

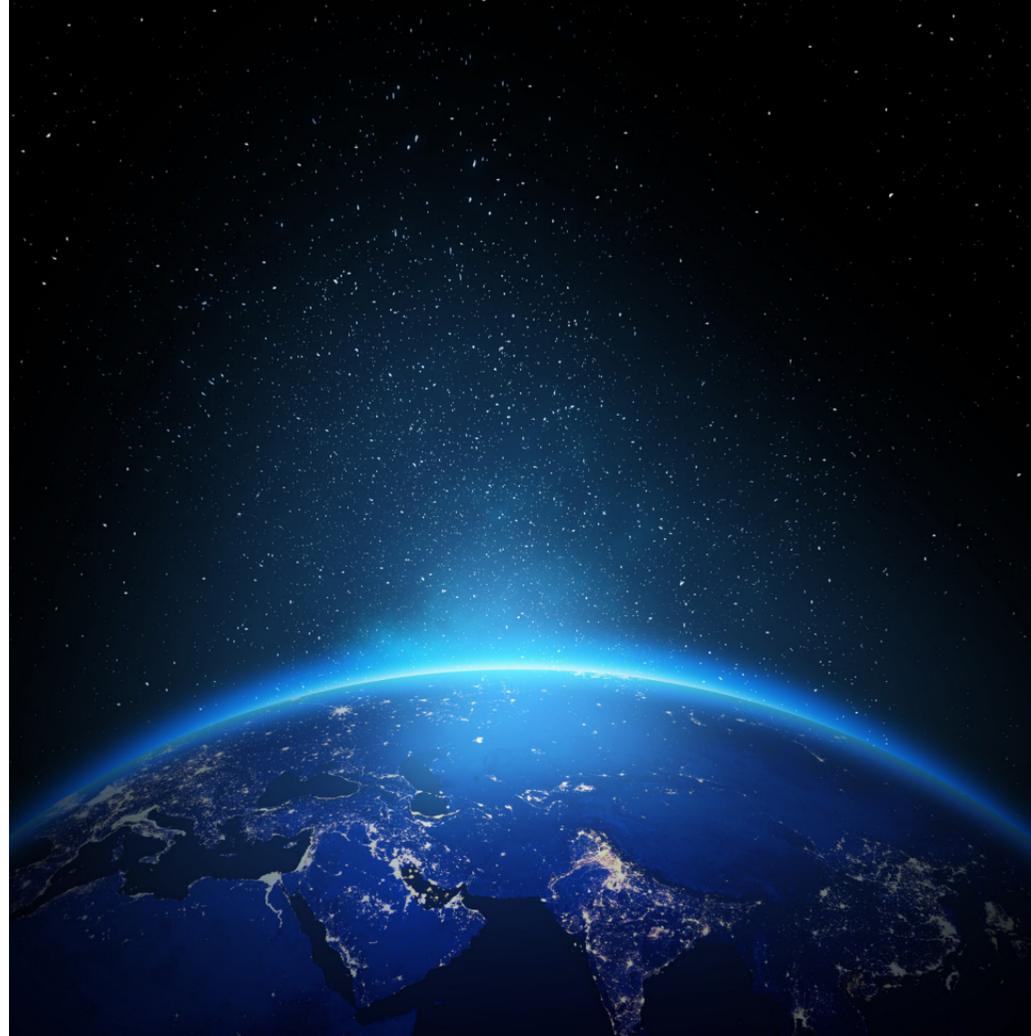


# POCKET PLAYBOOK

Why do we exist? • How do we behave? • What do we do?  
How will we succeed? • What is most important, right now?  
Who must do what? • What are our community values?

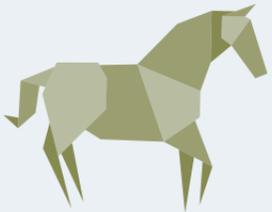
# Why do we exist?

To develop future world-wise leaders uniquely equipped to understand and solve global-scale problems.



# How do we behave?

We behave with humility and confidence.

HUMILITY		
HORSE	CRANE	OX
		
<b>COLLABORATIVE</b>	<b>LEARNING</b>	<b>ACCOUNTABLE</b>
colaborativo colaborador	disposto dispuesto	responsável responsable
协作	善学	担当

At Avenues, we recognize humility when people collaborate, learn and act accountably; and we recognize confidence when people act resourcefully, adapt and exhibit courage.

CONFIDENCE		
EAGLE	MONKEY	TIGER
		
<b>RESOURCEFUL</b>	<b>ADAPTIVE</b>	<b>COURAGEOUS</b>
hábil ingenioso	flexível flexible	corajoso valiente
敏思	应变	无畏

# What do we do?

We provide transformative world-focused learning experiences in key cities and countries around the globe, enabling our graduates to thrive in desirable, selective postsecondary pursuits during a time of unprecedented complexity and accelerating change.

*Avenues World Elements v. 1.0*

25 <b>I</b> IDENTITY E 1 2 3 4 5 6 7 8 9 10 11 12	45 <b>E</b> ENERGY E 1 2 3 4 5 6 7 8 9 10 11 12	50 <b>Eo</b> ECOSYSTEMS E 1 2 3 4 5 6 7 8 9 10 11 12	34 <b>U</b> UNIVERSE E 1 2 3 4 5 6 7 8 9 10 11 12	40 <b>Ag</b> AGRICULTURE E 1 2 3 4 5 6 7 8 9 10 11 12	6 <b>Ma</b> MENTAL AGILITY E 1 2 3 4 5 6 7 8 9 10 11 12
7 <b>PI</b> PLANNING E 1 2 3 4 5 6 7 8 9 10 11 12	1 <b>Em</b> EMPATHY E 1 2 3 4 5 6 7 8 9 10 11 12	12 <b>Gm</b> GLOBAL MINDSET E 1 2 3 4 5 6 7 8 9 10 11 12	51 <b>D</b> DESIGN E 1 2 3 4 5 6 7 8 9 10 11 12	<b>X</b> EXCHANGE E 1 2 3 4 5 6 7 8 9 10 11 12	15 <b>R</b> READING E 1 2 3 4 5 6 7 8 9 10 11 12
59 <b>Fn</b> FUNCTIONS E 1 2 3 4 5 6 7 8 9 10 11 12	32 <b>Su</b> SUSTAINABILITY E 1 2 3 4 5 6 7 8 9 10 11 12	29 <b>Ec</b> ECONOMICS E 1 2 3 4 5 6 7 8 9 10 11 12	16 <b>W</b> WRITING E 1 2 3 4 5 6 7 8 9 10 11 12	24 <b>Et</b> ETHICS E 1 2 3 4 5 6 7 8 9 10 11 12	43 <b>A</b> ATOMS E 1 2 3 4 5 6 7 8 9 10 11 12
9 <b>H</b> HUMILITY E 1 2 3 4 5 6 7 8 9 10 11 12	11 <b>Tr</b> TRUSTWORTHINESS E 1 2 3 4 5 6 7 8 9 10 11 12	33 <b>Bb</b> BIG BANG E 1 2 3 4 5 6 7 8 9 10 11 12	3 <b>Ct</b> CRITICAL THINKING E 1 2 3 4 5 6 7 8 9 10 11 12	57 <b>AI</b> ALGORITHMS E 1 2 3 4 5 6 7 8 9 10 11 12	55 <b>Mk</b> MAKING E 1 2 3 4 5 6 7 8 9 10 11 12
21 <b>Ae</b> AESTHETICS E 1 2 3 4 5 6 7 8 9 10 11 12	26 <b>Me</b> MEANING E 1 2 3 4 5 6 7 8 9 10 11 12	<b>Sa</b> STUDY ABROAD E 1 2 3 4 5 6 7 8 9 10 11 12	44 <b>Cr</b> CHEMICAL REACTIONS E 1 2 3 4 5 6 7 8 9 10 11 12	47 <b>Wa</b> WAVES E 1 2 3 4 5 6 7 8 9 10 11 12	30 <b>G</b> GEOGRAPHY E 1 2 3 4 5 6 7 8 9 10 11 12
38 <b>Hu</b> HUMANS E 1 2 3 4 5 6 7 8 9 10 11 12	53 <b>En</b> ENTREPRENEURSHIP E 1 2 3 4 5 6 7 8 9 10 11 12	52 <b>Ee</b> ELECTRONICS E 1 2 3 4 5 6 7 8 9 10 11 12	18 <b>Di</b> DISCUSSION E 1 2 3 4 5 6 7 8 9 10 11 12	2 <b>C</b> CREATIVITY E 1 2 3 4 5 6 7 8 9 10 11 12	58 <b>Da</b> DATA ANALYSIS E 1 2 3 4 5 6 7 8 9 10 11 12

# How will we succeed?

PART 1 OF 3

We will execute the  
**Avenues master plan**  
and stay true to the  
Avenues mission and  
strategic anchors.

When making choices,  
we will choose better  
before cheaper and  
revenue before cost.

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## AVENUES MASTER PLAN\*

- 1 Build top (elite prep) school with first campus in New York
  - 2 Use that money to build another campus abroad
  - 3 Use that money to build a global ecosystem of campuses
  - 4 While doing the above, provide a need-blind online education option
  - 5 Don't tell anyone
- 

*\* Nod to Tesla Master Plan, August 2, 2006*

# How will we succeed?

PART 2 OF 3

We will execute the Avenues master plan and stay true to the **Avenues mission** and strategic anchors.

When making choices, we will choose better before cheaper and revenue before cost.

## AVENUES MISSION STATEMENT

A NEW SCHOOL OF THOUGHT

**WE WILL GRADUATE STUDENTS** who are accomplished in the academic skills one would expect; at ease beyond their borders; truly fluent in a second language; good writers and speakers one and all; confident because they excel in a particular passion; artists no matter their field; practical in the ways of the world; emotionally unafraid and physically fit; humble about their gifts and generous of spirit; trustworthy; aware that their behavior makes a difference in our ecosystem; great leaders when they can be, good followers when they should be; on their way to well-chosen higher education; and, most importantly, architects of lives that transcend the ordinary.

**WE WILL SHARE OUR PROSPERITY** with those who need it, initially through traditional financial aid and, as we grow, in more innovative and broader-scale ways that leap the walls of our campuses.

**WE WILL PROVIDE OUR FACULTY AND STAFF MEMBERS** a special place to pursue the science and art of teaching. We want to align the rewards of teaching more closely with the value it brings to society, provide teachers opportunities to deepen their skills and be a place where careers, in and out of the classroom, can flourish.

**WE WILL ADVANCE EDUCATION** by setting an example as an effective, diverse and accountable school; by continuously investing in ways to become better at what we do; and by making available our discoveries, large and small, to colleagues in the cause of education.

# How will we succeed?

PART 3 OF 3

We will execute the Avenues master plan and stay true to the Avenues mission and **strategic anchors.**

When making choices, we will choose better before cheaper and revenue before cost.

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## AVENUES STRATEGIC ANCHORS

### 1 Deliver Excellence

∴ Favor options that we can be best at

### 2 Achieve Economies of Scale and Consistency

∴ Favor options that apply across campuses

### 3 Stay Ahead of Demand

∴ Favor options that delight our families

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# What is most important, right now?

The thematic goal changes every 3-12 months and may vary by campus and department, but all thematic goals are pursued while also accomplishing our standard operating objectives.

## STANDARD OPERATING OBJECTIVES



Academic  
Excellence



Innovation  
and Learning



Exceptional  
Talent



Engaged  
Parents and  
Students



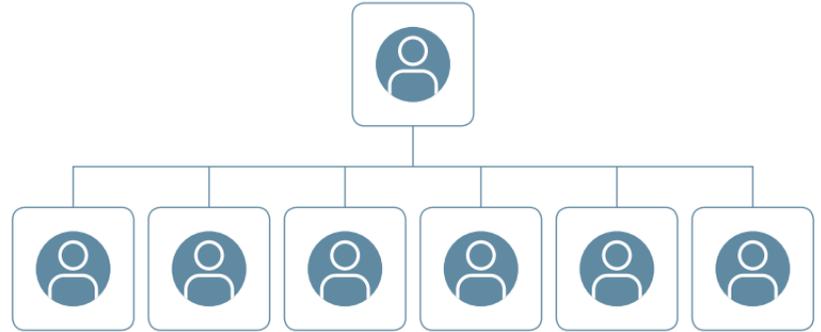
Global  
Reach



Financial  
Strength

# Who must do what?

You can learn about the roles and responsibilities of your colleagues by reviewing the Avenues org chart in Workday.



## AVENUES ORG CHART

- 1 Go to **Workday** and click **Google Credentials**
- 2 Login using your @avenues.org account
- 3 Click **My Team** and click **My Org Chart**

# What are our community values?

Avenues community values are composed of three bedrock pillars. These pillars are universally honored by students, parents, alumni, faculty and staff across all Avenues campuses.

Welcome.  
Safety.  
Respect.



2017-18