



Powered by the Arizona State University Enterprise

# Thunderbird Executive Education

In person | Online | On-demand



# Elevate your leadership journey with Thunderbird's **open enrollment programs**

Focused on equipping individuals with the latest business knowledge and leadership skills. Our curated portfolio of open enrollment programs covers a wide range of topics. Designed with busy professionals in mind, all programs are scheduled between 9 a.m. and 4 p.m. Connect with a diverse cohort of experienced professionals and gain valuable insights through interactive sessions, expert faculty instruction, and real-world case studies.

## Schedule

Program locations and dates subject to change. For the latest information, visit: [thunderbird.asu.edu/executive-education/individual](https://thunderbird.asu.edu/executive-education/individual)

### 2024

#### July

- 8-11 **Leading for Success in Emerging Markets** *Jakarta, Indonesia*

#### September

- 23-24 **Negotiations and Influence** *Phoenix, AZ*

#### October

- 7-11 **Space Leadership, Business and Policy** *Washington, D.C.*
- 10-11 **Strategic Management for Organizational Excellence** *Phoenix, AZ*
- 14-15 **Leading High-Performance Teams** *Phoenix, AZ*
- 17-18 **Digital Transformation** *Phoenix, AZ*
- 24-25 **Business Analytics and Big Data in a Global Economy** *Mexico City, Mexico*

#### November

- 7-8 **Understanding Financial Statements** *Phoenix, AZ*
- 12-13 **Strategic Management for Organizational Excellence** *Jakarta, Indonesia*
- 12-13 **AI and Intelligent Transformation** *Phoenix, AZ*





# 2025

## January

- 23-24 Change Management
- 18-19 Agile Leadership

Phoenix, AZ  
Mumbai, India

## February

- 3-4 Doing Business in China
- 6-7 Marketing Strategies for Global Markets
- 25-26 Global Mindset for Developing Leaders
- 20-21 Elevating Customer Experience: From Touchpoints to Transformation

Phoenix, AZ  
Phoenix, AZ  
Riyadh, Saudi Arabia  
Phoenix, AZ

## March

- 6-7 Strategic Foresight for Sustainable Change
- 13-14 Agile Leadership
- 24-25 Negotiations and Influence
- 26-27 Management of Innovation to Create Value
- 27-28 Entrepreneurship for Sustainability

Phoenix, AZ  
Phoenix, AZ  
Phoenix, AZ  
Jakarta, Indonesia  
Phoenix, AZ

## April

- 3-4 Communication Dynamics: Mastering Cross-Cultural Interactions
- 10-11 Understanding Global Financial Management
- 18-19 Digital Transformation
- 24-25 AI and the Future of Work
- 30-1 Negotiations and Influence

Phoenix, AZ  
Phoenix, AZ  
New Delhi, India  
Phoenix, AZ  
Riyadh, Saudi Arabia

## May

- 6-13 Executive Certificate in Business Administration
- 6-7 Strategic Management for Organizational Excellence
- 8-9 Leading High-Performance Teams
- 12-13 Digital Transformation
- 8-9 Business Analytics and Big Data in a Global Economy
- 15-16 Management of Innovation to Create Value
- 21-22 Finance for Non-Financial Managers

Dubai, UAE  
Dubai, UAE  
Dubai, UAE  
Dubai, UAE  
Phoenix, AZ  
Phoenix, AZ  
Phoenix, AZ

## June

- 3-10 Executive Certificate in Business Administration
- 3-4 Strategic Management for Organizational Excellence
- 5-6 Leading High-Performance Teams
- 9-10 Digital Transformation
- 11-12 Understanding Global Financial Management
- 16-17 Finance for Non-Financial Managers

Jakarta, Indonesia  
Jakarta, Indonesia  
Jakarta, Indonesia  
Jakarta, Indonesia  
Riyadh, Saudi Arabia  
Los Angeles, CA

## July

- 10-11 Innovative Leadership

Shanghai, China

## August

- 15-16 AI and Intelligent Transformation

Bengaluru, India

## September

- 8-9 Contemporary Crisis Management
- 18-19 Understanding Global Financial Management
- 25-26 AI and Intelligent Transformation

Phoenix, AZ  
Phoenix, AZ  
Dubai, UAE

## October

- 2-3 Innovative Leadership

Phoenix, AZ

# Thunderbird

## Executive Education

Thunderbird Executive Education empowers global professionals, and world-class organizations to shape business landscapes impacting them by developing future-ready skills and connecting them to a network of diverse, global experts. Today, the world requires leaders with creativity, ingenuity, and resilience more than ever. Through our individual courses, custom programs, and partnerships, Thunderbird, and its extensive network, provides cutting-edge programs that cultivate these global leaders.

Thunderbird School of  
Global Management  
**#2** in the **U.S.**  
and **#17** worldwide  
for **executive  
education  
custom programs**

ASU ahead of University of Miami,  
Rutgers University and Trinity College Dublin  
— Financial Times Executive Education ranking, 2024





## Top-ranked programs

Financial Times ranked Thunderbird Executive Education custom programs at No. 17 worldwide — ahead of the University of Oxford and the University of Cambridge — and No. 2 in the United States, among the top 75 programs globally.

## Applied learning

Choose from 25+ open enrollment and 10+ on-demand programs to enhance leadership skills through hands-on experience.

## Flexible program offering

Tailored to your convenience and schedule, our programs offer flexibility with options for in-person, online, or on-demand learning.

## A global network

Tap into our global network, spanning nearly 50,000 degree alumni and over 200,000 executive education participants across 150 nations.

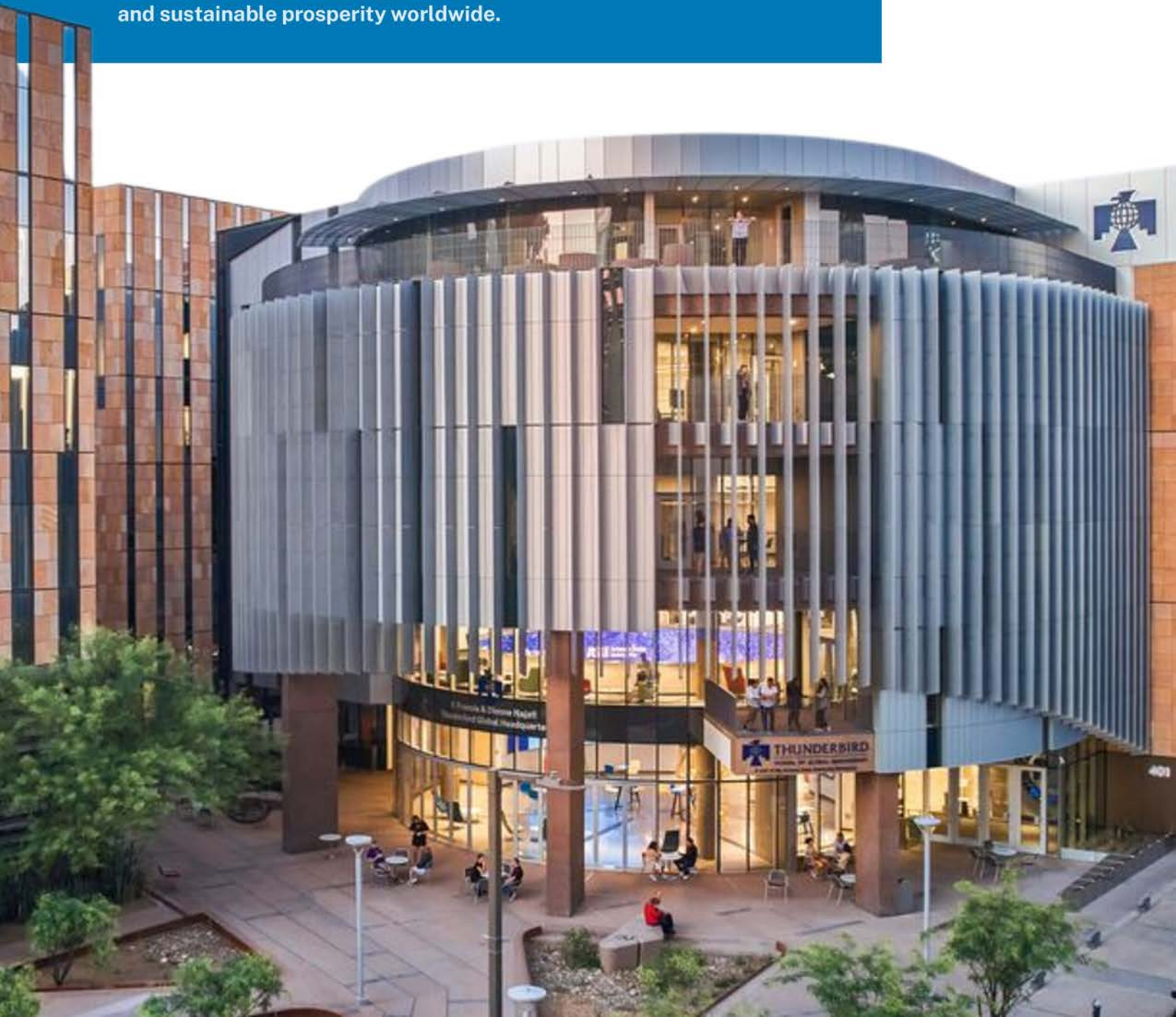
## Thunderbird legacy

Building global leaders for over 75 years, Thunderbird's legacy extends worldwide with operations in Geneva, Dubai, Tokyo, Seoul, Nairobi, Jakarta, and nearly 15 other cities.

# Why Thunderbird

Thunderbird School of Global Management at Arizona State University is the world's premier institution for global and digital leadership and management education for the Fourth Industrial Revolution, but we are much more than a school.

For over 75 years, Thunderbird has trained a global network of leaders, managers, entrepreneurs, and intrapreneurs across the private and public sectors who advance the School's vision of inclusive, equitable, and sustainable prosperity worldwide.





# Mini-United Nations

Thunderbird became the world's first-ever higher education institution to focus exclusively on international leadership by concentrating its curriculum on global management and business skills, international political economy and regional business environments, languages, and cross-cultural communications. Often referred to as a "mini-United Nations" due to its diverse and inclusive global student body, Thunderbird is also renowned worldwide for its elite and highly engaged alumni network of nearly 50,000 global leaders in nearly 150 nations. **Over 200,000 executive education participants have enriched their lives through Thunderbird Executive Education.**



**Over  
200,000**  
*executive education  
participants.*

**50,000**  
*global leaders in  
nearly 150 nations.*

Thunderbird's regional Centers of Excellence ensure that the School is now the world's first truly global multinational leadership and management school, committed to training the next generation of global leaders.

## Centers of Excellence

- Phoenix, AZ (HQ)
- Geneva, Switzerland
- Dubai, UAE
- Nairobi, Kenya
- Tokyo, Japan
- Seoul, Korea
- Shanghai, China
- Mumbai, India
- Los Angeles, CA
- Washington, D.C.
- Jakarta, Indonesia
- Amsterdam, Netherlands
- London, UK
- Dakar, Senegal
- Bogota, Colombia
- Mexico City, Mexico

# Unlock your organization's potential with Thunderbird's custom programs



Thunderbird Executive Education prioritizes collaborative engagement with clients to tailor bespoke programs that address the unique challenges and complexities of modern leadership. We strive to comprehend our clients' specific organizational hurdles, identify growth opportunities, and assess their existing competencies.

Through this collaborative approach, we co-create individual and team development pathways within our curriculum design and delivery process.

Drawing upon decades of experience collaborating with a diverse array of global organizations across various industries and sectors, both private and public, and spanning numerous geographical locations and cultural contexts, Thunderbird adopts a multidimensional approach to client management.

**Customized multi-day engagements for targeted groups.**

**Tailor-made corporate executive degree programs.**

**Hybrid programs combining online and in-person modules for optimal learning.**

**Flexible formats spanning time zones and regions for full organizational impact.**



**AACSB  
ACCREDITED**



With decades of experience in executive education, Thunderbird brings a wealth of expertise to the table. Our faculty members are industry leaders, renowned for their knowledge and practical insights. Drawing upon this experience, we deliver cutting-edge content that is relevant, actionable, and impactful.

## **Global perspective, local relevance**

Thunderbird's global footprint allows us to offer custom executive education programs that are culturally sensitive and globally relevant. Whether your organization operates in one country or across multiple continents, our programs are designed to meet your unique needs while leveraging the latest insights from around the world.

## **Flexibility and innovation**

We understand that every organization is different, which is why our custom programs are highly flexible and innovative. Whether you prefer on-site workshops, virtual learning modules, or a blend of both, we can customize a program that fits your schedule, budget, and learning preferences.

## **Transformative leadership development**

Our ultimate goal is to drive meaningful change and transformation within your organization. By equipping your leaders with the knowledge, skills, and mindset they need to succeed, we empower you to achieve your strategic objectives and stay ahead of the competition.



# World-class Leadership

*“Thunderbird Executive Education equips you to learn from a world-class, diverse, and international faculty. We carefully design our programs as immersive experiences that foster dynamic learning, encourage the development of new knowledge and skill sets, and provide opportunities to experiment with ideas.*

*Thunderbird Executive Education introduces concepts and frameworks that you can directly apply to real-world issues and solutions, impacting your leadership development and organizational performance. Your success is our shared success!”*



## **Lawrence Abeln**

Deputy Dean, Thunderbird Executive Education  
Clinical Professor of Global Management  
Thunderbird School of Global Management



# Partnering for impact

Thunderbird Executive Education empowers you and your organization to tackle today's complexities and emerge as a leader equipped to shape the future.



- **World-class instructors** | Programs are taught by renowned experts in various fields, including global and digital leadership and management, among others.
- **Customized programs** | Our team collaborates closely with organizations to design custom programs tailored to their specific needs and objectives. This ensures that the professional development initiatives align closely with the organization's strategic goals.
- **Global perspective** | Thunderbird's focus on global leadership and management means that our programs incorporate a broad, international perspective.
- **Innovative learning methods** | Participants can engage with program materials and concepts that utilize experiential learning, interactive workshops, and more.
- **Flexible delivery options** | Whether it's on-demand, in-person, online, or a hybrid format, Thunderbird offers flexible delivery options to accommodate the needs and preferences of organizations and their employees.
- **Proven track record** | Thunderbird has a long history of excellence in executive education, with a track record of success working with leading organizations across various industries.

Partnering with Thunderbird's Executive Education team can empower organizations to develop their talent, drive innovation, and achieve sustainable growth in today's dynamic business landscape.

## Notable clients





# Open enrollment programs





# Communication Dynamics: Mastering Cross-Cultural Interactions

Learn to lead with the skills and knowledge necessary to navigate and thrive in diverse cultural environments. Explore key concepts of cultural awareness, communication styles, empathy, and adaptability, and strengthen conflict-resolution abilities.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Enhance your understanding of diverse cultures.
- Improve communication skills in international settings.
- Gain emotional intelligence, particularly in multicultural contexts.
- Enhance your ability to resolve cross-cultural conflicts.
- Gain opportunities to network with professionals globally.
- Develop leadership skills for global environments.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Cultural Awareness



Negotiation and Conflict Resolution



Communication Across Cultures



Cultural Dimensions and Frameworks



**Leadership and management**





# Contemporary Crisis Management

Transform from reactive problem-solver to masterful crisis navigator. After this two-day workshop, you will be equipped with cutting-edge skills and proven tools to build organizational resilience and emerge from any challenge stronger.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Identify and assess the latest trends shaping crisis management, from social media firestorms to environmental disasters.
- Conduct a comprehensive evaluation of your organization's vulnerabilities and strengths, uncovering potential blind spots and areas for improvement.
- Learn to recognize early warning signs, overcome cognitive biases, and prevent minor setbacks from escalating into a full-blown crisis.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Assessing Your  
Organization's Crisis  
Readiness



Building a Resilient  
Organizational  
Foundation



The Do's and Don'ts of  
Crisis Leadership



Fortifying Your Personal  
Crisis Leadership Skills



**Leadership and management**



## Doing Business in China

Unlock practical insights and cultural fluency to confidently navigate the intricacies of China's dynamic business landscape. Join the intensive two-day workshop that goes beyond headlines, equipping participants with the essential knowledge and tools for a journey into the Chinese market.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Gain a deeper understanding of Chinese history and culture, with an emphasis on how deeper understandings of Chinese history and culture help in effective execution on the business front.
- Develop a deep understanding of China's political system and how current politics affect the business environment.
- Learn about effective business structures and negotiation strategies that take into account Chinese history, culture, and the political system.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Create a Foundation to Diagnose the State of  
Doing Business in Today's China



Build a Learning  
Community of  
Business Leaders



Formulate a Strategic  
Point of View on Doing  
Business in China



**Leadership and management**





# Innovative Leadership

Dive deep into the micro and macro aspects of leadership, empowering you to motivate, inspire, and thrive in complex environments. Explore innovative approaches to vision, strategy, and organizational design. Learn to align your actions with your goals and cultivate a leadership culture that drives exceptional results.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Gain practical skills and strategies to motivate, inspire, and empower others.
- Learn to think creatively and solve problems effectively in complex situations.
- Understand how to translate your vision into actionable plans for team and organizational success.
- Discover your strengths and areas for growth to become a more impactful leader.
- Foster a culture of leadership and collaboration that drives results.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Leadership  
Essentials



Vision and  
Strategy



Introspective  
Leadership



Creative  
Problem-Solving



**Leadership and management**







# Change Management

Discover a multicultural environment where diverse insights and practical applications merge. Through interactive sessions and collaboration with peers from various industries and cultural backgrounds, you'll gain the skills and confidence to become a catalyst for change within your organization. Don't just adapt to change — lead it.

**\$1,500 | 2 days | in person or online**

## Program benefits

- Develop effective strategies for motivating teams, overcoming resistance, and implementing new processes.
- Learn the latest best practices and tools for successful change management.
- Build your personalized action plan for a critical change initiative you are currently confronting.
- Refine your leadership skills to adapt your approach to different stages of change and inspire your team throughout the process.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Shifting Perspectives and Dismantling Limiting Beliefs for Growth



Understanding and Utilizing Motivators



Aligning Stakeholders for Change



Establishing Metrics, Tracking Progress, and Demonstrating Impact



**Leadership and management**







# Leading High Performance Teams

Gain valuable insights into diverse leadership qualities and practical tools, enabling individuals to develop flexible leadership styles, motivate teams, manage conflicts, and drive change for effective leadership outcomes. Designed for managers and leaders aiming to enhance their team building and leadership skills.

**\$1,500 | 2 days | in person or online**

## Program benefits

- Develop a deep understanding of team building and gain a practical toolkit to be a better leader of teams and an effective team member.
- Learn effective ways teams deliver high performance and utilize teamwork to enhance organizational results.
- Identify opportunities to improve the way teams work together and align towards common goals, ultimately driving organizational success.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Developing Flexible Leadership Styles



Persuading and Influencing



Practical Tools to Consider in Team Building to Create High-Performance Organizations



Motivating Employees and Aligning Vision Toward Common Goals



**Leadership and management**





# Agile Leadership

Explore proven frameworks and agile leadership practices to navigate rapid change, foster innovation, and achieve strategic objectives. From strategic agility to operational effectiveness, this workshop covers essential topics such as integrating Agile methodologies with Objectives and Key Results (OKRs), cultivating high-performing teams, and leveraging metrics for optimization.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Drive change with proven frameworks and agile leadership practices.
- Integrate Agile methodologies with OKRs for efficient project execution.
- Cultivate a culture of responsiveness and proactive problem-solving.
- Set clear objectives and track progress for demonstrably successful outcomes.
- Equip yourself with in-demand skills for driving change and leading in today's dynamic business landscape.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Strategic Agility:  
Mindset and Culture



Operational Agility  
and Operating  
Rhythm



Supporting  
Sustained Change



Agile Leadership  
Principles



**Leadership and management**





# Negotiations and Influence

Explore the intricate world of negotiation through a blend of theoretical knowledge and practical applications. From mastering persuasion and communication skills to navigating cultural nuances and managing conflicts, this program covers it all. Gain insights into negotiation psychology, tactics, and strategies, empowering you to approach any negotiation with confidence and integrity.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Learn proven tools and techniques to prepare for any negotiation.
- Gain insights into human behavior to influence decisions, manage emotions, and build rapport for successful negotiations.
- Approach ethical dilemmas with confidence and integrity, making decisions that align with your values.
- Explore strategic negotiation practices to contribute to your organization's competitive edge.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Negotiation Tactics and Strategies



Understanding Negotiation Psychology



Negotiation Fundamentals



Managing Difficult Conversations and Conflicts



**Leadership and management**







# Strategic Management for Organizational Excellence

Gain the edge needed to thrive in today's dynamic environment. From analyzing competitors to globalizing strategies for international success, this program covers essential topics to enhance organizational effectiveness and performance. Designed for professionals involved in strategic planning or implementation.

**\$1,500 | 2 days | in person or online**

**ASU**

## Program benefits

- Enhance strategic thinking and informed decision-making under conditions of uncertainty.
- Master strategic implementation and performance optimization.
- Develop effective stakeholder alignment, engagement, and risk mitigation strategies.
- Hone strategic leadership skills for adaptability and change management.
- Gain confidence in risk assessment and opportunity exploration.
- Harness strategic management tools for effective implementation.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Analyzing Competitors



Case Studies of Strategic Champions



Mergers and Acquisitions as Strategic Levers



Globalizing Your Strategy



**Leadership and management**







# Global Mindset for Developing Leaders

Master key leadership skills for global success through digital transformation. Explore the concept of Global Mindset and its relevance to managers and organizations, especially those engaged in major digital transformation strategies. Participants will complete Thunderbird's brand new scientifically designed Global Digital Mindset Inventory (GDMI).

**\$1,500 | 2 days | in person or online**

## Program benefits

- Learn to lead and manage teams from different cultures and backgrounds with confidence.
- Foster productive and inclusive workplaces where people from different cultures can collaborate effectively.
- Gain cultural insights to tailor your strategies and programs for success in different countries and industries.
- Develop trust-building techniques to establish strong relationships with diverse stakeholders.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Challenges Facing Leaders in Global Roles



Cultural Differences Around the Globe



Trust-Building Across Countries



Opportunities and Challenges in Digital Transformation



**Leadership and management**



# Finance for Non-Financial Managers

Gain the financial confidence to champion cost-effective projects that drive growth and make impactful decisions for teams and companies as a whole. This two-day workshop will equip participants with essential skills like analyzing financial statements, calculating cash flow for project valuation, and crafting compelling proposals for securing investments.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Manage budgets and risks wisely, allocate resources strategically, and maximize the ROI for your projects, team, and organization.
- Gain the financial savvy to make sustainable, value-driven decisions that contribute to your organization's financial success.
- Analyze data, navigate financial reports, and communicate effectively with finance teams to drive impactful choices at all levels.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Demystifying Financial Fundamentals



From Numbers to Impact



Maximizing Resources and Securing Funding



Influencing and Aligning Stakeholders



**Finance**





# Understanding Financial Statements

Not a “numbers person?” Then this is the program for you. This two-day workshop explores the fundamentals of financial accounting, giving participants the confidence to understand financial statements and contribute to strategic discussions. Gain a solid grasp of income statements, balance sheets, cash flow statements, key ratios, the Dupont Analysis, and how businesses track their performance and financial health.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Gain a solid understanding of income statements, balance sheets, and cash flow statements.
- Interpret these statements to track performance, uncover insights, and make informed decisions for your business.
- Calculate and analyze key ratios to assess business health and identify strengths and weaknesses.
- Leverage the Dupont Analysis to deep-dive into profitability and pinpoint areas for improvement.
- Make data-driven decisions with a new perspective on financial performance.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Financial Statements



Accounting Fundamentals



Financial Analysis



Accounting Systems and Regulatory Frameworks



**Finance**





# Understanding Global Financial Management

Learn to identify and manage financial risks, maximize profitable opportunities, and ensure sustainable growth for your international ventures. Analyze currency fluctuations, overcome legal hurdles, and develop winning financial strategies for different foreign markets, giving you the confidence to shape your company's global potential and long-term sustainability.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Confidently assess risks and opportunities, and make informed cross-border decisions.
- Navigate currency fluctuations, manage foreign exchange exposures, and optimize global cash flows.
- Deliver impactful financial insights and steer your organization toward international success.
- Identify and manage threats to your international ventures, like political instability, legal hurdles, and cultural nuances.
- Discover powerful tools to secure profitable cross-border deals and streamline import/export operations.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Optimizing Global Cash Flows



Managing Export/Import Operations



Sustainable Global Growth Strategies



Hedging Foreign Currency Risk



**Finance**







Powered by the Arizona State University Enterprise



# AI and Intelligent Transformation

Designed for professionals from established companies seeking to optimize operations or from fast-growing ventures poised for disruption, this intensive program equips participants with the knowledge, strategies, and practical tools to thrive in the age of intelligent transformation.

**\$1,500 | 2 days | in person or online**

## Program benefits

- Gain a comprehensive understanding of AI and its transformative potential.
- Use case studies to analyze the different stages of digital and intelligent transformation across industries.
- Acquire tools and resources to overcome common challenges encountered in AI adoption.
- Develop a roadmap for implementing an AI-powered strategy within your organization.
- Gain insights into the evolving landscape of generative AI and its implications for future transformation.
- Network with like-minded leaders and industry experts.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Demystifying AI: Understanding the Technology and Its Impact



Business Transformation in the age of AI: From Digital to Intelligent



Industry-Specific Applications of AI



Building an AI-Ready Organization: Data, Infrastructure, and Talent



### Digital transformation, technology and innovation





# AI and the Future of Work

Gain a practical understanding of AI, machine learning, and their impact on business, leadership, and your industry. Through case studies, interactive workshops, and expert guidance, participants will develop the skills to navigate the future of work with AI, lead AI implementation, and drive innovation in your organization.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Gain a solid understanding of AI and its transformative potential.
- Equip yourself with the knowledge and skills to champion AI initiatives in your organization.
- Gain insights into the future of work with AI and prepare your workforce for success.
- Develop a strategic framework for ethical and compliant AI implementation.
- Identify specific AI applications to enhance your business operations and customer experiences.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



AI Demystified



AI in Action



The Future  
of Work with AI



Responsible  
AI Leadership



**Digital transformation,  
technology and innovation**



# Business Analytics and Big Data in a Global Economy

Master the nexus of business, technology, and global insights in today's knowledge economy. This two-day workshop empowers leaders with skills to excel in the data-driven global marketplace, emerging as savvy leaders driving organizational success.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Enhance understanding of the current state and future potential of data analytics and big data.
- Develop hands-on experience in applying these concepts to real-world business challenges.
- Improve your ability to make informed decisions based on data insights.
- Gain a competitive edge by leveraging data-driven strategies.
- Translate data insights into actionable business strategies.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Descriptive, Predictive, and Prescriptive Analytics.



Web and Sentiment Analysis, Text Mining, and Storytelling with Data.



Practical Applications in Text, Video, Image, and Voice Analytics.



Practical Cases and Discussions.



**Digital transformation,  
technology and innovation**







# Digital Transformation

Equip yourself with the expertise to thrive in a digitally-driven future and lead your organization to success. The program helps leaders identify game-changing innovations, design winning strategies, implement them for maximum impact, as well as learn how to spot hidden opportunities, craft winning roadmaps, and drive successful adoption.

**\$1,500 | 2 days | in person or online**

## Program benefits

- Craft data-driven strategies and infrastructure to navigate digital transformation complexities, optimize processes, and unlock new revenue potential.
- Champion engaging digital experiences, drive user adoption, and implement risk management frameworks to maximize customer value and mitigate cyber threats.
- Apply cutting-edge technologies like AI, IoT, blockchain, and bioinformatics to solve real-world challenges.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Technology Strategy and Operations



Data and Enterprise Architecture for Enterprise Leadership



Successful Deployment of Customer Facing Technology



Supply Chain Systems



**Digital transformation,  
technology and innovation**





# Management of Innovation to Create Value

Gain the skills to secure stakeholder buy-in and cultivate a culture of innovation within your organization. This dynamic program provides actionable strategies to identify, evaluate, and seize valuable opportunities in today's competitive business landscape. Whether you're a seasoned leader or an emerging professional, join us and take the next step toward shaping the future of your industry.

**\$1,500 | 2 days | in person or online**



## Program benefits

- See innovation as an ongoing process of creativity and improvement, not just a one-time event.
- Use proven tools and frameworks to spot and assess promising opportunities.
- Learn practical ways to come up with ideas, test them out, build prototypes, and get buy-in for your innovation initiatives.
- Develop personalized strategies to make innovation a part of your everyday work.
- Learn from real-life case studies that are relevant to your industry and role.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



The Essence of Innovation



Techniques to Identify Valuable Opportunities



Validating Opportunities Effectively



Keys to Effective Storytelling



**Digital transformation,  
technology and innovation**







# Elevating Customer Experience: From Touchpoints to Transformation

This two-day workshop covers key aspects of customer experience (CX) and strategy, with a focus on how innovation strengthens experiences, builds customer loyalty, and enhances your brand.

**\$1,500 | 2 days | in person or online**

## Program benefits

- Develop in-demand CX skills: Equip yourself with a valuable skillset to thrive in the customer-centric era.
- Craft winning CX strategies: Design and implement strategies that drive loyalty and retention.
- Map the customer journey: Understand and optimize customer touchpoints for maximum impact.
- Strengthen communication: Practice skills for effective and personalized customer interactions.
- Utilize analytical tools: Leverage data and insights to optimize your CX initiatives.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Customer Experience



Role of Innovation in Customer Experience



Customer Experience Strategy



Challenges in Customer Experience



Marketing







# Marketing Strategies for Global Markets

Unlock the power of your brand! Thunderbird School of Global Management's Marketing Strategies is a two-day program that equips participants with proven strategies to build and manage a successful brand, driving market share, customer loyalty, and business growth.

**\$1,500 | 2 days | in person or online**

## Program benefits

- Understand key brand-building principles and solidify your brand identity to stand out in the market.
- Learn practical frameworks to define your ideal audience and develop targeted marketing campaigns.
- Identify strategies to attract new customers and expand your reach within your niche.
- Gain techniques to build stronger relationships and increase customer loyalty.
- Discover methods to strengthen brand perception and differentiate yourself from competitors.
- Leave with actionable steps to ensure brand consistency and employee alignment.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Brand Strategy



Market and Audience Insights



Digital and Social Media Marketing



Brand Communication



Marketing





# The Business Value of Sustainability

In today's market, sustainability is critical to innovation and economic resilience. For businesses, understanding how sustainability can be embedded into their core strategies is essential for driving long-term profitability and securing a competitive advantage.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Explore how sustainability can align with and sometimes challenge traditional business goals such as profitability, market expansion, and short-term shareholder value.
- Gain insights into balancing these often-competing priorities through strategic decision-making, ultimately enhancing their ability to contribute to their company's market leadership, long-term resilience, and success.
- Sharpen business opportunities as a result of sustainable innovation.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Introduction to Sustainability and Business Value



Balancing Profitability and Environmental Goals



Strategic Decision Making for Sustainability



Competing Priorities and Stakeholder Engagement



**Sustainability and ESG**



# Strategic Foresight for Sustainable Change

In today's rapidly evolving landscape, the ability to craft and realize long-term visions that encompass not only growth but also societal and ecological good has become a critical leadership skill. As the world faces a time of profound change, it is imperative to recognize that we play an active role in co-creating our future.

**\$1,500 | 2 days | in person or online**

## Program benefits

- Apply foresight and storytelling techniques, including tools such as scenario planning.
- Navigate and shape the future with intention and insight.
- Integrate strategic foresight and systems thinking for participants to develop visionary goals that not only propel their organization forward but also ensure a lasting beneficial impact on society.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Foundations of  
Strategic Foresight



Theories of Change  
and Transformation



Crafting Visionary  
Strategies and  
Storytelling



Systems Thinking  
in Leadership



**Sustainability and ESG**



# Entrepreneurship for Sustainability

Delve into the role of entrepreneurship and technological innovation aimed at fostering sustainable development inside organizations. Unpack the interplay between social, environmental, and economic facets within entrepreneurial endeavors, fostering a comprehensive understanding of market shifts and societal advancements driven by innovation.

**\$1,500 | 2 days | in person or online**



## Program benefits

- Gain Insights into the role of entrepreneurship in driving innovation for societal good and business success.
- Explore leading-edge ideas regarding technology innovation and management practices.
- Drive organizational change through entrepreneurship. Navigate opportunities and challenges presented by market changes and regulatory frameworks to prepare for competitive advantage.
- Harness entrepreneurship and innovation within business landscapes to meet sustainable goals.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Effective  
Technology Scouting



Market Transformations and  
Societal Developments



Leadership in  
Responsible  
Innovation



Building  
Organizational  
Resilience



**Sustainability and ESG**





Powered by the Arizona State University Enterprise

# Executive Certificate in Business Administration

This transformative program condenses key business topics into actionable insights, propelling your career forward in today's competitive landscape.

**\$7,500 | 10 days | in person**



## Program benefits

- Flexibility and personalization: Tailor your learning with relevant electives.
- Condensed insights: Grasp key business concepts across various subject areas.
- Time and cost-effectiveness: Invest less time and money compared to traditional graduate degree programs.
- Actionable knowledge: Apply your learning to enhance your leadership, technological, and strategic skills.
- Competitive edge: Gain insights into best practices for building high-performing organizations.
- Participants will earn an Executive Certificate in Business Administration upon completion.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Leading Teams for High Performance



Digital Transformation



Strategic Management for Competitive Advantage



Three open enrollment programs and two electives



**Signature programs**



# Leading for Success in Emerging Markets

Immerse yourself in a four-day journey designed to empower emerging market leaders with the skills and strategies necessary for success in today's dynamic landscape. Led by esteemed faculty, this program focuses on equipping leaders with the tools to thrive in the complexities of emerging markets.

**\$3,500 | 4 days | in person**



## Program benefits

- Gain a comprehensive understanding of your strengths and weaknesses as a leader, and identify areas for strategic development.
- Master performance management, and change talent development techniques tailored to the emerging market context.
- Boost Your Impact: Learn to inspire and motivate your team, build organizational agility, and drive lasting performance improvement.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Context  
Setting



Inspiring  
Action



Leading  
Change



Developing  
Yourself



**Signature programs**





# Space Leadership, Business, and Policy

Harness the power of the booming space economy. This program, taught by globally recognized space leaders and distinguished faculty, equips you with the knowledge and skills to discover growth opportunities in the rapidly expanding space industry. Learn from experts and practitioners, access valuable learning materials, and network with fellow participants.

**\$6,500 | 5 days | in person**



## Program benefits

- Explore the space economy, including terminology, sectors, history, future opportunities, and risks.
- Apply and adapt entrepreneurial models and financing, explore related industries, and analyze investment opportunities.
- Identify the challenges and opportunities space brings to the environment and explore sustainable space solutions.
- Define space policy and leadership skills in the context of national security and economic development.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Introduction  
to Space



Global Leadership  
in Space



Space Effects and  
Industry Analysis



Space and  
Sustainability



**Signature programs**







# Going Global: Strategies for International Expansion

Gain insights into building organizational readiness, developing global mindsets, entering new markets, and forging strategic partnerships with companies, governments, and communities worldwide

**\$3,000 | 3 days | in person**

## Program benefits

- Assess and advance your enterprise's organizational readiness for global growth.
- Develop a strong global mindset for yourself and your team.
- Learn effective strategies for selecting and entering new markets to drive growth.
- Deepen capabilities for building successful international partnerships and collaborations.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Assessing Organizational  
Strengths and Weaknesses



Developing a Global  
Readiness Roadmap



Addressing Key Legal,  
Financial, and Operational  
Challenges



Building Cultural  
Intelligence and Sensitivity



**Signature programs**



# Learn at your own pace with Thunderbird's on-demand programs

Thunderbird Executive Education also offers on-demand certificate programs that enable participants to learn at their own pace. Courses include pre-recorded lectures, case studies, and exercises designed for your specific needs. This flexible format empowers you to enhance your skills or update your knowledge without disrupting your work commitments. Certificates available include:

- Transforming and Innovating Global Health Care
- Global Health Management
- Engaging the New Africa
- Smart Cities and Urban Innovation
- Health Innovation Leadership
- Global Oil and Gas Management
- Global Foresight and Leadership for Accelerated Growth
- Global Finance
- Doing Business with the New China
- International Credit and Trade Finance
- Business Analytics: Data Leadership and Creating Value in the Age of AI





The ASU logo is located in the top left corner, featuring the letters 'ASU' in a bold, white, sans-serif font. The 'A' and 'S' are connected, and the 'U' is separate. The background behind the logo consists of overlapping light blue hexagonal shapes.

# Thunderbird Executive Education

In person | Online | On-demand



[exec.ed@thunderbird.asu.edu](mailto:exec.ed@thunderbird.asu.edu)



[thunderbird.asu.edu/exec-ed](http://thunderbird.asu.edu/exec-ed)



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