To be distinguished, to raise the bar, to truly stand apart we must venture beyond our current limits. We must forge new paths and reimagine what is possible. **We must see the University of Alberta School of Business as a force for change.**

We can speak to such a vision, but only by boldly pursuing it with passion and focus will we be able to realize it. We will require a renewed commitment to elevate and innovate within our core areas of activity, namely our research, teaching and engagement with the community. We will demand a higher standard of excellence, relevance and impact in all we do. Through this, **we will seek to lead and become firmly positioned as a top-three business school in Canada.**

To achieve our vision, we will build on three strategic priorities.

1. **We will increase the quality and global competitiveness of our research and PhD program.** We are a research-intensive business school committed to competing at the highest levels globally. We will attract and retain top researchers, publish in the world’s leading academic journals, and collaborate with industry to develop world-class research applicable to the boardroom.

2. **We will take business education beyond our walls.** We will become a hub that nurtures the entrepreneurial spirit, trains current and future leaders, and pushes the boundaries of innovation. Whether a practicing engineer, nursing student, senior executive, or not-for-profit volunteer, the School of Business will be your go-to resource for business insight and leadership development.

3. **We will increase the relevance and impact of our business research and teaching through a targeted focus on entrepreneurship, energy and the environment, international business, and leadership.** By integrating our work with these areas of focus we can further meet the needs of the business community and better prepare our students to lead.

To achieve our vision, we must explore, push boundaries, connect with ground-breaking thinkers and doers, and relentlessly innovate. Our drive must begin from within, with a dedication to research, teaching, and engagement. However, we will do more. We will strive to use our research, teaching, and engagement to compel, to connect, and to create. **We must be driven to lead.**

We stand at a tipping point. With courage, discipline, and the relentless pursuit of excellence, relevance, and impact, the University of Alberta School of Business will play a lead role in driving positive change for our students, our institution, our alumni, our partners, and the broader business community.