

Press information

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Community, curiosity, courage, rigor: ESMT Berlin defines values in participative process

ESMT Berlin, Germany's number 1 business school according to the [Financial Times](#), has agreed upon a new purpose and values statement to raise employee identification with the organization and deepen its commitment with students and clients. The newly defined values – community, curiosity, courage, and rigor – will guide the way ESMT employees work, individually and in teams, and how the institution acts as a whole.

The participative process of defining a set of values started in 2019. It involved over a hundred members of faculty and staff, thus ensuring the relevance of the principles to all areas of ESMT as well as acceptance and buy-in of its stakeholders. In addition to the values, the international business school also defined its purpose, stating, "Empowering people to create a better tomorrow."

"While our shared values are a guideline for *how* we do our work, the purpose statement gives us a better common understanding of *why* we get up every morning," says ESMT President Jörg Rocholl. "Meaning is an increasingly important factor for people in their professional careers, especially among the younger generation."

Rocholl continues, "Although the order of our four values is not meant to be statement about their importance, I am particularly delighted to see how ESMT has lived up to the first value of community during the current public health crisis. The amount of solidarity and care for each other, especially in the last weeks and months, is overwhelming and impressive."

Press contact

Sascha Rödel, +49 (0)30 21231-1066, sascha.roedel@esmt.org

Martha Ihlbrock, +49 (0)30 21231-1043, martha.ihlbrock@esmt.org

About ESMT Berlin

ESMT Berlin is the highest ranked business school in Germany and Top 10 in Europe. Founded by 25 leading global companies, ESMT offers master's, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, and in online blended format. Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a non-profit private institution of higher education, accredited by AACSB, AMBA, EQUIS, and FIBAA. esmt.berlin