance on how to succeed in my applications. When I attended my first event with SEO London I felt like I had a decent understanding of the finance industry, but by the end of the event I realised how little I knew – this was enough to motivate me to start taking my career aspirations seriously.

The importance of telling a story and demonstrating commercial awareness is something that was always emphasised and I firmly believe that it's the major contributor in landing me my roles. Furthermore, the methodology of tailoring your CV to each opportunity you applied for is a practice that's extremely underrated – it's far better to make five quality applications rather than one hundred generic ones. SEO London's relationship with Google also allowed me to secure the BOLD internship, which played a major part in me attaining the full-time role within finance."

ZOYA'S STORY

Zoya is a graduate of our Careers Programme. Zoya is now working as a Treasury and Fund Management Analyst for Alternative Investments firm, Pantheon Ventures, after converting an internship that she secured through SEO London last year into a graduate position.

"I have always been very passionate about getting into finance. It was in the middle of my MSc Finance degree, when I was applying for internships with no luck, that I started checking LinkedIn to see the kind of people who were getting into the jobs that I was applying for. I found they had something in common – they were associated with SEO London. I was intrigued to look into it – and that's when I joined SEO London. I am ever so grateful to SEO London for providing me with the opportunities I could only dream about before. It has been a life changing experience. In summer 2022, I was offered two internships, both through SEO London. I did my internship at Pantheon Ventures in their Private Equity team, converting my offer into full-time role and am now working there as Treasury and Fund Management Analyst.

SEO London's platform provided me with opportunities and access to attend various master classes and networking events with renowned organisations and industry experts. The exposure helped me understand the kind of role I was suitable for and if it would turn out to be a good fit for me. Spending time with my peers and talking about our interview experiences and our expectations for the internships gave me a better view. SEO London also helped me get some work experience while making some extra money – I worked for a startup for three days to help them market their new initiative. I made a few connections and enjoyed the overall experience. Summer picnics, theatre nights, Friday yoga and constant support from the amazing team is just the cherry on top."

WILLIAM'S STORY

William is a graduate from our Corporate Law Careers stream, during which he secured a Training Contract with Freshfields Bruckhaus Deringer, starting in 2023.

"The Corporate Law programme has been an exceptional experience. From tailored recruitment sessions, practice interviews and negotiations, and the weekly commercial awareness discussions, it has helped me build knowledge, competence and confidence. Beyond professional growth, the inclusion of cultural events, like theatre trips, have nurtured my interest in the arts – something which I had limited exposure to when growing up due to my economic circumstances. Moreover, the team behind the programme are of the highest caliber: they are friendly, hardworking, knowledgeable and ultra-supportive. With the combination of professional growth opportunities, cultural engagement events and the programme's all-star team, I can confidently say that I have grown tremendously as a result of taking part, and am eternally grateful for all that I have gained.

SEO London, through providing application reviews, mock interviews and guidance on various assessment centre exercises, was invaluable in attaining a training contract."

SIMON'S STORY

Simon went through our SEO Schools Programme. He is currently in his second year at The University of Warwick, studying Computer Science. He has secured a 2023 Summer Technology Internship with Morgan Stanley, after successfully converting a Spring Week Internship last year.

"The team at SEO London does invaluable work. From year 11, I've been told that it's good to take my future career seriously from a young age; and I attribute that to SEO London who developed a mindset of future planning and also gave access to opportunities that enabled me to follow up on that. I didn't always know that I wanted to work in the technology industry but with SEO London I gained exposure and opportunity in many fields. Since I made that decision I've been supported throughout sixth form and university on what I can do to have a meaningful impact on my future career. I was able to secure experiences in the finance sector that were key in my applications for technology in finance; I have since secured a Summer 2023 technology internship with Morgan Stanley by converting a spring week and am currently interviewing for Bloomberg. SEO London was critical in this from making me aware of my opportunities to keeping track of their deadlines, to support with CV and cover letters. These seem trivial to me now but I remember were one of the things I was most anxious about developing and received plenty of support with.

I believe one of my best skills as an aspiring professional is my communication and networking and this was developed through various SEO London skills sessions where I was able to meet many other career-driven people; a lot of whom I am still currently friends with as we support each other in this. I've also met a ton of both peers and seniors on the schemes that SEO London has helped me to get onto, and so much practice meeting and speaking to new people has meant I've learned to be comfortable pushing myself out of my comfort zone; something I've increasingly had to do."



PAYING IT FORWARD

An integral part of the SEO London ethos is a focus on our participants paying-it-forward to the cohorts and generations that come after them.

We are hugely proud of the achievements of the young people that we work with and know that they hold an immense power to give-back and inspire the next wave of talented young people. We build this sentiment into all of our programming; we encourage alumni to participate in our events, speak at our Lunch and Learns and challenge them to be creative with the ways that their support could inspire someone.

Here are just a few examples of the SEO London spirit of paying it forward in action:

Sharing the values and learnings from SEO London with Warwick First Years

SEO Schools alumnus Simon, currently in his second year at The University of Warwick, has co-founded a Careers and Mentorship service, Prosper Warwick. Run by a collective of aspiring young black professionals looking to support the next generation to access, thrive and drive change in their desired careers, Prosper Warwick creates a network of well-rounded prospective black professionals.



In attempt to give back after so much has come from SEO London, this year my peers and I co-founded a Careers and Mentorship service, Prosper Warwick, aimed at helping younger generations of black Warwick students do all the right things when they first come to university. This is knowledge I picked up along my journey with SEO London and I aim to redistribute it in line with the values that SEO London has instilled in me. SEO London is one of the first places I recommend!"

Simon



SEO Circle

A platform that sees SEO London's support come full circle – more than 200 SEO alumni (and counting!) each with 10+ years of professional experience, who our recent graduates can reach out to for specialist career advice from a trusted network.

This network of experienced professionals has representatives from an expansive range of competitive sectors. Each featured alumnus creates a profile highlighting their experience, their current position and which professional areas they can help others with.

ooo



Hi! I'm Nana

London School of Economics and Political Science '05

Columbia College, Executive MBA '08 (Finance)

What I'm up to now
Managing Director, M&A Investment Banking at Jefferies International Limited.
Living in London, UK.

Where do you have experience?
Business, Finance, Healthcare, Energy, Math, Social Impact, Business Planning, Leadership, Management, Negotiation, Project Management, Recruiting, Power Point, Strategy, Accounting, Financial Analysis, Financial Modeling, Investment Banking, Investments, Private Equity, Valuation, Public Health, Social Work, Renewable Energy, Statistics.

How can you help out others in this community?
I have been an adviser for 15+ years in investment banking and can share experiences, including career management. I am also heavily involved in diversity and recruitment and would be happy to give advice and share my experiences there.

What's new with you?
Advise infrastructure investors and corporates on mergers, acquisitions and fund raises.

PAYING IT FORWARD

SEO London Participants share their experiences with the next generation

This year we had 80 SEO London ambassadors across 33 universities who gave their time...

Speaking to students face to face	Connecting SEO London with student societies	Sharing SEO London opportunities on social media
Distributing promotional material (posters, flyers, etc.)	Connecting SEO London with university organisations (Student Unions, Career Services, Alumni Centres, etc.)	Support the concepting and creation of social media content
Assisting with student society events	Connecting SEO London with community leaders	Facilitating social media takeover for SEO London events
Supporting SEO London at on-campus freshers/career fairs		Posting opportunities in their university's alumni groups

From Participant to Board Member

SEO London alumna from the original class of 2000, Nishi Somaia, is now Global Co-head of Growth Equity in the Asset Management Division at Goldman Sachs, and sits on the SEO London board of trustees. Nishi was named among Private Equity International's Most Influential Women in 2021, and we are privileged to have her views and expertise feeding into our work with the generations that succeed her.



“Being an SEO London alumna myself and having also hired many SEO London alumni through the Charity’s partnership with Goldman Sachs, I have seen first-hand how impactful the organisation has been on

the trajectory of individual careers. The ability to create a level playing field for talent to access opportunity is deeply important and highly rewarding.

From the beginning of my career, SEO London has had a truly formative influence on my professional trajectory. I have been inspired to dedicate my time to a number of initiatives that hold SEO London’s ethos of paying it forward at their core. ‘Launch with GS’ for example is a \$1bln commitment by Goldman Sachs to provide capital to female founders and managers in the growth equity ecosystem, and is grounded in a data-driven belief that diverse teams drive strong returns.

Personally, it has been especially important and rewarding to be able to lend my support as an SEO London board member. Contributing to the build out of the Alternative Investments Programme, where myself and several colleagues rallied to seed the programme with capital, was very personal to me given it is the specific sub industry of finance that I now work in. SEO London played a big part in supporting my early career, and I feel privileged to be able to give some of this back to the next generations.”

THANK YOU

Thank you to our 2021-22 funders and sponsor firms:

CONSULTING	FINANCE	FINANCE	LAW
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THANK YOU

And to our University Society Partners:

Aston Trading & Investment Society (ATiS), Aston University	Hindu Society, University College London	Warwick Africa Summit, University of Warwick	Real Estate Investment Society, London School of Economics
Unity and Diversity in Law, University of Bristol	Asset Management, University College London	Warwick Finance Societies, University of Warwick	African and Caribbean Society, University of Birmingham
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Trading & Investment Society, University of Southampton	Hedge Fund Society, University of Warwick	Urban Lawyers North Nottingham, University of Nottingham	



If you are a firm interested in supporting students from underrepresented and underserved backgrounds or want to diversify your workforce, get in touch.

We can work together to build a more egalitarian and inclusive society.


Contact us at: info@seo-london.org

Sponsors for Educational Opportunity

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