

**BUSINESS  
STRATEGIES  
& PERFORMANCE**  
**4<sup>TH</sup> EDITION**

WITH  
**Carlos  
GHOSN**



## ABOUT THE PROGRAM:

**"BUSINESS STRATEGIES & PERFORMANCE"** IS AN EXECUTIVE PROGRAM THAT TACKLES CURRENT BUSINESS WORLD PROBLEMATIC 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.
- Top managers, senior executives and entrepreneurs with a proven track record– based on CV review and an oral interview.
- Working in the MENA region.
- English proficiency is a must.


## PROGRAMME STRUCTURE :

**10** workshops of 3 hours each

Supported by lessons from local experts

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

Delivered by International & Regional Professionals

 Place:  
At USEK, Kaslik, Lebanon or

 Online via Microsoft Teams

# SPEAKERS

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

Name	Main title
<b>Joanne Sarraf</b>	CEO and board member of Malia Holding
<b>Joe Issa EL Khoury</b>	Senior Advisor to M1 Group
<b>Hervé Coyco</b>	Academic Director for leading European companies Custom Programs & Adjunct Professor at HEC School of Management - Paris
<b>Ken Courtis</b>	Chairman of Starfort Investment Holdings
<b>Luca di Montezemolo</b>	President of Italo S.p.A.
<b>Richard Collasse</b>	Head of Global Travel Retail & Chairman of Chanel Japan.

## >>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 - Case of Lebanon
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 & Performance
8	> Strategizing for Success
9	> Innovation Management and Artificial Intelligence
10	> Building and Sustaining a Powerful Brand



## SCHEDULE:

→ First part: March 20, 21, and 22, 2024

\*Beirut time

March 20	<b>Introductory Session</b> 2:30 – 4:30 p.m.	<b>Session 1</b> 5:00 – 8:00 p.m.
March 21	<b>Session 2</b> 2:30 – 5:30 p.m.	<b>Session 3</b> 6:00 – 9:00 p.m.
March 22	<b>Session 4</b> 2:30 – 5:30 p.m.	<b>Session 5</b> 6:00 – 9:00 p.m.

→ Second Part: May 22, 23, and 24, 2024

\*Beirut time

May 22	<b>Session 6</b> 2:30 – 5:30 p.m.	<b>Session 7</b> 6:00 – 9:00 p.m.
May 23	<b>Session 8</b> 2:30 – 5:30 p.m.	<b>Session 9</b> 6:00 – 9:00 p.m.
May 24	<b>Session 10</b> 2:30 – 5:30 p.m.	<b>Closing Session</b> 6:00 – 7:00 p.m.
	<b>Graduation Ceremony</b> 7:30 – 9:30 p.m.	

## REGISTRATION FEES:

- On campus sessions at 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 towards 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.*

## CONTACT

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