



## { 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.

## 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.

## Winning Aspiration

- CROSSING BOUNDARIES TO CREATE:**
- MEANINGFUL RESEARCH
  - IMPACTFUL LEARNING
  - ENGAGING RELATIONSHIPS

## 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: IILS.
- 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