



EXECUTIVE PROGRAM
BUSINESS STRATEGIES
& PERFORMANCE
WITH **CARLOS GHOSN**

ABOUT THE PROGRAM:

“BUSINESS STRATEGIES & PERFORMANCE” IS AN EXECUTIVE PROGRAM THAT TACKLES CURRENT BUSINESS WORLD PROBLEMATICS DISCUSSED WITH MR. CARLOS GHOSN ALONG WITH INTERNATIONALLY RENOWNED EXPERTS. THE SESSIONS INVOLVE PRACTICAL WORK AND INSIGHTS FOR RUNNING SUCCESSFUL BUSINESSES WHILE ALLOWING FOR GREAT NETWORKING OPPORTUNITIES AND LEARNING, BASED ON REAL LIFE OCCURRENCES.

LEARNING OBJECTIVES:

Upon completion of the certificate, attendees will:

1. Integrate the 21st century's business concepts to build a resilient business model.
2. Lead diverse teams and adopt organization-wide strategies for success.
3. Connect with their inner-selves and explore authentic leadership.

TARGET AUDIENCE:

- 20 participants per round
- Senior executives or top management members – based on CV review and an oral interview.
- English proficiency is a must.

PROGRAM STRUCTURE:

10
workshops of
3 hours each

A total of **6**
working days
over a period of
3 months

Delivered by:
An **International**
Professional
/ Lebanese
Moderator

Place:
USEK, Kaslik
Campus, Lebanon
or
Online via
Microsoft Teams

SPEAKERS:

In addition to Mr. Carlos Ghosn, the workshops will be animated by:

Name	Main title
Thierry Bolloré	CEO Jaguar Land Rover
Ken Courtis	Chairman of Starfort Investment Holdings
Hervé Coyco	Academic Director for leading European companies' Custom Programs and Adjunct Professor at HEC-Paris
Ray Debbane	President and CEO of The Invus Group
José Muñoz	Global COO, Hyundai Motor Company President & CEO, Hyundai Motor North America and Hyundai Motor America
Joe Saddi	Former Chairman of Booz and Company
Christian Streiff	Former CEO of Peugeot-Citroën SA and of Airbus Commercial Aircraft
Dieter Zetsche	Former Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars (2006 – 2019) & Chairman of the Supervisory Board of TUI AG

TOPICS:

1	Crisis Management - How to Manage a Business in Times of Turmoil
2	Crisis Management - How to Turnaround a Business in Decline; Lessons Learnt
3	Challenges Identification and Prioritization: Fish or Cut Bait?
4	How to Make Oneself Invaluable for the Company
5	What Type of Leader are You? A Dive into Authentic Leadership
6	Corporate Goal Setting / Managing your Profit and Loss
7	Talent Management: How to Build a Winning Team
8	Diversity and Cross-cultural Management; How to Build Trust and Commitment
9	Artificial Intelligence Serving New Business Models; What is Ahead?
10	Managing Innovation: Managing Yesterday, Today, and Tomorrow

SCHEDULE:

First part: March 24, 25 and 26, 2021

*Beirut time

Day 1	Intro Session	Session 1
	2:30 - 4:30 p.m.	5:00 - 8:00 p.m.
Day 2	Session 2	Session 3
	2:30 - 5:30 p.m.	6:00 - 9:00 p.m.
Day 3	Session 4	Session 5
	2:30 - 5:30 p.m.	6:00 - 9:00 p.m.

Second part: May 19, 20 and 21, 2021

*Beirut time

Day 4	Session 6	Session 7
	2:30 - 5:30 p.m.	6:00 - 9:00 p.m.
Day 5	Session 8	Session 9
	2:30 - 5:30 p.m.	6:00 - 9:00 p.m.
Day 6	Session 10	Closing Session
	2:30 - 5:30 p.m.	6:00 - 7:00 p.m.
	8:00 p.m.: Award Ceremony & Networking Dinner	

REGISTRATION FEES:

- On campus sessions – USEK, Lebanon: 20,000 USD including a one-on-one advisory session with Mr. Carlos Ghosn
- Online: 15,000 USD

** Proceeds from the program will be directed to the funding of the "Skills Development Center", an initiative that aims to help Lebanese people develop their skills to increase their employability, or to launch and run small businesses.*

CONTACTS:

Dr. Madonna Salameh-Ayanian
Director of the program

Madonnasalameh@usek.edu.lb
+961 9 600800