

Develop Your Skills for High-Performance Global Business Success

March 15-26, 2010
(two consecutive 4.5 day modules)
Glendale, Arizona



*A professional certificate program specifically
designed for NFL players pursuing opportunities outside of football*

Enroll now and receive your “*Business Management Certificate*” from
Thunderbird, the world’s #1 ranked school in global business management



THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT

Thunderbird Delivers!

"What sets Thunderbird apart from other programs? Quite simply, they teach their students how to achieve 'peak performance' -- all the PRACTICAL skills that make one stand out from the rest of the pack as you embark on a second career. That's what made Thunderbird so special for me."

Kim Williams
Chief Operating Officer
NFL Network
Thunderbird Alum 1992



"In my experience with Thunderbird, they work with you to develop the right answer and help you move your projects forward in the right direction"

Rolando Cantú
Manager International
Business Ventures
Arizona Cardinals

ACHIEVE YOUR GOALS

Anyone who has played in the NFL has already demonstrated courage, determination and strategic thinking. These skills aren't valuable only on the playing field - they're valuable in the business field as well.

PROGRAM SCOPE

In the business world, there is little time for practice. There are no designed breaks, few specialty coaches, and minimal support systems to create and execute your game plan. It's a demanding world and can be overwhelming unless you have the professional business skills needed for success.

The main aim of this unique and powerful Thunderbird certificate program is to develop a practical hands-on learning experience that will address relevant professional and personal challenges facing NFL athletes as they pursue opportunities outside of football.

Thunderbird will leverage its top business faculty and guest speakers to deliver an inspiring professional certificate program that will help you build a successful foundation for a smooth transition into a competitive business environment.



This is the first program of its kind to deliver a comprehensive set of skills vital to business success. Dynamic and interactive sessions provide a perspective of the functional areas of effective business performance with a program flow that maximizes learning impact.

PROGRAM HIGHLIGHTS

The program content is tailored specifically to the needs of NFL players who are developing or participating in business. Highlights include:

- Interactive sessions and discussions led by the world's foremost experts on business strategy, entrepreneurship, negotiations and personal performance
- Guest speakers to include successful fellow NFL alumni and business leaders
- Networking opportunities with "like minded" active and retired NFL players as well as members of Thunderbird's extensive global community
- Two consecutive 4.5 day modules designed for business impact – with an extended weekend off for "Arizona" activities

PROGRAM CONTENT

This unique and comprehensive program is designed and delivered by Thunderbird's world-class faculty. Program participants will gain practical knowledge and enhance their business and personal tool-kit in topic areas vital to success in business.

Topic areas will be cohesively linked and include:

Entrepreneurship

- The entrepreneurial process and growing an entrepreneurial business
- Business opportunity analysis and essential tools for an entrepreneur

Business and Global Strategy

- Fundamental strategy tools and value creation
- Drivers of competitive positioning, strategy creation and execution

Marketing / Brand Strategy

- The "business case" for a strong personal brand
- Investing in your brand and effective brand extensions

Global Finance

- Financial analysis: from basics to foreign exchange
- Capital investment decisions and valuation of a business

Effective Business Leadership

- Personal leadership effectiveness and sustainability
- Fundamental differences between leadership and management

Strategic Business Negotiation

- Effective planning activities and stages of negotiations
- Cultural/personal frameworks that affect negotiation style and success

Business Communication

- Managing effective communications in the digital age
- Persuasive business reports, business plans, presentations

Management Professionalism

- Personal and business professionalism - a source of differentiation and competitive advantage in the "new world order"



Check the characteristics that apply to your concerns about a career outside of football

- I need to know more about the business skills needed to succeed outside of football.
- I need to develop skills for effective business leadership.
- I need to develop the ability to recognize and negotiate an attractive business opportunity and to walk away from one that's not.
- I want to develop the skills needed to participate and be valuable in an attractive business opportunity.
- I want to develop personal performance skills and a global mindset to enhance my success in a business career.

If you checked at least two boxes, this program is for you!

Thunderbird Faculty Led by Academic Director and Award-Winning Professor



Richard Ettenson,
Ph.D.

Thunderbird Professor of Global Marketing and Brand Strategy

Dr. Richard Ettenson specializes in helping organizations and senior business leaders merge business, marketing and brand strategies to achieve business success. An entrepreneur and former CEO, he has delivered highly effective corporate programs on five continents to professionals from a wide range of world-class enterprises.

Other Participating Faculty Include:



Robert Hisrich,
Ph.D.

Thunderbird Garvin Professor of Global Entrepreneurship and Director of the Global Entrepreneurship Center

Dr. Robert Hisrich is a world-renowned expert and author on entrepreneurship. He, himself, is a global entrepreneur who has founded more than a dozen companies including H&B Associates, a marketing and management consulting firm.



Thunderbird Welcome Wall, Arizona Campus

TAKE COMMAND OF YOUR FUTURE AND JOIN OUR UPCOMING COURSE!

Where: Glendale, Arizona

Dates: March 15-26, 2010

Program Fee: \$11,750*

Registration Deadline: February 12, 2010

Education Credit Units: Upon completion, eligible participants may receive 6.0 continuing education units (CEUs) and up to \$5,000 credit toward a Thunderbird Executive MBA (EMBA) degree.

**Includes tuition, course materials, meals, and networking events.*

REGISTRATION PROCESS

Register online
www.thunderbird.edu/pro_players

For more information, please contact:

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