# Broad Brand Platform

## (how and why we achieve impact)

### TAGLINE

**Spartans Will.**

### ESSENCE

**Individual Strength.**

- **Collective Power.**

- **Extraordinary Impact.**

### PERSONALITY

**Genuine.**

**Tenacious.**

**Diverse.**

**Open.**

**Collaborative.**

**Bold.**

**World Changing.**

### POSITIONING

MSU's talented, passionate people and open, collaborative culture empower opportunity and create extraordinary impact for a better world.

### STORY ANCHORS

**Individual Strength.**

- **Our students, faculty and staff set us apart.**

  - **We have an amazing work ethic.**
    We are unpretentious and incomparably tenacious. No challenge is beneath us - or too big to tackle - if it makes an impact.

  - **We seek creative solutions.**
    Creating innovative solutions is the key to business success and drives the way we experience the world. We foster an entrepreneurial mindset that discovers value in unimagined opportunities.

  - **We embrace differences.**
    Our inclusive culture unleashes the power of diverse viewpoints and backgrounds. By caring about the perspectives and experiences of others, we foster an environment that propels us and our organizations forward.

  - **We add value from day one.**
    We are motivated and prepared to add value from the moment we step on the job.

**Collective Power.**

- **Our open, collaborative culture is built to power and empower.**

  - **We foster flexibility.**
    We empower individuals as they create their own unique paths of achievement.

  - **We believe in partnerships.**
    Collaboration is often the best way to achieve lasting impact. We value input from colleagues and partners who share our commitment to achieving great things together.

  - **We connect globally.**
    We are globally networked to powerful and well-positioned alumni with decades of experience making a difference in ways that advance us all.

  - **We know Spartans Will.**
    We are proud to be part of an integrated community that truly cares about our collective success. Getting the best results is more important to us than getting all the credit.

**Extraordinary Impact.**

- **We boldly live our values as we strive to make the world a better place.**

  - **We affect business in extraordinary ways.**
    We shape the future, helping individuals and businesses reach their potential in Michigan and around the world.

  - **We are visionaries.**
    Our research and teaching pushes the boundaries of discovery to solve the big business challenges of our time.

  - **We deliver excellence and opportunity.**
    We are a top business college, but never elitist. We are competitive at the highest levels of research and teaching and support the success of a globally minded, diverse population of business learners.

  - **We make business happen.**
    We see business end-to-end, connecting the dots to enhance the entire value chain of our interconnected world.

### FOUNDATION

- **We make business happen.**
  Whether it’s in Michigan or around the world, faculty, students, and alumni of Michigan State University’s Eli Broad College of Business create positive change, work across roles, connect the dots, build relationships, and solve global business problems.

  Our top-ranked programs provide vast opportunities to impact the world of business and develop adaptable life-long learners.