

# THE DELL SOCIAL IMPACT PRINCIPLES

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## IF IT LOOKS EASY, LOOK CLOSER.

The only way to solve the surface-level challenge is to address what's happening underneath. Use your passion and skills to dig deep and find the roots of the problem.

## TAKE THE RISKS YOUR CHALLENGE DESERVES.

Our greatest challenges require doing some things differently. Push the boundaries and be willing to take risks where others won't.

## STAY THE COURSE.

Behaviors change slowly. Time is often the most important investment you can make. It's going to take more than one try to make an impact, and it's going to take more than one success to make a difference.

## MONEY ALONE DOESN'T SOLVE PROBLEMS.

Money doesn't solve problems, people do. A combination of talent, ideas, resources and execution is the only way to create solutions that last.

## INVEST IN PEOPLE.

Collaboration among unlikely partners amplifies impact. Find people who challenge your thinking and invest in them.

## MEASURE MINDFULLY.

Evidence is the only way to know whether you're making a difference, but not all data is created equal. Always measure, but be smart about what you measure, and how.

## IF IT DOESN'T WORK, TELL EVERYONE.

Your outcomes, both good and bad, are opportunities for others to learn and do better. We all win when we learn together.

## THIS IS WORTH IT.

No one ever said that creating lasting change was easy. The work ahead is incredibly challenging. When you see the real-world impact your work has made, you'll know the effort was worth it.



Michael & Susan Dell  
FOUNDATION