



CERTIFICATE IN LEADERSHIP & MANAGEMENT DEVELOPMENT PROGRAM

-  **Date: March 2022 from 5pm to 8pm**
-  **Zoom Platform**
-  **Cost per participant: 1,400\$**
(Not Fresh Dollars - Bank transfer only)



SUMMARY

MODULE 1: LEADERSHIP SKILLS

Session 1: Profiling Tools (3 days) – Carla Massoud

Dates: Tuesday March 1, Wednesday March 2 & Thursday March 3, 2022 from 5 to 8pm

Session 2: Authentic Leadership (1 day) – Elie Dagher

Dates: Tuesday March 8, 2022

MODULE 2: COMMUNICATING AND LEADING CHANGE

(2 days) – Nicole Bakhache

Dates: Wednesday March 9 & Tuesday March 15, 2022

MODULE 3: BUSINESS TRANSFORMATION

Session 1: Decision Making (2 days) – Pauline Sawaya

Date: Wednesday March 16 & Thursday March 17, 2022

Session 2: Strategic Marketing (2 days) – Gloria Haddad

Dates: Tuesday March 22 & Wednesday March 23, 2022

Session 3: Strategic Negotiation (2 days) – Walid Abou Khalil

Dates: Thursday March 24 & Tuesday March 29, 2022

Session 4: Project Management (2 days) – Anis Abou Jaoude

Date: Wednesday March 30 & Thursday March 31, 2022

All the sessions will be from 5pm to 8pm (Beirut time)

Module 1: Leadership skills

Session 1: Profiling Tools (3 days) – Carla Massoud

Dates: Tuesday March 1, Wednesday March 2 & Thursday March 3, 2022

Learning Outcomes

Deepening Self-Awareness

At the end of the session, participants will be able to:

- Use the Grid framework to understand behavior and its impact
- Assessing and analyzing personal styles
- Develop an objective understanding of how your behavior impacts the people you supervise
- Learn and practice effective critique skills
- Use the Grid Psychometric to assess their Personal style of management

Key concepts

- Over 90 percent of workshop time is spent working in teams on specific activities. Periodic general sessions provide opportunities to reinforce theory, activity scoring, cross-team discussion, and critique. The real value lies in the creation of a team learning environment that builds shared responsibility, trust and respect, and where initiative and creativity become commonplace
- Each participant creates a personal and a work application goal for on-the-job implementation. These goals are evaluated and critiqued by their teammates to maximize their effectiveness and implementation
- Moreover, the Grid® Workshop is built around scored activities, which provides a unique opportunity to create knowledge and awareness based on tangible data, and a greater opportunity for critique and improvement both in individual and teamwork skills



Dr Carla Massoud, researcher/lecturer/professional coach/consultant, she is the director of the educational center “EDCOF Educational Services” in Nigeria.

Dr Massoud is a researcher and member of the research laboratory of saint joseph university of Beirut. She supervises research in the field of leadership.

She fills the post of Secretary General of the French association for Comparative education. Expert at the Professional Training Center of USJ.

Module 2: Communicating and Leading Change

Session 2: Authentic Leadership (1 day) – Elie Dagher

Dates: Tuesday March 8, 2022

Learning Outcomes

At the end of the session, participants will be able to:

- Understand your Authentic Leadership Source
- Learn key Authentic Leadership Frameworks (and revisit supportive frameworks)
- Discover the challenges of being an Authentic Leader and practice outgrowing them

Key concepts

- Defining Authentic Leadership
- Authentic Leadership Framework, EI 2.0 frameworks (briefly), 5 Dysfunctions of a team framework (briefly)
- Leadership Purpose Explorations (Visualization, reflections, diads)
- Self-Actualization/PEAK performance (Visualization, reflections, diads)
- Create your own Authentic Leadership Manifesto



Elie Dagher, for the last 7 years worked in Consulting and Tech/AI delivering best practices and implementing tools for companies of all sizes to be more sales effective. Elie is also a Professional certified coach. 3 years ago, he founded a self and collective leadership practice, coaching executives, entrepreneurs, and other professionals on developing Emotional Intelligence, Leadership, and Communication Skills. Elie holds a Msc Degree in Operations Research with a minor in Entrepreneurship from Columbia University. Expert at the Professional training center of USJ.

(2 days) – Nicole Bakhache

Dates: Wednesday March 9 & Tuesday March 15, 2022

Learning Outcomes

At the end of the session, participants will be able to:

- Adopt the VUCA world approach to change (agile) versus the 8 steps (waterfall approach)
- Endorse the skills needed to lead a team in times of change
- Experiment the U theory

Key concepts

- Kottler change approach
 - VUCA world and Agile needs
- The collaborative approaches
- The U theory
- The 5th disciplines



Nicole Bakhache is a trainer, advisor and development consultant to organizations and experienced people, Ms. Bakhache is well-established in the world of organizations with more than 25 years of management experience. She has developed a portfolio of important and successful interventions in organizational development projects, leadership training and coaching for various industries in Lebanon and the region. Expert at the Professional training Center of USJ.

Module 3: Business Transformation

Session 1: Decision Making (2 days) – Pauline Sawaya

Date: Wednesday March 16 & Thursday March 17, 2022

Learning Outcomes

At the end of the session, participants will be able to:

- Know the Standards for Making Decisions: Self-Image, organizational Goals, Responsibility and Personal Accountability
- Prepare for Decision Making: Developing proper attitudes, refuse to be a hostage
- Make Decisions: Defining a clear set of personal values and goals. Gathering proper Data
- Implement Decisions: Appropriate actions includes both attitudes and behaviors (Meta-competencies)

Key concepts

- EPL program and Viktor Frankl's Logotherapy approach to values
- Self-Image, Personal Priorities, Highly Structured Goal-Seeking Organizational Behavior



Pauline Sawaya is the Founder of Swift Shift Coaching & Consultancy Ltd, the transformational Coaching, Capacity building & Consultancy concept and the Managing Director of Noble Manhattan Coaching (Levant, Egypt, KSA & Cyprus), the largest and longest established coach training ranked first in the world.

Pauline also works with SMEs to double the value of their business in 2 to 3 years.

A strategic Executive / Coach with over 25 years of experience in local and multinational companies at strategic very senior levels such as Senior Head of HR and General Manager.

Accredited Master Coach, Consultant, HR, Master NLP and transformational trainer, public speaker & firewalker. Expert at the Professional Training Center of USJ.

Session 2: Strategic Marketing (2 days) – Gloria Haddad

Dates: Tuesday March 22 & Wednesday March 23, 2022

Learning outcomes

At the end of the session, participants will be able to:

- Create and implement effective marketing strategies in a competitive environment
- Use the best methods to retain customers and create durable relationships with them.

Key concepts

- To examine marketing from a value creation perspective and learn how to evaluate the competitive advantage and the marketplace potential for designing unique value propositions.
- To explore the principal concepts and tools of strategic marketing management, from market segmentation and product positioning to the design of distribution channels and communications strategy.



Dr. Gloria Haddad is an educator and specialist in the fields of strategy, marketing, innovation, management, and digital business. She has a long working experience of more than twenty years combining both professional practice and academic teaching extending to education management respectively in the positions of international program coordinator and associate dean. On top of her expertise in the Lebanese market, she had the opportunity to lecture on several occasions in reputable universities of Southeast Europe. She is member of the FERE (Femme Et Renouveau Economique) research chair based in France. She has published and been invited to speak at conferences covering the topics of gender and entrepreneurial motivations, entrepreneurship education, social networking, strategy, and innovation. Her research interests extend to social entrepreneurship and business ethics in the private and public sector. Expert at the Professional Training Center of USJ.

Session 3: Strategic Negotiation (2 days) – Walid Abou Khalil

Dates: Thursday March 24 & Tuesday March 29, 2022

Learning outcomes

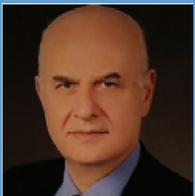
After gaining knowledge of the negotiation process basics and advanced gambits and strategies through learning and role-playing, at the end of the session, participants will be able to:

- Apply the techniques that they were taught in order to avoid common mistakes
- Discover other negotiators' weaknesses

Key concepts

This two-day workshop is designed to help corporate professionals acquire skills and tools to manage diverse opinions, tackle disputes and reach mutual agreements while maintaining amicable business relationships.

Individuals will be able to apply negotiation skills with poise, confidence and fluency even in high-pressure situations, leading to highly sustainable working partnerships.



Dr Walid Abou-Khalil

Dr. Walid Abou-Khalil is an Associate Professor at the School of Business of the Saint Joseph University of Beirut. He studied at Saint Joseph University, the American University of Beirut, and Michigan State University. He obtained his Ph.D. in management sciences with the highest distinction from the University of Paris 1 Panthéon-Sorbonne. He held the positions of director of the SME support center

at the Federation of the Chambers of Commerce, Industry and Agriculture in Lebanon, Director of IFA Franco-Libanais at the Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon and head of the marketing department at the School of Business of USJ. He is currently the director of the MBA IP Program at USJ and lectures in operational marketing, strategic and international marketing, political marketing, business research and quantitative research methods at the undergraduate, graduate and doctoral levels. He is also a senior consultant and trainer in marketing, sales and negotiation.

Session 4: Project Management (2 days) – Anis Abou Jaoude

Date: Wednesday March 30 & Thursday March 31, 2022

Learning outcomes

At the end of the session, participants will be able to:

- Explore where PMs can elevate their initiatives and the profession by understanding and practicing the power of PCM
- Deliver more frequent value to their most valuable of customers - the organizations they serve.
- Acquire awareness, knowledge and clarity about Agile Project Management

Key concepts

- Facilitated individual and team interactions, case studies and exercises.
- Learning will be built-up through direct application of the learning outcomes over actual processes and cases, team and individual knowledge and practice assessment and facilitator feedback.
- Material, tools, and techniques are referenced by the Project Management Institute- PMI body of knowledge and repository.



Anis Abou Jaoude,

- 18+ years of professional and business process outsourcing in Human Resources and Organizational Development with a in the Middle East and the Gulf.
- Focus on HR strategic alignment, organizational development, and culture change.

- Certified in HR: holder of SHRM- SCP- USA, CPHR BC & Yukon - CANADA
- Certified Project Management: PMP-PMI-USA
- MBA from the ESA Business School – Beirut
- Expert at the Professional Training Center of USJ