Our Pillars

INTERNATIONAL: Being appreciative, well-informed and perceptive of the diverse, complex world we live in and having the skill-set required to succeed in it.

INTEGRATIVE: Having a deep understanding of the fundamental areas of business combined with an awareness of how these areas continuously interact with one another and the abilities to use this knowledge.

INNOVATIVE: Being flexible and creative to view the world, issues and opportunities from different perspectives and secure enough to take risks and try new things.

SOCIALLY RESPONSIBLE/SUSTAINABLE: Having the awareness to consider, and the skills to incorporate, the economic, environmental and social consequences of decisions in business and personal contexts.

Our Promise
>
To prepare leaders who think differently, act responsibly and have a global mindset.
>
To generate insight, offering solutions for an inter-dependent world.
>
To provide opportunities to learn by doing to ensure our graduates are world-ready.

Our Priorities
A. Improve our Educational Experience based on our four pillars: IIS.
B. Support and encourage Scholarship aligned with our areas of focus.
C. Increase our Reputation in the markets in which we operate.
D. Strengthen and leverage our connections with our Community.

Cultural Values
We put people first • Our work has purpose • We have passion for what we do • We embrace adventure

PEOPLE / PURPOSE / PASSION / ADVENTURE

STRATEGIC VISION

Gustavson’s 2016-2019 strategic plan (outlined on the following page) was collaboratively developed to map the school’s vision over a three-year period. We were pleased to bring this vision to life in a number of ways in 2017.

Throughout this annual report, you will see stories that reflect Gustavson’s daily commitment to our winning aspiration: we cross boundaries to create meaningful research, impactful learning and engaging relationships. Guided by this vision and the other core tenets of our strategic plan, in 2017 Gustavson faculty produced ground-breaking research with direct implications for business; Gustavson students traveled the world and applied their learning outside the classroom in new ways; and the Gustavson programs that rely on an engaged community, such as the mentor program and International Advisory Board, continued to thrive.

We are excited to continue making this vision a reality in 2018, and thank you for contributing to our success.