WHAT IS GENERAL ASSEMBLY?

GA

We empower individuals to find purpose and meaning in their work in the context of a global community inspired by the entrepreneurial experience. In order to do so, we offer robust educational programs that build competency in Technology, Design, and Entrepreneurship. These programs rely on instruction from top practitioners as well as multiple touch points to engage with our content and community in order to engender a culture of collaboration and mutual support.

CAMPUS + EDUCATION
COMMUNITY

OUR CORE VALUES

Our Core Values are the reasons General Assembly exists, guiding not only what we create but why we do it. They represent our ideological framework, our individual motivations, and the catalysts around which we collectively rally.

PEOPLE BEFORE MACHINE

While we value powerful ideas and innovative startups, the lifeblood of any community is the individuals involved. We believe in empathy and reciprocity—and that community can enable individual pursuits.

LEARNING BY DOING

We believe that self-actualization is gained through applied, hands-on experience. We are here not to seek or to hope for the future, but actively construct it with our hands. If we get it wrong, we modify and try again; real progress only comes through reflection and relentless iteration.

JOURNEY OVER DESTINATION

General Assembly is about the shared experience of fellow builders taking risks—about embracing failure as much as success. When great companies fail, they're gone forever. When great people fail, they learn from their experiences and go on to pursue new ventures with a greater chance of success.

EXPERIENCE PRINCIPLES

Our Experience Principles are the ways in which we express our values. They are how we design General Assembly's products, services, environments, and communications.

They are our guidelines and guardrails—constraints used to deepen our work or as a checklist against which any new endeavor can be evaluated for consistency and clarity.

SPEAK PLAINLY.

CONSIDER DETAILS.

INVITE PARTICI-PATION.

ITERATE AND REFINE.