



Now Accepting TT MBA Applications

Think Tank MBA

What Is TT MBA: The Atlas Think Tank MBA (TT MBA) is the most thorough and intensive management training course available for free-market think leaders who seek to improve the effectiveness of their non-profit organizations. The key insight of Atlas founder, Sir Antony Fisher, was that it takes sound business practices to be effective in advancing sound public policies. For nearly three decades, Atlas has been the leading service organization to the free market think tank movement.

In 2008, Atlas launched the inaugural TT MBA to answer a clear need for a more intensive training program dedicated to current and aspiring think tank leaders. Over the course of an intensive two weeks, more than two dozen think tank leaders develop business plans for their organizations, while participating in classroom discussions, group projects, off-site visits to think tanks, and individualized coaching sessions. These exercises, in conjunction with lectures from industry experts, provide a crash course in strategic planning, marketing and communications, program management, finance and administration, fundraising, and human resource management.

The Think Tank MBA program is not simply a seminar. Its expert facilitator Rainer Heufers (Atlas senior fellow) leads participants through interactive exercises and discussions, and then coaches them one-on-one as they develop business plans to prove their understanding of the concepts being taught. Separate group projects require participants to work as a team and actually develop, implement, present, and evaluate campaigns in only a few days. Other aspects of the TT MBA include presentations from expert outside speakers. Past speakers have included Bob Russell and Ann Fitzgerald (fundraising), Larry Reed and Kris Mauren (management), Nicole Williams (new media), and Rick Hendershot (finance).

There are also visits to successful DC-area think tanks and special activities and excursions designed to help create strong bonds among a group of participants that bring diverse backgrounds and experiences, but similar aspirations, to the program.

When & Where: The program will be held at the Hyatt Regency Fair Lakes in Fairfax, VA from April 9-20, 2010

How to Apply: Apply by December 15, 2009. All applications will be reviewed and 25 applicants will be accepted to the program. Applicants selected to participate in the Think Tank MBA Program will be notified of their acceptance by January 15, 2010. Please **visit:** www.atlasnetwork.org, fill and submit your application online.

Who Should Apply: Ideal candidates for the 2010 Think Tank MBA Program are intellectual entrepreneurs that have management experience and are currently in a position of leadership at a free-market oriented non-profit organization that has at least 18 months of existence.

Registration Fees: Once accepted, the non-refundable registration fee of \$500 is due by January 25, 2010. This registration fee will include:

- * **Lodging in a shared double occupancy room at the conference hotel (checking in April 9 and checking out April 20). Breakfast, lunch and dinner (for 9 out of the 13 days of the program). All supplementary course materials, which includes books, presentations, and articles, etc.**
- * **Certificate of Completion, which will be provided at the conclusion of the program to those participants who have successfully completed all requirements to graduate from the program.**

All Participants are responsible for paying for their own airfare to and from Virginia, as well as all travel related expenses (i.e. transportation to and from the airport, as well as optional nighttime activities). Limited complimentary registration and travel scholarships are available.

Special Bonus: Atlas will sponsor all Think Tank MBAers to attend the Heritage Foundation's Resource Bank from April 21-23 in Miami, Florida. Atlas will pay airfare to Florida, lodging (check in April 20 and check out on April 23 of Turnberry Resort in Florida), and the Registration Fee for participants that wish to attend the Heritage Foundation's Resource Bank.

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