



EXECUTIVE PROGRAM

BUSINESS STRATEGIES
& PERFORMANCE
WITH **CARLOS GHOSN**

2ND EDITION

ABOUT THE PROGRAM:

“BUSINESS STRATEGIES & PERFORMANCE” IS AN EXECUTIVE PROGRAM THAT TACKLES CURRENT BUSINESS WORLD PROBLEMATICS DISCUSSED WITH MR. CARLOS GHOSN ALONG WITH REGIONALLY AND 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
**International
& Regional
Professionals**

Supported by
lessons from **local
experts**

Place:
USEK, Kaslik, 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 of Jaguar Land Rover
Ken Courtis	Chairman of Starfort Investment Holdings
Hervé Coyco	Academic Director for leading European companies Custom Programs Adjunct Professor at HEC School of Management-Paris
José Muñoz	Global COO, Hyundai Motor Company President & CEO, Hyundai Motor North America and Hyundai Motor America
Joe Issa El Khoury	Senior Advisor to M1 Group
Fady Gemayel	Co-Owner and Honorary Chairman at Gemayel Frères S.A.L.
Joe Saddi	Former Chairman of Booz & Company
Joanne Sarraf	CEO and Board Member of Malia Holding
Christian Streiff	Former CEO of Peugeot-Citroën SA and of Airbus Commercial Aircraft

**by alphabetical order*

TOPICS:

1	How to Manage a Business in Times of Turmoil?
2	How to Turnaround a Business in Decline: Lessons Learnt
3	Challenges Identification and Prioritization: Fish or Cut Bait?
4	How to Expand your Business beyond National Borders?
5	What Type of Leader are You? A Dive into Authentic Leadership
6	People, Culture and Performance
7	Business Management in a Situation of Hyperinflation
8	Strategizing for Success
9	Managing Innovation: Managing Yesterday, Today, and Tomorrow
10	Artificial Intelligence Serving New Business Models: What is Ahead?

SCHEDULE:

First part: March 16, 17 & 18, 2022

*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 18, 19 & 20, 2022

*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.	8:00 - 10:00 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:

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