A CALL TO ACTION.
EN•ACT•US

A community of student, academic and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better, more sustainable world.

entrepreneurial—having the perspective to see an opportunity and the talent to create value from that opportunity;

action—the willingness to do something and the commitment to see it through even when the outcome is not guaranteed;

us—a group of people who see themselves connected in some important way; individuals that are part of a greater whole.
TO ENABLE PROGRESS THROUGH ENTREPRENEURIAL ACTION.
To apply our time and energy to something that brings purpose to our lives and value to the lives of others. We all have the potential to create positive change. These characteristics are not unique to a culture or nationality or ethnicity, they are central to our common humanity.
Each of us has within us an entrepreneurial spirit. A passion that—if unleashed—can inspire others to act. A talent that—if developed—can create opportunity for ourselves, our families and our communities. An idea that—if cultivated—can build a healthier, more prosperous and peaceful world.

In fact, human progress literally depends upon our collective ability to tap into this spirit, and channel the unique talents and passions and ideas we each possess toward creating good in the world.

We are a community of people who understand the transformative power of entrepreneurship—in spirit and practice. We believe that the creativity and rigor and accountability that ensure businesses will flourish are just as essential to creating the circumstance for humankind to thrive.

We are students eager to leave the comfort of the classroom and the ambiguities of theory, and apply our growing knowledge to real challenges that affect real people.

We are educators dedicated to shaping values-driven leaders who have that unique combination of character and competence to make a difference through whatever endeavor they choose.
We are business people committed to using our expertise, time and resources to help a new generation of young leaders understand the promise of business to create meaningful and lasting change.

Together we have decided to make human progress our business.

Together we pledge to take action. Together we commit to apply our passions and talents and ideas to impact as many lives as we can. Not to hand out help to people in need, but to work side-by-side with them to create opportunity. So every person and community we touch is empowered to live up to their fullest potential.

Together we are Enactus.

This is a time for leaders who can see opportunity and turn it into value—meaningful, measurable, lasting value that will have far-reaching impact in people’s lives. Leaders who can see beyond the status quo and bring imagination and ingenuity and a sense of possibility to the challenges we face. Leaders who will apply the power of entrepreneurial action to enable progress around the world.

That is the challenge. That is the opportunity. That is our commitment.
EVERY ACTION IS AN OPPORTUNITY TO LIVE OUR VALUES.

Imagination
Every crisis creates opportunity, every struggle offers the chance to rediscover. Everything we do is born from the ability to see potential where others can’t.

Courage
The willingness to try, fail and learn on the journey toward creating something new is just as critical as the passion to succeed. There is no substitute for being willing to lead—especially when the territory being covered is new and the outcome is uncertain.

Determination
 Meaningful change is not easy. It requires the ability to overcome seemingly insurmountable obstacles and face often daunting challenges. We have the persistence to do whatever it takes until we achieve the results we seek.

Partnership
There is no greater force for change than a team of people who are personally invested in each other, and in the lives of the people who their work is intended to serve.

Accountability
Every initiative or project we undertake will be judged by the only measure that matters: how effectively we create lasting and meaningful progress in the lives of those we serve.

Curiosity
We are passionate about seeking new perspectives and challenging long-standing assumptions because we know effective leadership requires continuous learning.