

# GRAZIADIO BRAND IDENTITY

## BEST *for* THE WORLD LEADERS

At Graziadio, our mission to develop Best *for* the World Leaders means empowering our students with the strategic and ethical principles to act with integrity and lead with purpose. Best *for* the World Leaders are individuals who are leaders in their respective fields, with the ability to make complex business decisions that benefit both their industries and communities. Regardless of title or leadership position, Best *for* the World Leaders take pride in advancing responsible business practices that are ethical in focus and global in orientation.

- + REIMAGINE with a global mindset
- + LEAD with integrity, compassion, and a pioneering spirit
- + ENGAGE IN socially, environmentally, and ethically responsible business practices
- + FORMULATE innovative business models and strategies

## MISSION • Inspired by our Christian values, we seek to:

- + Promote transformational learning
- + Create applied knowledge
- + Equip our students to become Best *for* the World Leaders and entrepreneurs

## VISION • Global distinction in developing Best *for* the World Leaders.

## VALUES

TODAY, not tomorrow    INTEGRITY always    COURAGE with compassion    PIONEERING spirit

## HALLMARKS

Values-Centered | Collaborative | Experience-Driven | Entrepreneurial | Global

## FOUR PILLARS

1. Media, Entertainment, and Sports
2. Luxury Brands
3. Family Business/Entrepreneurship
4. Real Estate

# A DEEPER DIVE INTO GRAZIADIO

## WHO WE ARE

### EDUCATIONAL MESSAGE

At the Pepperdine Graziadio Business School, we are driven by our mission of developing Best for the World Leaders through a transformational, world-class education grounded in leading-edge, experiential learning that is ethical in focus and global in orientation. With our students at the heart of our academic enterprise, Pepperdine Graziadio is unique in how it impacts the lives of students; therefore, the companies they work in, the businesses they build, and the work groups they lead. Essentially, our faculty is committed to helping build better businesses, one student at a time.

### A LEADER INSPIRING GENERATIONS

The focus on entrepreneurial thinking at our school is not coincidental. Our founder, George Graziadio, was a successful real estate developer who noticed that banking in the early 60's was not serving the needs of customers, which led him to start Imperial Bank in 1963. He had a tremendous impact on this community through business, but also by supporting some of its most important causes, including the United Way, YMCA, March of Dimes and the American Red Cross. He often said the money you earn feeds your family and the money you give away feeds your soul. In 1996, he extended his support to Pepperdine University and endowed Graziadio Graduate Business School.

### UNIQUE EXPERIENCES

We offer a truly transformative experience, equipping students with the knowledge, skills, and leading-edge business concepts that balance experiential learning with self discovery and a strong sense of community.

### PURPOSE, SERVICE, LEADERSHIP

Steeped in Judeo-Christian values of purpose, service, and leadership, our community, faculty, and staff choose to be a part of our University to provide a service that better the world. They aren't here for a job, they're here to fulfill a purpose.

### WORLD-CLASS EDUCATION

We believe in providing students with a world-class business education through real-world, experiential application. Our faculty hold a unique combination of leading industry expertise, with an average of 5-10 years of professional experience, and a strong academic background with most holding PhDs or DBAs. By personally tailoring our curricular offerings, our faculty bring current industry trends and emerging technologies into the classroom with an emphasis on industry collaborative learning. Through offerings such as our high-impact E2B™ (Education to Business) program, students connect directly to global powerhouses, regional brands, and start-ups organizations in order to solve complex business challenges first-hand.

### DIVERSE ARRAY OF PROGRAMS

We offer a wide range of programs, designed for various specific interests, career stages, and lifestyle needs:

- + Full-time, part-time, and executive MBA programs, as well as doctorate, master's, bachelor's, and joint degrees
- + Professional development certificate courses
- + On campus, online, and hybrid modalities
- + Four regional campuses in Southern California: Malibu, Calabasas, West LA and Irvine

# A DEEPER DIVE INTO GRAZIADIO

## WHAT WE DO

### VALUES-BASED CURRICULUM

Our curriculum, research, and teaching focus are based on developing values-centered, purpose-driven leaders. We strive to advance responsible business practice through education that is entrepreneurial in spirit, ethical in focus, and global in orientation. Our students and their future success are at the heart of what we do and we provide a classroom experience that is high touch and personalized in small, collaborative classrooms. We firmly believe that academic excellence means a focus on students as individuals and great teaching that takes every individual into consideration.

### ADDITIONAL AREAS OF FOCUS

Our Socially, Environmentally, and Ethically Responsible (SEER) program epitomizes our values-inclusive focus, is infused throughout our entire curriculum, and acknowledges the rapidly changing dynamics of business in society. As one of the founding signatories of the UN Global Compact for Principles of Responsible Management Education (PRME), we prepare our students to embed critical new perspectives in business including circularity, stakeholder focus, inclusivity, and societal impact.

## WHAT MAKES US UNIQUE

### DEVELOPING BEST FOR THE WORLD LEADERS

The world needs business leaders who are committed to making an positive impact and each of us is called in a unique way to effect change. We help students identify their path by prioritizing the infinite dignity of the individual. With an "open table concept", we welcome everyone of all faiths and backgrounds as we continually cultivate a community that is dedicated to developing Best *for* the World Leaders.

### PURPOSE-DRIVEN

We pride ourselves in creating an education that is not generic or mass-oriented, but focused on the vision of a student's holistic, ultimate success. Our leadership competency model is purpose-centered, encompassing not just learning and building business skills, but also the discovery of each student's special purpose.

### VALUES-DRIVEN STUDENTS

The students at Pepperdine Graziadio are entrepreneurially driven individuals striving to make a positive impact, either within their current organization or through their own business venture. Our students see the possibilities in making a difference and feel compelled to build businesses that better serve the world. They join our community to build and develop skills so they can leave their unique mark on this planet. Students immediately become part of a growing community of Best *for* the World Leaders as part of our alumni network of over 47,000 professionals worldwide.