



## Thunderbird's Global Perspective

Thunderbird is the world's No. 1-ranked school of international business with more than 65 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird is sought out by graduate students, working professionals and companies worldwide seeking to gain the leadership skills they need to succeed in today's global economy.



## Thunderbird for Good

Created in 2005, Thunderbird for Good's mission is to "create prosperity through business education for all." To accomplish this, the initiative leverages Thunderbird School of Global Management's expertise in international business education to provide non-traditional students with business and management skills to fight poverty, secure peace, and improve living conditions in their communities. Many Thunderbird for Good programs focus on educating businesswomen in developing countries.

Starting and growing a company takes courage anywhere. However the challenges are multiplied for men and women at the "base of the pyramid" in emerging markets where Thunderbird for Good operates. Aspiring entrepreneurs in developing countries have passion and tenacity, but often lack the knowledge to write business plans, manage cash flow and market their enterprises. Thunderbird for Good works to tear down these barriers to success through management education programs that support entrepreneurs, offering customized programs on Thunderbird's campus in Glendale, Arizona and in country, in the developing nations where program participants live and work. Thunderbird for Good program graduates create lasting value for their families and improve conditions in their communities by creating jobs and sharing their knowledge.

A combination of private donations and support from corporate, government, volunteer and non-profit partners sustains Thunderbird for Good programs, allowing us to



train women from countries like Afghanistan, Indonesia, and Uzbekistan. In addition, Thunderbird for Good connects participating organizations that demonstrate their global citizenship with Thunderbird students, alumni, faculty and staff who use their business skills to create sustainable prosperity worldwide. This has led to classroom projects, volunteering, internships and mentoring opportunities around the globe.

The purpose of Thunderbird for Good can be summarized in the words of Thunderbird's second president, Dr. William Schurz (1945-1951):  
***"Borders frequented by trade seldom need soldiers."***

## PROJECT ARTEMIS

Thunderbird for Good's flagship program, *Project Artemis-Afghanistan*, is a unique business skills training program that aims to build the entrepreneurial skills of promising Afghan businesswomen. Hosted on Thunderbird's Arizona campus, the program includes two weeks of business and entrepreneurial decision-making training, site visits, cultural outings, mentorship by women entrepreneurs, and follow up support and online business coaching. Since its inception in 2005, more than 70 women have earned business certificates. In 2011, the program expanded to include Pakistan. More women entrepreneurs are expected to participate in the next program in January 2013.

## THE GOLDMAN SACHS 10,000 WOMEN INITIATIVE

A five-year investment by Goldman Sachs to provide 10,000 underserved women around the world with a business and management education. *10,000 Women* operates through a network of more than 70 academic and non-profit partners to develop locally relevant coursework for students and to improve the quality and capacity of business education. Thunderbird works in partnership with local universities, developing the curriculum, training the trainer and providing ongoing support throughout the program. Thunderbird operates the *10,000 Women* Initiatives in Afghanistan, Pakistan and Peru.



## STRENGTHENING WOMEN ENTREPRENEURS IN PERU

In collaboration with the Inter-American Development Bank (IDB), Goldman Sachs, MiBanco, Universidad del Pacifico, and the Australian Government, Thunderbird for Good launched "Strengthening Women Entrepreneurship in Peru" in 2010 to bring business education and access to capital to thousands of Peruvian women. The project has two components targeting distinct groups of women entrepreneurs. The first, "Proyecto Salta" (Spanish for "Project Jump"), is a large-scale, country-wide training program focused on women micro-entrepreneurs. Proyecto Salta includes seminars, mentoring and access to additional resources to help 100,000 women micro-entrepreneurs grow their businesses. The second component, a business certificate program for women small business owners, is part of the Goldman Sachs *10,000 Women* Initiative. The program will provide 700 women with access to advanced business education, international networks, mentoring and capital.



## U.S. DEPARTMENT OF STATE AND GOLDMAN SACHS 10,000 WOMEN ENTREPRENEURSHIP PARTNERSHIP

Known as the Global Cohort, the collaboration between the U.S. Department of State, Goldman Sachs and Thunderbird for Good will bring three groups of women entrepreneurs to campus for two weeks of business education in 2012. World-class Thunderbird professors and guest lecturer with real-world experience lead classroom learning on topics such as marketing, leadership, strategy, finance, negotiation, communication and business planning. The women also learn through site visits to local businesses and networking events. Each participant develops a viable business plan that can be used as a tool to run their business, secure financing or present to potential supporters.

## DREAMBUILDER: THE WOMEN'S BUSINESS CREATOR

Freeport-McMoRan Copper & Gold announced their commitment to develop DreamBuilder, a groundbreaking training and certification program in collaboration with Thunderbird for Good at the Clinton Global Initiative in 2011. This unique business skills training program uses innovative web-based technologies to deliver all instructional materials, tools and resources through an online learning format. Course material is available anywhere, anytime the internet is available and makes use of gaming, a telenovela (soap opera), and interviews to keep the lessons interactive and entertaining. The program supports women entrepreneurs in Chile and Peru, two of the countries where Freeport-McMoRan operates mining facilities. Empowering women through education, DreamBuilder provides the tools and skills needed to lead more productive lives, enabling the development of healthier and more sustainable communities.

To learn more about Thunderbird for Good, visit

Website: [www.thunderbird.edu/t4g](http://www.thunderbird.edu/t4g)

Facebook: [www.facebook.com/Thunderbird.for.Good](http://www.facebook.com/Thunderbird.for.Good)

Twitter: @TbirdforGood

Email: [good@thunderbird.edu](mailto:good@thunderbird.edu) Tel: 602-978-7650

