

# Brand Messaging

## BOILERPLATE

Established in 1916, the University of Alberta School of Business is Canada's first and longest accredited business school. Recognized for its leadership in research, the quality of academic programming, graduate career success, and economic impact for Alberta and the world, the School fosters and supports an environment where innovation and entrepreneurial thinking is free to flourish. Undergraduate, master's and PhD business degrees are available, as well as continued business learning through the School's professional development programs.

## ENTREPRENEURIAL THINKING

Entrepreneurial thinking embodies a set of cross-functional life and professional skills such as innovation, resourcefulness and creating value that can be applied to any career context. When we teach entrepreneurship, the emphasis is on developing skills, not just starting businesses.

### **Supporting Messages:**

Entrepreneurs are simply defined as those who identify a need—any need—and fill it. For the purposes of our discussion, this definition also applies to intrapreneurs who are entrepreneurs working inside an organization and who look to improve the workplace and grow the business.

Entrepreneurs follow a flow or process of:

- defining an opportunity or challenge
- investing time, effort or money to develop a solution
- building and successfully applying their solution
- repeating the process by looking for the next opportunity

An entrepreneurial mindset is defined as the set of attitudes, skills and behaviours that students need to succeed personally, academically and professionally. These include:

- initiative and self-direction
- risk-taking
- flexibility and adaptability
- creativity and innovation
- critical thinking and problem solving
- the ability to see opportunities, marshal resources and create value

Entrepreneurial thinking exists everywhere, and in everything we do. It's about identifying opportunities both big and small. These can be as simple as making improvements to your own personal workspace, or as large as recognizing a need in the marketplace and developing a solution to meet that need.

Entrepreneurial thinking is a necessary ingredient to innovate. It demands anticipating change, taking risks and learning from mistakes.

### **Proof Points:**

The Alberta School of Business has placed innovation and entrepreneurial thinking at the core of its strategic plan, with the goal of fostering creativity, risk-taking, continuous improvement, leadership and an innovative spirit among all its students, faculty, staff and alumni.

The School will focus on being an ecosystem of entrepreneurial thinkers who foster creativity, risk-taking, continuous improvement, leadership and an innovative spirit. We encourage our students, faculty, staff and alumni to take initiative and make a difference in the world.

The core of a business's success is bringing new products and services to market (Global Entrepreneurship Monitor). Study after study proves that companies that innovate perform better and are more effective in addressing societal problems.

As our economies become more globally connected, corporations must compete with emerging markets in China and other Asian countries. Innovation starts with having the right tools and processes to assess the business environment and generate new ideas.