



EXECUTIVE PROGRAM

BUSINESS STRATEGIES & PERFORMANCE WITH **CARLOS GHOSN**

3RD 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
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
Luca di Montezemolo	President of Italo Spa Previous Chairman and CEO of Ferrari Auto S.p.A.
Joe Issa El Khoury	Senior Advisor to M1 Group
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	Crisis Management - How to Manage a Business in Times of Turmoil
2	Crisis Management - How to Turnaround a Business in Decline: Lessons Learnt
3	Business Management in a Situation of Hyperinflation
4	How to Expand your Business beyond National Borders
5	Undertaking Sustainable Negotiations
6	What Type of Leader Are You? A Dive into Authentic Leadership
7	People, Culture and Performance
8	Strategizing for Success
9	Innovation Management and Artificial Intelligence
10	Building and Sustaining a Powerful Brand

SCHEDULE:

First part: March 2023

*Beirut time

March 29	Introductory Session	Session 1
	2:30 - 4:30 p.m.	5:00 - 8:00 p.m.
March 30	Session 2	Session 3
	2:30 - 5:30 p.m.	6:00 - 9:00 p.m.
March 31	Session 4	Session 5
	2:30 - 5:30 p.m.	6:00 - 9:00 p.m.

Second part: May 2023

*Beirut time

May 17	Session 6	Session 7
	2:30 - 5:30 p.m.	6:00 - 9:00 p.m.
May 18	Session 8	Session 9
	2:30 - 5:30 p.m.	6:00 - 9:00 p.m.
May 19	Session 10	Closing Session
	2:30 - 5:30 p.m.	6:00 - 7:30 p.m.
	Graduation Ceremony 8:00 - 10:00 p.m.	

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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