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# THUNDERBIRD CONSULTING PRACTICUM

You and your organization

A Thunderbird MBA consulting team



- Capstone course
- Real-time client project
- Professional level deliverables

# THUNDERBIRD CONSULTING PRACTICUM



## Clients:

- Local, national, or international in scope
- Public (AZ MAG to Inter-American Development Bank)
- Private (start-ups to MNCs)
- Non-profit



# THUNDERBIRD CONSULTING PRACTICUM



## Student Consultants:

- Experienced young professionals
- International business experience
- Language and cultural fluency
- Second year MBA candidates

# AN EXAMPLE PROJECT

## **Client Organization:**

Maricopa Association of Governments (MAG)

## **Project:**

Identify trends in the companies and industries that engage in trade between Mexico and the MAG region and identify economic development opportunities based on these industries and trends

## **Deliverables:**

A detailed supply chain landscape analysis focusing on key companies, industries and trends in the Sun Corridor including Sonora. (groundwork for a strategic plan)

# WHAT WE DO

## Other Clients:



## Other things we can do for you:

- Organizational strategies and assessments
- Business plans and pro-forma financials
- Supply chain opportunities and investments
- Marketing strategies and research
- Market entry strategies
- Human Resource strategies

# OTHER DETAILS, FAQs

- Team size: 3 to 7, depending on workload
- Projects occur between:
  - September and December (Fall semester)
  - January and April (Spring semester)
- We regularly sign NDAs
- Costs:
  - Non-profits: \$1,000
  - Public organizations: \$2,000
  - For profit companies: \$2,500



# A PROJECT BEGINS WITH:

## A project synopsis and a discussion with Professor Michael Finney

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### Thunderbird Consulting Group Project Synopsis

#### Client Organization

Inter-American Development Bank (IDB), Institutional Capacity of the State Division (ICF/ICS)

#### Project

Returns on Transparency

#### Project Guidance and Contact

Paloma Baena, coordinator; 1-202-623-2536, palomab@iadb.org

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#### Overview

There is evidence today that transparency strengthens government accountability and helps reduce poverty by improving service delivery (Transparency International, 2008). Transparency also has positive impacts on business in general, including trade (Koussoroukos/Lesieur, National Board of Trade, 2005) and strengthening the financial sector (Kaufmann, 1999, 2009).

Over the past decade, a trend toward greater transparency has developed among Latin American countries (hereafter called the Region). Several countries have implemented reforms to increase transparency in the public sector, focusing on areas such as procurement, electoral expenditures, subsidies, taxes, budget, civil service, and the judiciary, among others. One of the clearest manifestations of this renewed political commitment to transparency and anticorruption is the promulgation and adoption of Access to Information Laws in the Region in extraordinary numbers in recent years and the use of new management tools (for example in the procurement area).

Nevertheless, governments sometimes resist investment in transparency because of they see transparency as an abstract issue or a quality that is difficult to measure. There is a great need to turn political commitments into specific policy and institutional reforms in the transparency and anticorruption field.

In fact, recent research shows that an investment in transparency yields significant returns, including reductions in government spending. Knowing this, governments can identify and prioritize reforms, increase awareness of transparency and increase funding for reforms. In this regard, systematic measurement needs to be developed to ensure that governments can anticipate these returns.

#### Synopsis

The objective of this project is to pave the way for the systematic measurement of returns on investments in transparency. The project should answer the following questions:

- Why is important to calculate the financial benefits of transparency?
- What are the existing methodologies to calculate the financial benefits of transparency?
- In which sectors, countries and institutions were these methodologies applied?
- What are the transparency reforms that were considered to calculate the financial benefits?
- What are the main results of the application of these methodologies?
- What are the returns on these transparency reforms?
- Which are the critical indicators for analyzing the financial benefits of transparency?