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.

Visit babson.edu/strategicplan for more information and to continue to engage in this process.