Communicating about Our Mission and Approach
This is a brief guide to a new way of communicating about our distinctive approach to management education and our longstanding mission, educating leaders for business & society.

We highlight the ampersand in the mission to emphasize the ways that we combine perspectives and skills—such as attention to metrics of organizational success and concern for the well-being of society, deep technical expertise and broad-ranging curiosity, rigorous analysis and compassion—to give students an advantage in a complex world riven by deep challenges.

“The school is unique in that we weigh the business and society parts of our mission equally. Nearly every social problem demands an engagement with the world of business, and likewise, enduring success in business requires nuanced understanding of myriad social factors. Our students learn to evaluate issues with both perspectives in mind.”

—Kerwin K. Charles
Three major themes shape how we communicate about the school. You don’t need to recite them verbatim, but do touch on each of these areas when describing our approach and our community.

**SUCCESS & IMPACT**

*Understand the real problems to find meaningful solutions*

Our curriculum builds the skills and competencies students need to advance in their careers, while also teaching them to consider how their decisions affect a broad set of stakeholders, including employees, investors, and the community.

*Integrated curriculum, raw cases, engagement with real challenges in both New Haven and the global community, academic programs focused on business and society issues*

**RIGOR & PURPOSE**

*Develop the tools to make a difference that’s measurable and scalable*

Our rigorous academic approach, based on the research of leading faculty, gives students the analytical tools to measure and optimize the difference they want to see in the world. We pair rigor with purpose and purpose with rigor; each is stronger when joined to the other.

*Faculty research on pressing issues, connection with Yale’s intellectual resources, areas of expertise around major challenges, vibrant campus dialog and discussion*

**SELF & COMMUNITY**

*Build the team you’ll need to do big things*

Our community is one where purposeful individuals come together to help each other advance their aspirations. Being part of a community activated by purpose and values benefits students with big dreams and serves as a model of how to build purposeful organizations.

*Internship Fund, diverse community along all dimensions, diverse careers of graduates, with ongoing engagement with the school and each other*
The major challenges that society faces—the climate crisis, racial injustice, income inequality, political polarization—can’t be solved by any organization, or any sector, working in isolation. In the coming decades, every leader will need to manage in the context of these issues and other problems that cross functions, geographies, and sectors.

The combination of broad perspective and actionable skills that we teach prepares students for this challenge.

Our communications use the “&” in the mission to convey the distinctive fitness of our mission for this moment and the benefits for leaders in all kinds of roles and industries of a broader understanding of the challenges they face.

• We put stories of how our community lives the mission at the center of our communications.
• We make provocative design choices to get audience attention and convey the distinctiveness of the school’s approach. This includes use of a bold new stencil font for the mission and other key ideas and a honed, more vibrant color palette.
• We emphasize the authenticity, values, and passion underlying the mission whenever we communicate with our audiences.

Find the full Yale SOM Communications Guide and & Toolkit at som.yale.edu/commsguide.