



*Future Business Leaders of America-Phi Beta Lambda, Inc.*

FOR IMMEDIATE RELEASE

Contact: Gabrielle Gallagher; Director of Communications & Marketing

Phone: 703.860.3334

Email: [ggallagher@fbla.org](mailto:ggallagher@fbla.org)

## **FBLA-PBL partners with Intuit Strategic partnership to create an impactful Design Thinking program/curriculum for students and advisers**

Reston, Va. – The Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL), the premier student business organization, today announced its renewed partnership with Intuit, maker of TurboTax, QuickBooks and Mint. The partnership will offer expanded opportunities for advisers to get trained in Design Thinking and allow students to engage and create projects around the Design Thinking Curriculum.

Through the Intuit partnership, FBLA-PBL advisers and members gain access to tools and resources that assist in professional development training and project-based real-world curriculum. The program is built to include the value of “building to think, how design thinking benefits the world, and why you should immerse yourself in the design-thinking process. Four FBLA state advisers recently participated in the D4D training to help pilot the Design Thinking Curriculum within their states..

“I am looking forward to the renewed partnership with Intuit in offering our members a world-class curriculum and innovative method to solving problems. Students and advisers can take this practice and apply it within the real world,” FBLA-PBL’s President & CEO Alexander T. Graham stated.

The FBLA-PBL and Intuit partnership began in 2019, after a former FBLA-PBL member reached out in order to get more involved in the organization by sponsoring the competitive event program. Together FBLA-PBL and Intuit continue to collaborate on ways to carry out FBLA-PBL’s mission of inspiring and preparing community minded-business leaders.

“We are pleased to continue this partnership and offer our design thinking methodology to enable every FBLA member with in-demand and transferable career skills to forge a successful future,” said Nico Valencia, Sr. Manager Strategic Partnerships, Intuit.

### **About FBLA-PBL, Inc.**

Future Business Leaders of America-Phi Beta Lambda, Inc., the premier student business organization, is a nonprofit 501(c)(3) education association with a quarter million members and advisers in over 6,500 active middle school, high school, and college chapters worldwide. FBLA-PBL’s mission is to inspire and prepare students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences. The association is headquartered in Reston, Virginia, just outside of Washington, D.C. For more information, visit [www.fbla-pbl.org](http://www.fbla-pbl.org).

### **About Intuit**

Intuit’s mission is to Power Prosperity Around the World. We are a global financial platform company with products including [TurboTax](#), [QuickBooks](#), [Mint](#) and [Turbo](#), designed to empower consumers, self-employed and small businesses to improve their financial lives. Our platform and products help customers get more money with the least amount of work, while giving them complete confidence in their actions and decisions. Our innovative ecosystem of financial management solutions serves approximately 50 million customers worldwide. Please visit us for the latest news and in-depth information [about Intuit](#) and its brands and find us on [social](#).

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