

## Vision

BSL is a leading innovator in business education.

## Common identity

We are professional partners in learning and innovation.

## Guiding principle

By creating a powerful and safe learning environment, we are dedicated to bringing out the best in our partners\* and ourselves.

*\* We consider our students, clients and suppliers; our faculty, guest speakers and staff; entrepreneurs and corporate executives, partner companies and associated universities; our parent and sister organizations; the press and anybody else we work with as our partners.*

## Values

### Learning

“The day we stop learning, we start dying.” Unknown

*We welcome change and discovery. We appreciate what is new and different. We are willing to change our thinking and behavior. We transform every difference of opinion into a source for growth.*

### Professionalism

*We keep our agreements. We deliver consistent high quality results based on a systematic and relevant approach. We demand the best of ourselves and others. We are prepared and on time.*

### Partnership

*Together, we work towards common values and goals. We respect and build on diversity of thought, culture and approach. We acknowledge the contribution of each other and help each other grow.*

### Courageous leadership

“If you don’t risk anything, you risk even more.” Erika Jong

*We create an environment of trust and respect. We do what we say. To improve, we encourage each other to dare to think differently and to find new ways of doing things, including making mistakes.*

### Entrepreneurship

“It is better to ask for forgiveness than for permission.” Ignacio de Loyola

*Each of us takes ownership of our part in BSL. We explore new horizons by asking why, what for and why not. We are flexible. We overcome difficulties and challenges. We make new things happen.*

### Responsibility

*We listen and respond with solution-oriented ideas and action. We care for the world we live in. No matter what happens, we ask ourselves: what is my role in this and what can I do now?*

## How we live our values

<b>BSL's shared values</b>	<b>Observable behaviors</b>
Learning attitude	<ol style="list-style-type: none"><li>1. Being present and listening</li><li>2. Understanding somebody else's perspective through questions</li><li>3. Accepting and offering challenge</li><li>4. Willingness to revise my point of view or my behavior</li><li>5. Not taking things personally (we are not under attack)</li><li>6. Not taking ourselves (= our current perspective of reality) too seriously</li><li>7. Being curious and open to change and discovery</li></ol>
Professionalism	<ol style="list-style-type: none"><li>1. Consistent delivery of repeatable high quality work</li><li>2. Respecting rules and regulations</li><li>3. Completing tasks on time and according to agreed standards</li><li>4. Responding to a request and engaging in a dialogue</li><li>5. Being up-to-date and current in our domain</li><li>6. Expressing knowledge through tools and standards</li><li>7. A high level of empathy for our partners</li></ol>
Partnership	<ol style="list-style-type: none"><li>1. Working together towards a common goal, based on shared values</li><li>2. Accepting interdependence (helping and supporting each other)</li><li>3. Using each other where each one is good or strong</li><li>4. Helping each other grow</li><li>5. Being clear on common values, goals and vision</li><li>6. Transforming differences of opinion into a source for growth</li><li>7. Valuing diversity (of thought and culture) and building on it</li></ol>
Courageous leadership	<ol style="list-style-type: none"><li>1. Making teaching a learning experience</li><li>2. Inspiring others through modeling (self example)</li><li>3. Challenging myself and others</li><li>4. Sharing my experiences, successes, doubts and mistakes</li><li>5. Willingness to question myself</li><li>6. Inspiring others to do their best</li><li>7. Taking decisions in the interest of future generations and this world</li></ol>
Entrepreneurship	<ol style="list-style-type: none"><li>1. Being pragmatic</li><li>2. Being flexible and adaptable to change</li><li>3. Goal and result oriented: making things happen</li><li>4. Taking ownership and (reasonable) risks</li><li>5. Finding different solutions and breaking new ground</li><li>6. Not giving up in face of difficulties</li><li>7. Encouraging innovation in everything we do</li></ol>
Responsibility	<ol style="list-style-type: none"><li>1. Respecting myself, my partners and the well-being of this planet</li><li>2. Keeping agreements</li><li>3. Showing up prepared and on time</li><li>4. Asking oneself: what can I do now (rather than what others should do)</li><li>5. Not complaining or blaming others (= irresponsibility)</li><li>6. Focusing on what I can control and influence</li><li>7. Able to listen and to respond with integrity, clarity and action</li></ol>