

WEATHERHEAD SCHOOL OF MANAGEMENT

CASE WESTERN RESERVE UNIVERSITY

STATEMENT OF MISSION, VISION, CORE VALUES & PERFORMANCE INDICATORS

OUR MISSION: The Weatherhead School is an international center of management scholarship, committed to preparing and enhancing organizational leadership. The Weatherhead School is dedicated to making discoveries of enduring consequence, to developing innovative educational programs, to fostering strategic partnerships with students and organizations, and to providing services to multiple communities. The School delivers measurable value to its constituencies through its scholarly commitment to discovery, learning and service:

- Through the *scholarship of discovery*, we develop, integrate and apply new ideas through traditional research and pioneering approaches which transcend conventional boundaries;
- Through the *scholarship of learning*, we create an environment in which students develop the knowledge and skills to be effective leaders in their professions and communities; and
- Through the *scholarship of service*, our faculty and students share their knowledge to achieve significant outcomes with partner organizations, our alumni, our community and our world society.

OUR VISION: The Weatherhead School of Management aspires to be the world-wide leader in *developing an outcome orientation* in its missions of discovery, learning and service, in *achieving a consistent record of innovation*, and in *creating a learner-centered environment*, emphasizing an active learning partnership among students, faculty and organizations. Because of its distinctive record of achievement in these three areas, the School will be recognized by students and key external stakeholders--academic colleagues, organizational leaders and the larger community--as one of the top management schools in the United States and in the world.

OUR CORE VALUES: Five core values unite the faculty and staff of the Weatherhead School as management educators, scholars and colleagues within the University community. These core values express the ethos of our School as well as our aspirations for its future. They guide us in our missions of discovery, learning and service, and will be reflected in all of our efforts:

- We have an overriding *scholarly commitment* to create and share knowledge for the common good.
- We aspire to make contributions of *enduring consequence*. We continually strive for outcomes that influence and ultimately change the way people think and act.
- We believe management should be a *noble profession*, committed to the enhancement of human life, to innovation, to leadership and to the creation of healthy organizations.
- We value a *diverse community*, characterized by open dialogue and mutual respect among individuals with different specializations, backgrounds, cultures and perspectives.
- We are a *learning organization*, valuing the abilities to reflect upon and alter assumptions and to pioneer in unexplored territory. We are committed to increasing individual creative capacities, nurturing new and expansive patterns of thought, achieving collective aspirations and encouraging lifelong learning.