



**Address by Rev. Fr. Hady Mahfouz, President of the Holy Spirit University of  
Kaslik (USEK)**

**GWU-USEK Leadership Certificate Award**

**October 30, 2013**

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Good evening everybody,

It is my immense pleasure to see you all here today partaking in this USEK and George Washington certificate award ceremony. I would like to start by welcoming you all, partners and friends of USEK.

Since we are in a business context, let me start with this same word. “Business” that stems from busy; it is all about being busy and being active. When we say “business” nowadays, we immediately focus on success, dynamism, efficiency, productivity, proactivity and innovation. It is a positive way of dealing with reality, with matters. And that is what is all about at USEK whereby every move our university undertakes, reflects this positiveness namely towards friends and partners.

Let me share with you our perception of business and success. Business should be thought of in a rather comprehensive and global way, taking into account all pertaining dimensions and all

components of every dimension: First, the human dimension that is the core of every activity; second, the societal dimension where every business is run; third, the circumstantial dimension that shapes all activities, and fourth, and most importantly, the dimension of history.

Business means also strategically planning and acting dynamically and coherently according to our beliefs and principles, in order to make plans and wishes meet reality. Without all of these elements, I think business cannot be successful neither fruitful.

In our mindset, this can be called prophetism. It is having God as the Lord of History and handling dynamically and positively our day-to-day practical life. We just don't believe in fear nor in hopelessness. That is one of the reasons we are gathered this evening. We believe the human being is able to achieve miracles while understanding that he/she is unable to control history because God is its Lord.

When I say global thinking, I cannot but ponder the international path that USEK has been pursuing and our collaboration with George Washington University is a genuine and fresh example of such an international line.

Here, I must thank Professor George Jabbour, Associate Dean for Executive Education at The George Washington University School of Business and Director of the GW Certificate Program in Lebanon for his valuable collaboration and his friendship to USEK. I would like also to thank Professor Nehmeh Azoury, Dean of our Faculty of Business, or I'd rather say our Faculty of Busyness, for being one of the innovation and dynamism pillars at USEK.

Finally, I would like to say a word to the persons awarded the leadership certificate. We just laid the foundations here at USEK, it is up to you now to maintain the same momentum bequeathed to you and to sow a “good business” in order to yield excellence.

Dear Friends, the presence of each and every one of you, gives us a great joy so let me reiterate that it is an immense pleasure to see you all here.