Tippie College of Business Strategic Vision and Planning Framework

Who We Are
The values that define the Tippie College of Business permeate all that we do and all that we are. They remain unchanged in a changing world.

- Unfailing work ethic
- Honesty, integrity, and transparency
- Engagement with our community
- Commitment to high standards and excellence
- Desire to make a difference

Why We Exist
We are committed to developing critical thinkers who will thrive in a world that demands innovative approaches to business education and practice. We pursue this mission by:

- **Transforming students and business professionals** through rigorous, innovative instruction and lifelong learning grounded in the Tippie values.
- **Transforming business knowledge** through research and thought leadership.
- **Transforming communities and organizations** through engagement, collaboration, and partnership.

Our Ultimate Goal
The Tippie College of Business will be a *catalyst for transformation*, developing bold solutions for a changing world through business education, research, and engagement.

How We Will Do It
Transformation requires an engaged and empowered working environment. To achieve our vision we will

- **Work Collaboratively**
  - Sharing and integrating ideas within the college, across the campus, and among our external stakeholders.
- **Act Courageously**
  - Fostering creativity, innovation, experimentation, and risk taking.
- **Invest in Community**
  - Forging connectivity among Tippie students, faculty, staff, alumni, our partners, and the state of Iowa.
- **Value Diversity**
  - Pursuing, engaging, and harnessing the power of diverse perspectives in our working and learning environments.
- **Embody Tippie Values**
  - Working hard, pulling together, doing the right thing every time, setting high standards, and producing results that have impact.
- **Communicate Effectively**
  - Boldly telling our story to the world.