



Thunderbird for Good: “Strengthening Women Entrepreneurship in Peru”

Thunderbird for Good

Thunderbird for Good specializes in customized business training for women entrepreneurs in developing countries. Thunderbird’s dedication to global citizenship is exemplified by Thunderbird for Good’s commitment to leveraging the school’s expertise in international business in order to provide learning experiences for students who would not otherwise have access to a Thunderbird education.

The efforts of Thunderbird for Good help to fight poverty, secure peace and improve living conditions in communities throughout the world by applying the school’s world-class expertise in management education.

An International Development Project

“STRENGTHENING WOMEN ENTREPRENEURSHIP IN PERU”

Thunderbird School of Global Management is contributing its expertise and in-kind donations toward the “Strengthening Women Entrepreneurship in Peru” project which provides training to women micro and small entrepreneurs throughout Peru. Managed by the Office of Thunderbird for Good, Thunderbird is collaborating with the Multilateral Investment Fund of the Inter-American Development Bank Group (MIF/IDB), Goldman Sachs, Mibanco, Universidad del Pacifico, and the Australian Government to bring business education and access to capital to thousands of women. The project has two components each targeting a distinct group of women microfinance clients.

The first component, called “Proyecto Salta,” is a large scale, country-wide training program focused on women micro-entrepreneurs. Salta includes seminars, consulting, and other resources to help 100,000 women micro-entrepreneurs grow their businesses. Training sessions are held in urban and rural locations, and stress practical methods for improving business processes, building self-esteem, and getting access to resources.

The second component is part of the Goldman Sachs 10,000 Women program, a business certificate program for women small business owners. The purpose of this program is to provide 700 women with



access to advanced business education, international networks, mentoring, and capital. Women receive extensive classroom instruction conducted by the Universidad del Pacifico in Lima and other cities in Peru. In addition to classroom time, the women receive personal business mentoring by Peruvian and international women executives.

MBA CONSULTANTS – PERU

Thunderbird MBA’s will provide business consulting and mentoring to the women micro-entrepreneurs in Peru. Selected Thunderbird students get the opportunity to work as consultants with women in the micro-finance sector in Lima and the surrounding areas. This unique, hands-on project gives students real life, international work experience that will not only benefit their career advancement, but will also aid the micro-finance industry in Latin America.





EXPERTS IN WOMEN ENTREPRENEURSHIP

- Thunderbird School of Global Management has been committed to the training of women entrepreneurs in developing countries since 2005, and has launched several highly successful programs for women with various partners, including with the Goldman Sachs 10,000 Women Program in Afghanistan and Project Artemis.

Micro and small enterprises (MSEs) comprise 98% of all the businesses in Peru. Women own and operate over 40% of these enterprises. MSEs generate half of Peru's GDP and play a pivotal role in the livelihoods of millions of workers and their families.

“Investing in the education and economic empowerment of women in developing countries not only improves the lives of the women themselves, but enriches the entire community and contributes to the sustainable prosperity of those countries as a whole. Our goal is to change lives and create lasting benefit. This truly global partnership, allows us to unite with leading financial institutions who share this goal and are deeply committed to realizing our vision of a better world through education and opportunity.”

- Dr. Ángel Cabrera,
President of Thunderbird



- The “Strengthening Women Entrepreneurship in Peru” project will extend proven training methodologies to the specific needs of women entrepreneurs in Latin America.
- A growing body of research underscores the needs for relevant business training for women entrepreneurs, particularly given their roles in households and microenterprises. Investing in women’s human capital is a powerful tool to help women and families out of poverty.

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.



Learn more about Thunderbird for Good and the Strengthening Women Entrepreneurship in Peru program:

Visit http://www.thunderbird.edu/about_thunderbird/thunderbird_good or contact Craig Brammer, Program Manager, Peru at craig.brammer@thunderbird.edu