BRAND MANIFESTO

We believe business is a power of positive change—from healthcare to energy, to technology, and in the marketplace of human interaction.

We are a laboratory for the curious and a springboard for the tenacious and bold. We are a training ground for leaders, giving them the skills and the confidence to make their unique mark on a future distinguished by uncertainty.

We resolutely prepare our students for business models and opportunities on the leading edge of cultures, and disciplines found at one of the largest research universities in the world. We challenge compassion.

Our roots are in Austin, an unrivaled launch pad for the ideas of enterprising thinkers and doers. Students can immerse themselves in hands-on experiences that strengthen, inspire, and refine their character.

Success has never been a solitary path, more so in the future. So we engender a competitive yet while working together to advance the world further, faster.

We are Texas McCombs.

POSITION

Our positioning idea explains the two simple tenets that underpin what we do and how we choose to do it.

Human Centered

As a culture, we connect with one another in a way that acknowledges each other’s strengths—we are cooperatively competitive.

Future Focused

Our graduates are prepared to lead in an uncertain future, because stretching beyond what we know is how we tap into what comes next.

We measure our success by the contributions we make to society and the world at large. Research drives the experiences that enable our alumni network.

Human Centered. Future Focused.

Texas McCombs thrives on the talent and innovation that surround us. We are grounded by smarts, hard work, open collaboration, and belief in enterprise
Focusing on ideas that matter, in an environment that hums, we approach the future as part of a network that knows no bounds.

*NOTE: “Human Centered, Future Focused” may be used as a tagline in targeted situations.*

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**BRAND PERSONALITY**

**Enterprising**

Energetic, ambitious, adventurous, collaborative, cooperative, industrious, entrepreneurial, agile, dynamic, pioneering, risk takers.

**Tenacious**

Persistent, grit, hard-working, dogged, unyielding, doers, action-oriented, hopeful, fit, initiative.

**Curious**

Inquisitive, innovative, flexible, open, persistent.

**Authentic**

Reliable, honest, transparent, credible, inclusive, accountable, generous, friendly.