

## Strategic Plan 2026-28 At-A-Glance

### Mission

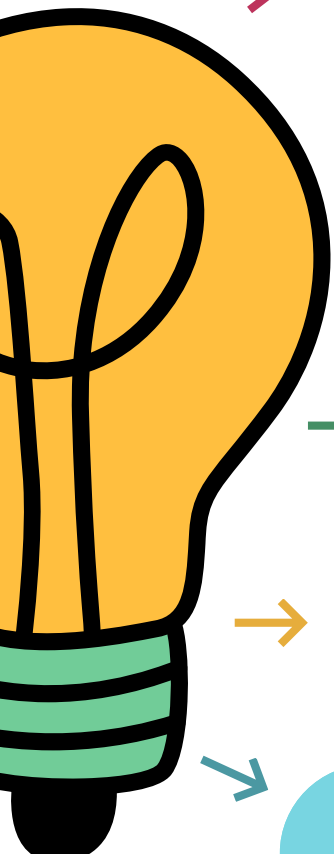
“Through **innovative and impactful** business education and research, we provide **transformative experiential learning**, foster equity, diversity, and inclusion, and create **local and global impact**, preparing our students for meaningful careers and contributions to society.”

### Vision

“Where **responsible business** comes to life through education and research.”

### Values

Student-Centred; Ethical Conduct and Professional Practice; Commitment to Truth and Reconciliation; Curiosity; Diversity, Equity, and Inclusion; Community



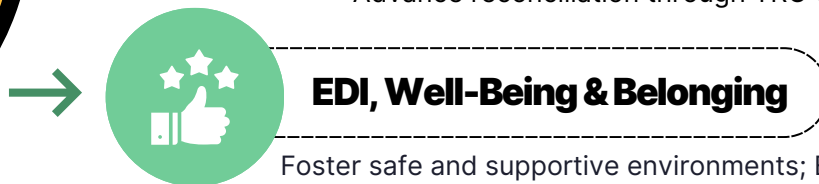
#### Discovery

Empower exploration, experimentation, and co-creation; Build relevant and adaptable skills; Foster critical and creative thinking; Instill a responsible business mindset; Ensure career readiness; Drive positive community and societal impact



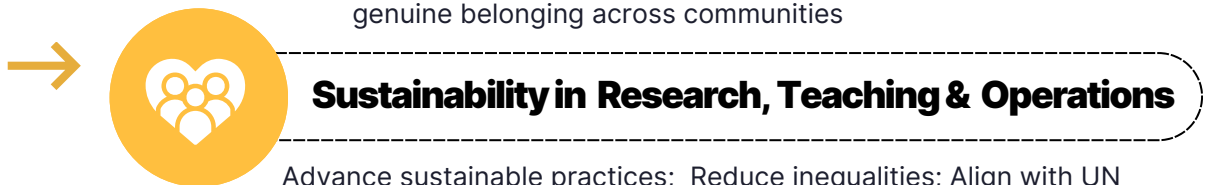
#### Truth and Reconciliation

Integrate Indigenous worldviews; Centre Indigenous voices; Build trust through shared learning; Honour past, present, and future generations; Advance reconciliation through TRC Calls to Action 57 and 92



#### EDI, Well-Being & Belonging

Foster safe and supportive environments; Enhance emotional, physical, and mental well-being; Promote equity, justice, diversity, and inclusion; Build genuine belonging across communities



#### Sustainability in Research, Teaching & Operations

Advance sustainable practices; Reduce inequalities; Align with UN SDGs; Strengthen community well-being; Drive inclusive progress



#### Impact & Identity

Strengthen identity and brand; Create measurable impact; Expand partnerships; Grow experiential learning; Build responsiveness and relevance