

Presentation

Voice & Tone Guide

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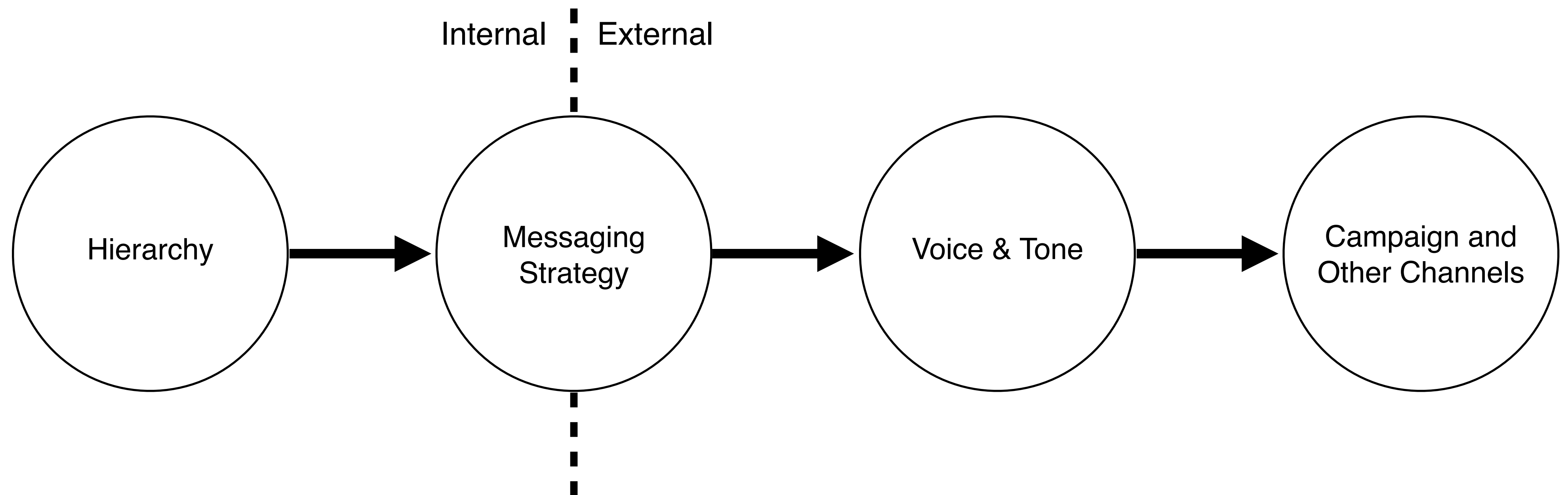
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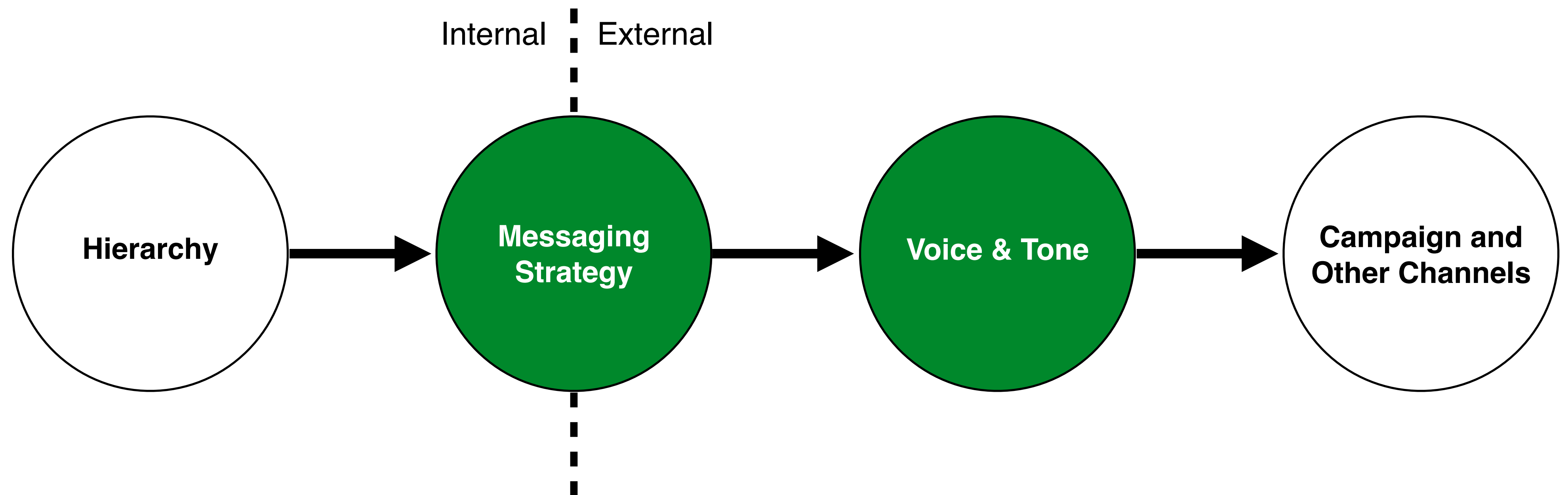
Tepper School of Business

Setting the Stage

Moving from Internal to External



Moving from Internal to External



Message, Voice & Tone

We build voice and tone on the scaffold of the messaging strategy. While message is our self-definition, voice and tone are the expression of our personality through content.

Our **Message** is what we say about who we are.

Our **Voice & Tone** is how we say it.

By speaking as “Tepper” we offer our audiences an authentic way to understand who we are and how we relate to them.

Voice & Tone

Voice is character.

It describes how the Institute feels, acts and most important, it personifies our relationship with our online audiences. Voice is consistent across the platform. It's who we are.

Tone is mood.

It's how we sound, constructed through style elements: vocabulary variations, rhythm, mood, structure. Just as our tone of voice changes based on circumstance and environment, your tone might shift a little to suit the content you're creating or the platform on which you're communicating.

Voice, Tone & Guidance

We are...

- ... **human beings** knit together by personal ambition and mutual support.
- ... **a collaborative circle**, open to all and strengthened by our differences.
- ... **exacting**: We dive deep into data to discover new perspectives, create better solutions.
- ... **practical**: Grounded in theory, guided by fact, we compute the possible.
- ... **enterprising**: We see opportunity and go for it by making bold, creative choices.
- ... **adaptable**: In a rapidly changing world, we can shift course in a heartbeat.
- ... **optimistic**: Uncertainty and the unknown mean we can build something better for all.
- ... **up for a challenge**: Resilient, agile and smart, we dig in.
- ... **the future**: Led by data, reimagined by humans.

What We Believe

Data is our rocket fuel.

It reveals truths that point us to opportunities.

Technology is our instrument.

By understanding emerging technologies we can unlock the potential of data.

Analysis and insight are our power.

Data is only as powerful as the human intellect and creativity we use to interpret and act on it.

Emotional intelligence is our asset.

The success of future leaders depends on self-knowledge, empathy, authenticity, the ability to inspire...

Our individuality is our strength.

Innovation flourishes where people are free to be themselves: unique identities with singular perspectives.

Teamwork is our engine.

As organizational hierarchies flatten, the collective intelligence of diverse, agile, cross-functional teams will drive innovation.

Humility is our ally.

Our decisions affect other people profoundly. Our inclination to consider human impact, to listen and bend, makes us better players in the emerging business landscape.

How We Talk About Ourselves

Our world is speeding toward a future defined by vast quantities of data. How will we use this information to make smarter business decisions? To reimagine what's possible? And how will business tomorrow affect society?

At the Tepper School, we work to answer these questions so we can prepare for the promise and responsibilities the future holds.

Tepper students are that future. A future that needs thinkers and entrepreneurs who thrive where data and humanity connect. Where analytical skills drive solutions for the toughest problems. A future that demands leaders with vigor, imagination, and a collaborative spirit born of self-awareness and diverse experiences. As our students meet the challenge of a quant-based education, each bringing their unique strengths and insights to a collective pursuit, they transform into tomorrow's leaders.

This "Intelligent Future" is in our DNA. We're at the heart of Carnegie Mellon and embody its forward-thinking culture and spirit of innovation; from artificial intelligence to advanced robotics. We're the birthplace of the data-informed approach to business. We're connected to the change that will reshape how the world does business.

We are **The Intelligent Future.**

How We Think About the Future...

Information will be the staple

Hierarchies will flatten

Silos will dissolve

Ethos will be required

Authenticity will create value

Diversity will be a given

The unknown will be a constant

Our Voice

We are the voice of the next generation.

We're a multifaceted team. **We speak as one, but free from homogeneity.**

We're rational. **We speak common sense.**

We're super smart, but grounded. **We talk precisely and simply.**

We're practical and hard-working. **Steady-paced, we're ready to sprint.**

We're energized by possibility. **Pace, language — when we imagine the future, we fly.**

Our Tone is...

... friendly, in an understated way

... helpful and straightforward

... methodical but never boring

... optimistic but short of hyperbolic

... fascinated by everything

... in bursts, excited

Ideas & Words to Frame Our Writing:

FUTURE

Tomorrow
Change
Transform
Outlook
Outcome
Prospect
Impact (n)
Innovation
Innovator
New
Forward
Next-generation
Groundbreaking
Rising
Possible
Potential
Imagine
Advance
Unleash
Develop
Drive
Predict
Break ground

TEAM

Collective
Community
People
Humans
Close knit
Knit together
Cross-campus
Cohesive
Cohere
Collaborate
Co-create
Work together
Get it done

INTELLIGENCE

Data intelligence

Human intelligence
Emotional intelligence
Creative intelligence
cultural intelligence
Collective intelligence
Information
Data
Analysis
IQ
EQ
Emotional quotient
Self-awareness
Empathy
Knowledge
Smart
Skilled
Thoughtful
Decode
Analyse
Parse
Think
Feel

DIVERSE

Perspectives
Histories

Experiences
Identities
Voices
Cultural intelligence
Teams of individuals
Open
Strength
Cross-functional
Multidisciplinary
Multifaceted
Inclusive
Welcoming
Distinct
Unique

CHALLENGE

Resilient
Tough
Survive

Risk
Demanding
Exacting
Bold
Daring
Dynamic
Optimistic
Contend
Compete
Sprint
Win
Overcome
Focus
Break the rules

Ideas & Words to Frame Our Writing

We can add to the distinctly “Tepper” lexicon by using words that connect with CMU. Think of words around computer science and engineering, and especially those that communicate forward motion.

Some examples:

Unleash

Fuel

Power

Build

Plan

Design

Drive

Invent

Decode

Co-create

Words We Should Avoid...

As much as possible avoid words that are overused in higher education marketing or that break the frames within which we're communicating.

Pioneer: (v.) (n.) Conjures olden days; we're future-focused.

Alternatives: (v.) Invent, Spearhead, Introduce, Initiate, Create. (n.) Creator, Innovator, Architect

Excellence: Overused and amorphous.

Alternatives: Be specific — how is it excellent?

Rigorous: Suggests stern and painstaking, lacking in imagination; it's antonym is flexibility, adaptability.

Alternatives: Demanding, Exacting, Challenging, Tough

Leverage: Used as a term of art in finance (and is technically a noun). Outside of this context it's overused in corporate-speak.

Alternatives: Use, Tap, Take advantage of, Profit from

Leadership: Overused, tired, lacks energy

Alternatives: a construction with the verb "lead" or a sentence that offers proof points.

World-class: Overused in this space; it's become meaningless

Alternatives: If possible be specific, or dispense with the adjective. "a world-class recruiting experience" > "a recruiting experience with strong results"

Constructing Our Voice: Guidelines

The following guidelines can help you speak in the Tepper voice. These are not hard and fast rules, but strategies you can use whether you're writing from scratch or editing existing copy.

Using this guide as a reference will help you to:

- ▶ Streamline your process of creating content
- ▶ Develop a unified audience experience that makes an impact
- ▶ Bring the Tepper experience to life

Focus on Who We Are

In defining statements, focus on who we are — the intelligent future — and hold that frame:

- *Remove big ideas that don't help make the point*
- *Keep copy lean to liberate core message - remove unnecessary words*
- *Choose Tepper words*

Before

The Tepper School of Business lives at the heart of Carnegie Mellon University, guided by a mission to transform the world, pioneering and innovating at the intersection of business, technology, and analytics.

After

At the center of Carnegie Mellon's culture of innovation, the Tepper School is where business is going: a future fueled by data, powered by technology, and unleashed by human intelligence.

Forefront Differentiators

- *Whenever the opportunity arises, lead with a Tepper differentiator, not the thing that embodies it*

Before

Immerse Yourself in What Inspires You

More than 40 student-led professional, educational, and social clubs allow you to enlarge your social circle, collaborate with brilliant students from across the university, and practice your leadership skills.

After

Expand Your World at Carnegie Mellon

Collaborate with brilliant students from across campus and grow your circle by immersing yourself in a club that inspires you. Pick from more than 40 — professional, educational, and social. Or start and lead your own.

Emphasize the Individual

We're teams of individuals — authentic and comfortable being who we are.

- *Emphasize the personal and personalized*
- *Keep it general at the top level — specificity is the enemy of the personalized*
- *Wherever relevant, reference the emotional quotient of the Tepper education*

Before

The Accelerate Leadership Center

Our leadership coaches work with you on the key leadership qualities and behaviors that lead to career success through a customized leadership development assessment, one-to-one coaching, and a personal leadership roadmap.

After

The Accelerate Leadership Center

What kind of leader could you be? Because EQ and IQ go hand in hand at Tepper, you'll work with your personal coach to build that self-awareness, along with an individualized leadership roadmap that includes key skills and practices.

Keep It Moving

We're practical — and we're headed for an exciting future. Our copy should be efficient and energetic.

- *Reduce clutter and streamline: Remove unnecessary words;*
- *Reconstruct sentences to avoid lists of three where possible; lists weigh things down and feel dutiful*
- *Keep sentences short (aim for 15 words or less; avoid going over 25)*
- *Use the active voice for energy and to give subjects and actions the lead role*

Before

Our interconnected model is a transformative leap forward within management education. Located at the center of Carnegie Mellon's campus, the Tepper Quad reflects today's innovative business models, embedding multifunctional, interconnected collaboration among the key disciplines that drive progress and innovation.

After

Tepper led with management science education. Today we're sprinting ahead with an interconnected version. Its heart is the Tepper Quad, a cross-campus innovation hub for multidisciplinary, multifunctional collaboration that reflects the future of business.

Be Friendly

We are the supportive voice of the next generation — not the institution

- *Speak directly to “you”*
- *Use constructions that are conversational, if slightly heightened*
- *Attend to your audience’s needs and interests*

Before

Our top-ranked, STEM-designated MBA program prepares students to be the next generation of leaders at the intersection of business, technology, and analytics — ready to lead organizations that set the pace of progress.

Built on a culture of teamwork, our tight-knit community fosters an environment where students can collaborate, innovate, and lead with impact.

After

The business landscape is changing, and you can co-create its future. Tepper’s STEM-designated MBA gives you the skills you’ll need to lead where human intelligence unleashes the power of data, and teamwork drives innovation.

Tepper’s culture is as collaborative as our work is challenging. Here, you’ll join a close-knit community built around teams — teams strengthened by diverse viewpoints and unique skill sets, with each of us learning to lead.

Thank you!

DIGITAL PULP