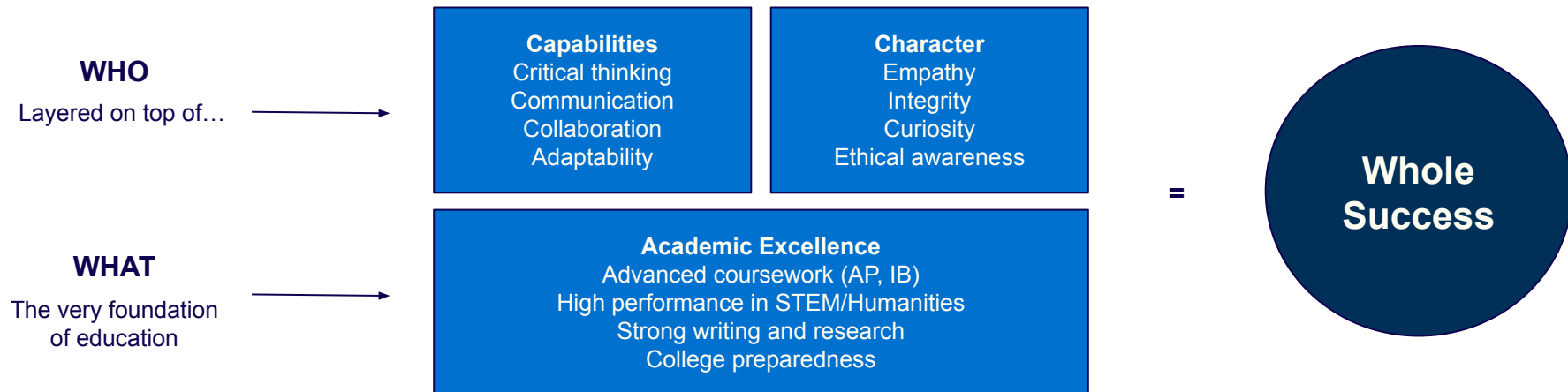


GulliverPrep

**Brand Story & Core Values:
Stepping Into Our Next 100
Years**

**At Gulliver, we believe success is equal parts
what you achieve and *who* you become.**



BRAND PROMISE: WHAT VALUE DO WE PROVIDE?

**We empower students to think, create,
and grow with purpose so they can step
into their futures with confidence and
courage.**

01

Learning that's relevant

Gulliver **connects** the classroom to the real world through interdisciplinary coursework, applied skills, and global context, so students graduate prepared for what's next.

02

Space to find your spark

Gulliver **immerses** students in signature programs and rich extracurriculars, so that they can discover what excites them and pursue success on their own terms.

03

Connection you can feel

Gulliver **fosters** open, trusting relationships between families, faculty, and school leadership, so parents feel supported, informed, and confident in every step of their child's journey.

04

Rooted in the spirit of Miami

Gulliver **embodies** Miami—its innovation, energy, and diversity—to create a learning environment that is globally minded, future-facing, and alive with possibility.

A Trusted Guide

Gulliver is a steady, insightful partner to families, helping them navigate uncertainty and complexity with empathy, clarity, and care. We understand that even small decisions can feel high-stakes, emotionally charged, and deeply personal. As we walk this journey together, we help students and families expand their sense of possibility and forge their own unique paths to success and well-being.

Brand Story: In Our Own Words

BRAND STORY

For generations, too many schools have been narrowly focused on test scores and college admissions. This approach falls short of preparing our young people for the full complexity and possibility of the real world.



BRAND STORY

We're standing on the brink of enormous personal, professional, and societal change. Technology is affecting young people's mental health, raising profound questions about their future careers, and making it harder to connect with others because of differences and disagreements.



BRAND STORY

These are no longer distant issues. They're showing up in our homes, our schools, our conversations. And families are feeling the pressure. What does all of this mean? And how do we prepare our children for their futures?



BRAND STORY

The traditional approach to education was designed for a different era when test scores were a reliable predictor of success. Today, being smart is just the start. If we want our children to thrive, we need to prepare them for the world that's emerging.



BRAND STORY

At Gulliver, we equip our students with a complete set of tools: knowledge to make sense of the world, skills to move through it with confidence, and the character to leave it better than they found it.



BRAND STORY

We empower them to think, create, and grow with purpose. We give them the space and support to find their spark. We immerse them in the energy and cultural richness of Miami.



BRAND STORY

All so they can forge their own path
and pursue success on their own
terms.



BRAND STORY

Success shouldn't be narrow. It should be whole. Because the best kind of success is one that measures what we achieve, who we become along the way, and the role we play in shaping what comes next.



Our Core Values

Seek the challenge

Just beyond the obstacle lies meaning, growth, and a deeper understanding of ourselves.



CORE VALUES

Feed your curiosity

The world is full of wonder.
Explore every nook and
question with a hungry mind.



Amplify the “we”

Put others first, build bridges,
and strengthen the bonds that
weave each “me” into a greater
“we.”



CORE VALUES

Choose generosity

We give of ourselves,
not because it's easy,
but because it's right.



Grow into greatness

Greatness isn't an endpoint, but rather the daily practice of striving toward our own highest standards.



Success is equal parts what you achieve and who you become.

SEEK THE CHALLENGE

Just beyond the obstacle lies meaning, growth, and a deeper understanding of ourselves.

FEED YOUR CURIOSITY

The world is full of wonder. Explore every nook and question with a hungry mind.

AMPLIFY THE “WE”

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CHOOSE GENEROSITY

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Putting it All Together: Gulliver at a Glance



GULLIVER AT A GLANCE

MISSION: To create an academic community devoted to educational excellence, with a personal touch, that fulfills each student's potential.

VISION: Gulliver will build on its history of innovation and transformation – opening the world wide for our students to learn boldly, act with great heart, and lead wisely.

CORE VALUES

Seek the Challenge.

Feed Your Curiosity.

Amplify the "We".

Choose Generosity.

Grow into Greatness.

STRATEGIC PLAN

Next-Level Teaching & Learning

Thriving Students

DIFFERENTIATORS

Learning that's relevant.

Space to find your spark.

Connection you can feel.

Rooted in the spirit of Miami.

BRAND ARCHETYPE

The Trusted Guide

BRAND PROMISE: We empower students to think, create, and grow with purpose so they can step into their futures with confidence and courage.

OVERARCHING BRAND IDEA: At Gulliver, we embrace success as a measure of both what you achieve and who you become. (Whole Success)

GulliverPrep

Thank you.