Promise:

“Why does the church have an LDS Business College? . . . .
Because you have combined excellence in study with power in faith . . . [and the Lord] will make you a light, a beacon, and the world will then have the value of knowing what education can be like when it is done the Lord’s way.”

(Emphasis added)

Elder Henry B. Eyring, LDSBC, 1996
He Will Make You a Light

Promises/Counsel:

“This college is to be a beacon of educational hope, an open door to possibilities for growth, of improvement, and of learning.”

Dream dreams you think are impossible (paraphrase).

Elder Henry B. Eyring, LDSBC, 1996 & 2009
"... men and women who turn their lives over to God will find out that he can make a lot more out of their lives than they can."
President James E. Faust:

“You can be powerful instruments in the hands of God to help bring about this great work. … You can do something for another person that no one else ever born can do”