

# Babson College Strategic Planning

Babson College is engaged in a strategic planning initiative with a clear goal: engage the entire Babson community to rapidly develop a shared strategic plan for Babson to thrive in a changing environment.

Following months of community input, data collection, and analysis, a strategic framework was unanimously endorsed by the Babson College Board of Trustees.

The framework is comprised of four strategic principles that will guide the development of Vision for Our Future: 2025 and a final plan in early 2020.

## Strategic Principles – Key Themes

### Inspire And Empower Entrepreneurial Leaders To Thrive In Any Context

- » Define and own the broad definition of entrepreneurship, which includes creating economic and social value simultaneously.
- » Extend entrepreneurship, which is focused on process, to entrepreneurial leadership, which is about people. Draw from all disciplines to educate learners in entrepreneurial leadership skills.
- » Support application of these skills in any context—startups, social ventures, large corporations, government, and beyond.

### Build And Leverage The Most Impactful, Networked, Global Entrepreneurial Ecosystem

- » Be the catalyst and orchestrator of ecosystems to amplify and scale Babson impact.
- » Develop a partner-first approach, seeking partners to achieve Babson goals to harness the resources of ecosystems and continue to have an outsized impact.
- » Utilize ecosystem relationships to increase experiential and global learning opportunities for students.

### Engage Learners On Their Terms

- » Be student centric, and adapt to student needs.
- » Reframe students as learners.
- » Engage on their terms—across their career path with lifelong learning, online for distance-enabled education, and with content and credential formats that meet their needs and the evolving needs of industry.

### Model Entrepreneurial Leadership

- » Practice what we teach—be the model for entrepreneurial leadership and the high-performance organizations we want our students to create and influence.
- » Drive a culture of collaboration and trust.
- » Become a metrics-driven, decision-making enterprise.

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Visit [babson.edu/strategicplan](http://babson.edu/strategicplan) for more information and to continue to engage in this process

