



EMORY

GOIZUETA
BUSINESS
SCHOOL



VIRTUE AS A BEACON OF LIGHT

MASTERFUL... ESPECIALLY WHEN UNDERESTIMATED



Serving with integrity

WITHOUT BUSINESS, PROGRESS ISN'T POSSIBLE

Lead with grace

TRANSPARENCY



BRINGING VIRTUE BACK TO BUSINESS

ASPIRATIONAL



MASTERFUL



Convener of knowledge

When business is done well, society does well



Humanize BUSINESS

WE PUNCH ABOVE



OUR WEIGHT CLASS



Consideration

Willing to do hard work, without ever making it look hard



Purposeful

EMBODY WHAT BUSINESS MEANS AT GOIZUETA



SMALL FOOTPRINT, BIG THINKING



Principled

SOME OF US MAY BE LEADERS, BUT INHERENTLY, WE ARE ALL CONNECTORS

INTENTIONALITY



The importance of business education cannot be lost

Staff and faculty at Goizueta are loyal supporters of Dean James



CARE

Want to drive research that affects business in the real world



Crisis Leadership

Answering The Call

Dean James is an intellectual force. The antithesis of complacency. Decidedly discontent with the prevailing, often negative narrative of business. By shifting the story to what business education can do to be of service to industry and society at large, she is carrying on the very intentional vision of the school's namesake, Roberto Goizueta. Dean James is answering the call for the better and – through collaboration and community – ushering the school into its next century as the model for what business education *will* be.

Answering The Call

PILLARS

Standard-Bearer Of Scholarship

Purposeful In Partnership

Virtue Capitalist

Purveyor Of Progress

TONE

Eloquent

Accountable

Principled

Personable

Enterprising

Empathetic

Intentional



1. MEDIA &
INVESTOR RELATIONS



2. DONORS



3. PROSPECTIVE
STUDENTS



4. CORPORATE
PARTNERS



5. PEERS



6. ALUMNI



7. ATLANTA CIVIC
COMMUNITY



8. CURRENT
STUDENTS



9. EMORY
UNIVERSITY



10. FACULTY



11. STAFF

STORY ARCS

VIRTUE CAPITALISM

PRODUCING THE NEXT
GENERATION OF
PRINCIPLED LEADERS, WHO
ARE SCHOOLED IN SOCIAL
ENTREPRENEURSHIP AND
WHO PRACTICE
EXCELLENCE WITH
INTEGRITY

CRISIS LEADERSHIP

SHIFTING THE NARRATIVE
FROM CRISIS MANAGEMENT
TO CRISIS LEADERSHIP —
TRANSITIONING AND
APPLYING LEARNINGS FOR
THE PUBLIC GOOD

DIVERSITY IN BUSINESS

BENEFITING THE WORLD OF
BUSINESS BY EMBRACING
BROAD PERSPECTIVE AND
MAKING DECISIONS BASED
ON DIVERSE POINTS OF
VIEW

BUSINESS EDUCATION WITH A LIBERAL ARTS BENT

EMPHASIZING THE
HUMANIZATION OF
BUSINESS, AND TEACHING
CRITICAL THINKING AND
CREATIVE PROBLEM
SOLVING TO DRIVE
SOCIETAL PROGRESS

Story Arcs


Audiences

	Virtue Capitalism	Crisis Leadership	Diversity In Business	Business Education With A Liberal Arts Bent
Media + Investor Relations		X		X
Donors	X			X
Prospective Students	X		X	
Corporate		X		X
Peers	X			X
Alumni	X			X
Atlanta Civic Community			X	X
Current Students	X			X
Emory		X		X
Faculty				X
Staff	X			



“There’s this assumption that if you’re kind and nurturing at work, you’ll be slotted into the role of girlfriend or mom. But the last time that I checked, we all want to work for people who support us, who are kind and nurturing, and who we trust.”

-ALEXIS POKORNY




“
To be an unwavering beacon of excellence in everything we do.
”

02

OUR BRAND
A brand is a promise made. It identifies where we go, it shows us the way. And when we are going, it is a compass, pointing us in the right direction. It is the north star we follow. The reason we see The Office in it. The hope we have for the future. It is the way we connect our beliefs. All of this together, our values and shared purpose, are the foundation of our brand.

OUR MISSION
We are driven by the highest purpose of our brand vision. Our brand vision is to be the best and most innovative of all in our industry. We are committed to our customers and our employees. We are committed to our community. We are committed to our future.

OUR VISION
To be an outstanding beacon of excellence in everything we do.



— Be not conformed by this world.

Let's change what's happening in business. Not every year,
but every single day. Let's create excellence for a new
generation. I urge my graduates to not follow the patterns
of the world but to be transformed by the challenges of life.

FROM THE OFFICE OF

Dean Erika James



“A belief system for
the bottom line.”

FROM THE OFFICE OF DEAN ERIKA JAMES

VIRTUE CAPITALIST



From the office of Dean Erika James

It's the start of a new year together—as peers, as leaders, and as purveyors of advancing business for the common good. This is a chance for us to continue our collective commitment to going beyond the status quo, convening as virtue capitalists. This is a term you'll be hearing me use a lot this year: virtue capitalism.

The term speaks to those of us in business who lead with ethical excellence. Through intentional work to change the status quo, I believe we can once again see business as a source of solutions.

Every quarter, I'll share my perspectives on new trends in the business world along with a recap on how I think we can revamp the virtue of leadership. As we propel our students higher on the corporate ladder, we teach that ethics, mindfulness, and personal needs should never fall. Please join me and Goizueta Business School in rewriting the prevailing business industry narratives to highlight the intersection of business and social benefit.

It's a new season. Now let's get to work, together.

Virtue Capitalists at work

ALL IN FOR NON-PROFIT

The Goizueta Non-Profit Consultants Club **partnered** with Bearings Bike Shop, a youth development organization that helps build success skills for kids in Atlanta.

FLYING WELL ABOVE THE COMPETITION

The **Delta Air Lines Leadership Coaching Fellows Program** is providing a learning opportunity for MBA students to practice and enhance their leadership skills.

LEADING CEO ACTIVISM

I sat with CEOs of Coca-Cola FEMSA to discuss their vision on sustainability and social responsibility. Read more about our conversation **here**.

Sincerely,

Dean Erika James



GOIZUETA
BUSINESS
SCHOOL



Erika James is Dean of Emory University's Goizueta Business School, a Top-25 business school grounded in a liberal arts educational model. As an award-winning educator; published researcher on organizational behavior, crisis leadership, and racial diversity; and respected leader within the business community, James espouses the intrinsic correlation between virtuous business practices and societal benefit.

For more, follow on [twitter](#).




Keeping Good Company: How We've Gone About Our Business

GOIZUETA BUSINESS SCHOOL – IMPACT REPORT



GOIZUETA
BUSINESS
SCHOOL

FROM THE OFFICE OF *Dean Erika James*



ISSUING THE CALL

AN OPEN LETTER TO BUSINESS.

Business has always been a vehicle for meaningful impact. After all, it was entrepreneurs and innovators who figured out how to put light, heat, and water into millions of homes. Brilliant corporate minds who made financial planning affordable to small companies just getting off the ground. Socially-conscious strategists who distributed life-saving vaccines to third world villages. And when the world needed a tool to share photos and phone calls with friends a continent away, **those in business found a way.**

Yet somewhere along the way, business lost its way—lost track of its moral compass and took a sharp turn off the high road. But we each know that business is better than these misguided turns.

The purpose of business was—and still is—to *solve essential, societal problems*. To create value where there was none before. It's time we restored business to this higher ideal. To answer society's call for the next out-of-the-box, square peg, upside down, table turning solutions to seemingly impossible issues. But we will not be able to do these things, and the next thing, and the next—alone.

That is why we at Goizueta Business School, we are calling on all of you in the business community—fellow deans, executives, and entry level employees alike—to answer this call with us.

Over the course of the next few months, we will be introducing an effort designed to push us all to drive business back onto the high road.

To remind ourselves of the very ideals we are striving to uphold, we will be introducing a set of principles created in the bold spirit of our namesake, Roberto C. Goizueta.

These principles will serve to reinforce a new, much-needed standard as we set out on our march towards better. And it is on that note, that I would like to share our first principle—an outlook I believe will guide us all towards earning the public's trust again and a future we can all be proud of.

GOIZUETA BUSINESS PRINCIPLE #1:

IF YOU DON'T LIKE WHAT YOU SEE, CHANGE WHERE YOU STAND.

Erika James
DEAN ERIKA JAMES, GOIZUETA BUSINESS SCHOOL

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COMMUNITY // July 15, 2019

5 Ways to Close the VC Gender Gap with Erika James and Tyler Gallagher

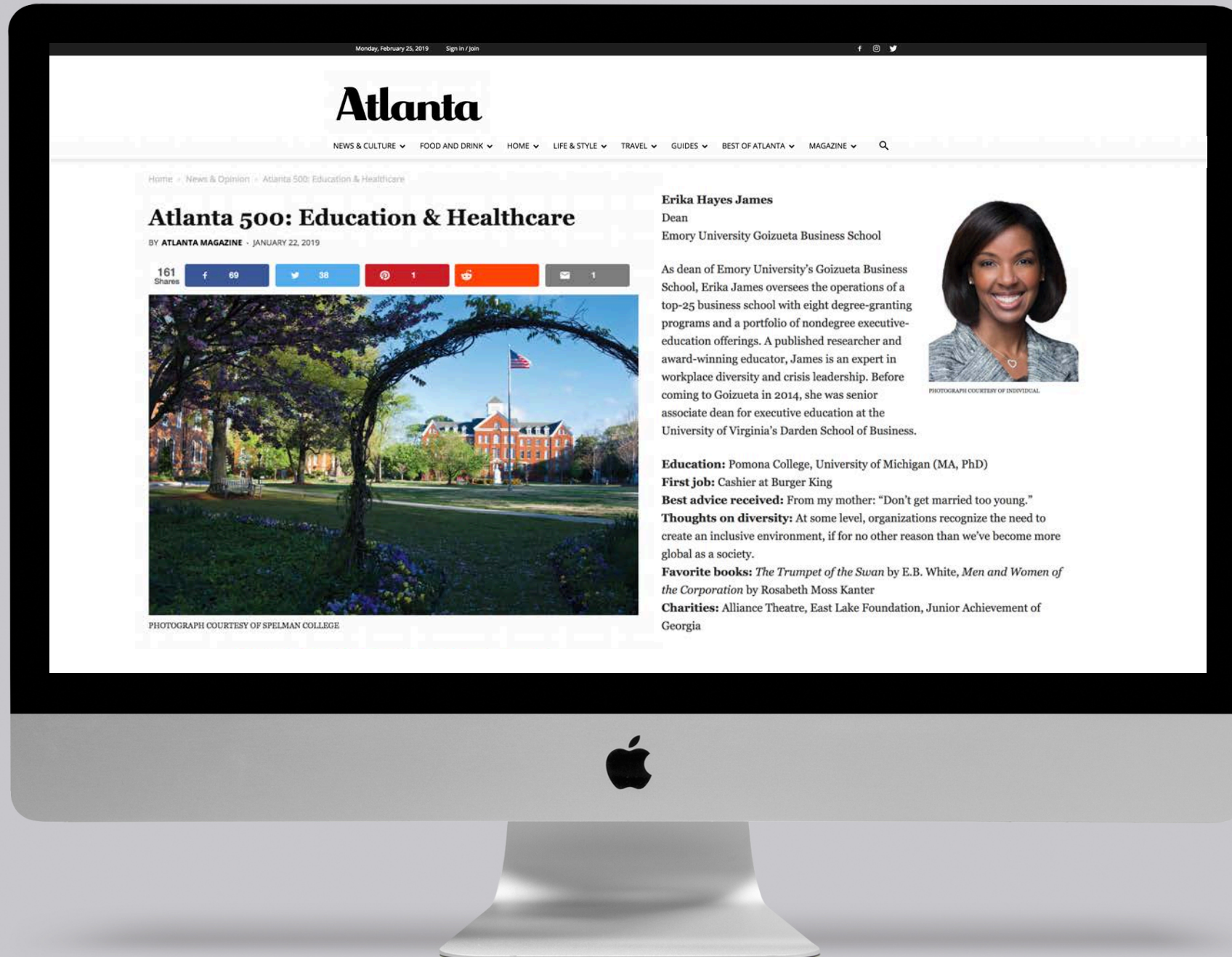
Reduce unconscious bias via blind pitches. There is research that shows when evaluating talent (e.g. tryouts for symphony musicians) there is more diverse representation in who is deemed as having exceptional talent when try outs are conducted blindly. Modifying pitch competitions so that the entrepreneur's demographics are not revealed may result in similar outcomes. As [...]

By Tyler Gallagher, CEO and Founder of Regal Assets



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As part of my series about "the five things we need to do to close the VC gender gap" I had the pleasure of interviewing Erika James, the John H. Harland Dean of Goizueta Business School. Under her leadership Goizueta remains one of the top business schools in the nation with an upward trajectory in student career success and faculty thought leadership. As an award-winning educator, published researcher on organizational behavior, crisis leadership, change management and racial diversity; and respected leader within the business community, James places an emphasis on what higher education can do to be of service to industry, and espouses the intrinsic correlation between virtuous business practices and societal benefit. She is committed to establishing an equal playing field across gender and race and, in 2014, was honored by the National Diversity Council. James currently sits on the Board of Survey Monkey. She holds a Ph.D. and Master's degree in organizational psychology from the University of Michigan, and received a Bachelor's degree in psychology from Pomona College of the Claremont Colleges in California.



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Atlanta 500: Education & Healthcare

BY ATLANTA MAGAZINE - JANUARY 22, 2019

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PHOTOGRAPH COURTESY OF SPELMAN COLLEGE

Erika Hayes James

Dean

Emory University Goizueta Business School



PHOTOGRAPH COURTESY OF INDIVIDUAL

As dean of Emory University's Goizueta Business School, Erika James oversees the operations of a top-25 business school with eight degree-granting programs and a portfolio of nondegree executive education offerings. A published researcher and award-winning educator, James is an expert in workplace diversity and crisis leadership. Before coming to Goizueta in 2014, she was senior associate dean for executive education at the University of Virginia's Darden School of Business.

Education: Pomona College, University of Michigan (MA, PhD)

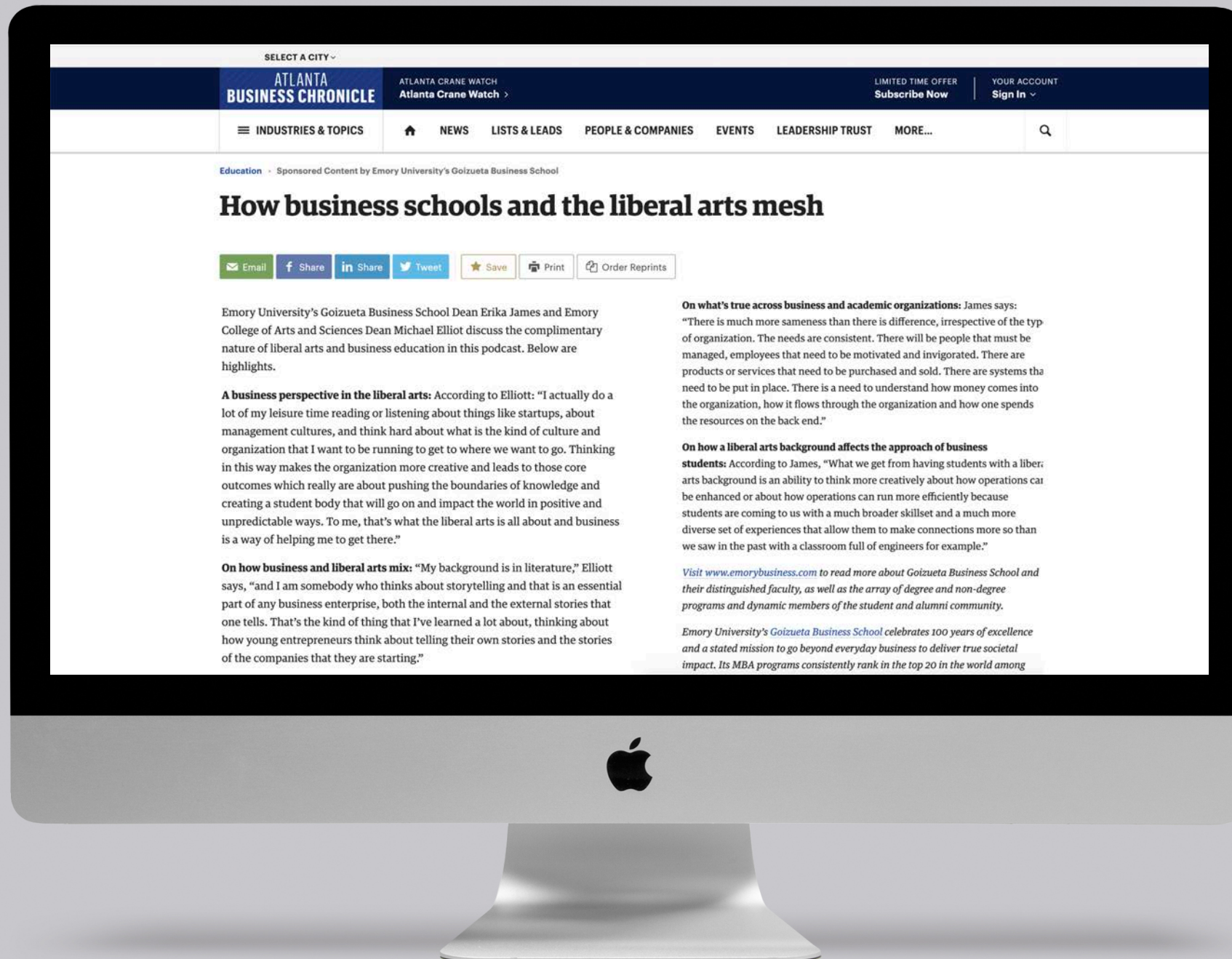
First job: Cashier at Burger King

Best advice received: From my mother: "Don't get married too young."

Thoughts on diversity: At some level, organizations recognize the need to create an inclusive environment, if for no other reason than we've become more global as a society.

Favorite books: *The Trumpet of the Swan* by E.B. White, *Men and Women of the Corporation* by Rosabeth Moss Kanter

Charities: Alliance Theatre, East Lake Foundation, Junior Achievement of Georgia



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How business schools and the liberal arts mesh

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Emory University's Goizueta Business School Dean Erika James and Emory College of Arts and Sciences Dean Michael Elliott discuss the complimentary nature of liberal arts and business education in this podcast. Below are highlights.

A business perspective in the liberal arts: According to Elliott: "I actually do a lot of my leisure time reading or listening about things like startups, about management cultures, and think hard about what is the kind of culture and organization that I want to be running to get to where we want to go. Thinking in this way makes the organization more creative and leads to those core outcomes which really are about pushing the boundaries of knowledge and creating a student body that will go on and impact the world in positive and unpredictable ways. To me, that's what the liberal arts is all about and business is a way of helping me to get there."

On how business and liberal arts mix: "My background is in literature," Elliott says, "and I am somebody who thinks about storytelling and that is an essential part of any business enterprise, both the internal and the external stories that one tells. That's the kind of thing that I've learned a lot about, thinking about how young entrepreneurs think about telling their own stories and the stories of the companies that they are starting."

On what's true across business and academic organizations: James says: "There is much more sameness than there is difference, irrespective of the type of organization. The needs are consistent. There will be people that must be managed, employees that need to be motivated and invigorated. There are products or services that need to be purchased and sold. There are systems that need to be put in place. There is a need to understand how money comes into the organization, how it flows through the organization and how one spends the resources on the back end."

On how a liberal arts background affects the approach of business students: According to James, "What we get from having students with a liberal arts background is an ability to think more creatively about how operations can be enhanced or about how operations can run more efficiently because students are coming to us with a much broader skillset and a much more diverse set of experiences that allow them to make connections more so than we saw in the past with a classroom full of engineers for example."

Visit www.emorybusiness.com to read more about Goizueta Business School and their distinguished faculty, as well as the array of degree and non-degree programs and dynamic members of the student and alumni community.

Emory University's Goizueta Business School celebrates 100 years of excellence and a stated mission to go beyond everyday business to deliver true societal impact. Its MBA programs consistently rank in the top 20 in the world among





Leading With Intentionality

Dean Erika James



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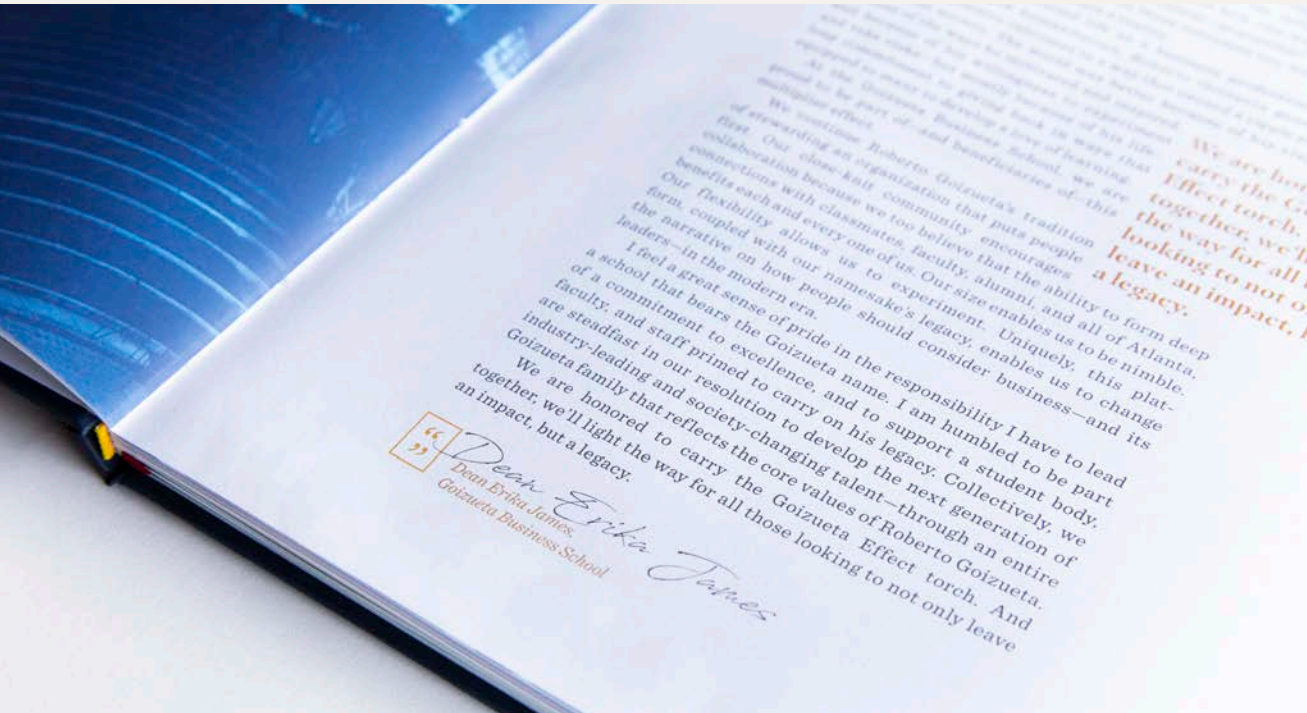
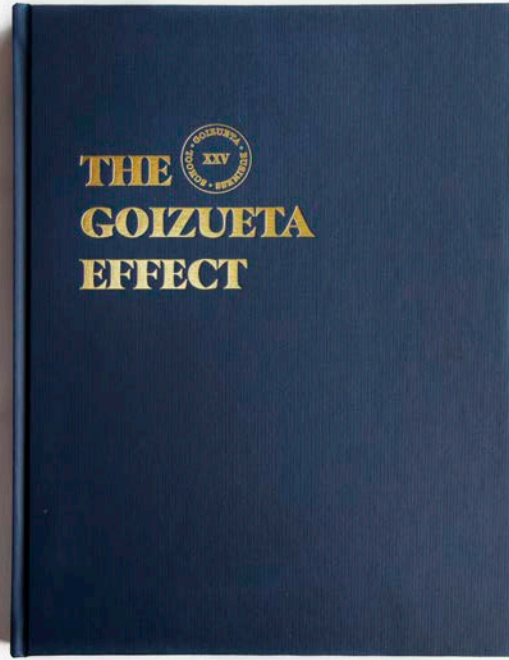
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Carrying Forward A Legacy

Dean Erika H. James

