

Voice and Tone Examples

RESEARCH

Before

As one of the nation’s leading research universities, our rankings speak volumes. But what matters most to us is the number of lives saved, partnerships forged, and discoveries driven—across the globe. We put curiosity to good use, and we are hungry for the next idea that can make a difference. There is always something new to solve, so we’ll continue to tackle it with the best and brightest solutions to better lives throughout the world.

After

At Emory, **our success is measured by the lives we improve**, the partnerships we nurture, and the discoveries we advance. As one of the nation’s leading research universities, we use our curiosity to drive meaningful change, constantly seeking new ideas that make a difference. With every challenge, we apply an **uncommon combination** of campus resources and global partnerships that **inspire progress around the corner and around the world**.

← **Balances confidence with humility**

← **Demonstrates connection and commitment**

← **Goes beyond surface-level description of impact**