



President's Speech
Leadership between Yesterday, Today and Tomorrow
November 7, 2023

General Mansour Zgheib, representing the Lebanese Armed Forces Chief Commander
General Joseph Aoun, Generals,
representatives of military, civil, and educational bodies,
Members of the USEK University council,
deans, professors, and students,
Distinguished guests

Good morning,

- I am happy to be welcoming you to this conference on "Leadership Between Yesterday, Today, and Tomorrow"
- This conference is a collaborative initiative between our Business School and the Lebanese Armed Forces.
- This event marks another significant milestone in our:
 - First, collaboration with LAF, that has proven throughout the years to be beneficial at all levels
 - And second, our constant pursuit of understanding and applying the principles of effective leadership.
- I will start with the first point:
 - This collaboration with the Research and Strategic Studies Center at the Lebanese Armed Forces is not new;
 - It's a reconfirmation of USEK commitment to the Army and to fostering even stronger.



- We are proud to continue this partnership as it reinforces our dedication to the values of leadership, service, and collaboration.
- My second point revolves around understanding the concepts of leadership and applying them.
- As a matter of fact, USEK has consistently demonstrated a deep commitment **to nurturing and shaping the leaders of tomorrow.**
- And this commitment is evident in our programs, which provide students with the:
 - knowledge,
 - skills,
 - and values **required for effective leadership in a rapidly changing world.**

- It is also proven by the performance of our graduates who are known for their:
 - strong work ethics,
 - critical thinking skills,
 - and commitment to social responsibility.

- We always seek to have them well-positioned to make a positive impact on the world and to lead their communities into a better future.

- I am confident that the students sitting here today have the potential to be the leaders of tomorrow.

- That is why, I encourage you to take advantage of the opportunities that USEK offers and to develop your leadership skills to the fullest. The world needs your talent and your dedication.



- USEK is more than just a university. It is a beacon of leadership in the community.
- We extend our reach beyond the walls of our campus to collaborate with local organizations, government entities, and businesses. And we do this through:
 - 1. Our students who are actively engaged in community service projects and addressing some of the most pressing challenges facing our beloved Lebanon today.
 - 2. Our Faculty members who conduct research that has a direct impact on the lives of people in our community,
 - 3. Our alumni who proved to be leaders in business, government, and civil society, making a difference in their communities every day.
- In Lebanon, we are facing various challenges, I will not name them, but we also have significant strengths, including:
 - Our talented youths
 - our soft and hard skills,
 - and our strong entrepreneurial spirit.
- If we combine these strengths, we would be able to prepare our leaders of tomorrow, and I am sure we would be able then to overcome our challenges and build a better future for Lebanon.
- I wish you all a successful conference, and I hope you can come up with concrete ideas to promote leadership and implement it on the ground in all its dimensions.

Thank you.