The following themes emerged from conversations with Darden and iFactory's own research. They are intended to be broad and flexible, and comprise the core pillars of the Darden experience. They've served as the focus of brainstorming and as the "hooks" to the creative concepts.

1. **Commitment to Teaching**
   The Darden faculty manifest a unique dedication to teaching. Besides affording the students an opportunity to interact with practitioners, the faculty make themselves unusually accessible to students. Faculty members also collaborate among themselves to better their abilities.

2. **Collaboration and Participation**
   A spirit of collaboration and participation permeates the student experience. The former is a hallmark of Darden's close-knit community, and the latter is a mandatory component of the Darden experience, as a large part of a student's grade is based on their participation. There are no spectators.

3. **Adaptability / Humility**
   Darden alters courses based on the people present, and adapts the curriculum as changing needs require.

4. **Ethics / Honor Code**
   Ethics are taken very seriously at Darden, and have been since its founding.

5. **Setting**
   Darden is comprised of beautiful historic buildings and grounds that inform the learning process.

6. **Active Alumni**
   Alumni make themselves readily available to both faculty and students.

7. **Leadership / Improving Society**
   Darden students, faculty, and alumni exhibit strong leadership, and they use their abilities to make the world better than it is.