

EMPLOYABILITY WORKSHOPS

Fall semester 2023 - 2024

SEPTEMBER

- 19 Self-awareness and Career Decision Making
- 21 Goal Setting and Time management
- 23 Crafting an Exceptional Event Team
- 28 Verbal Communication
- 30 Event-ful Content: Your Guide to Online Event Coverage

OCTOBER

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- 10 How To Set Your Mind for Ultimate Success
- 12 Stress management and Growth mindset
- 16 CV writing for Engineering and Sciences
- 18 Personal Branding
- 19 Emotional Intelligence
- 21 Photography for Social Media in Event coverage
- 25 PR and Networking
- 26 Remote Engagement
- 30 Create and Optimize your LinkedIn profile using AI
- 31 From Conflict to Opportunity

NOVEMBER

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- 30 Project Management - Part 1

DECEMBER

- 7 Project Management - Part 2

TRACKS



Event Management



Freelancing



Consultancy



Register here: www.bit.ly/sipworkshopsfall23

CONDITIONS

To obtain the Event Management Track Certificate, attend the following:

Event Management workshops **AND one** workshop of your choice from the list.

To obtain the Freelancing Track Certificate, attend the following:

Freelancing workshops **AND four** workshops of your choice from the list.

To obtain the Consultancy Track Certificate, attend the following:

Consultancy workshops **AND four** workshops of your choice from the list.

**To obtain a General Employability Certificate,
attend any 8 out of the 23 proposed workshops.**

To register:

SCAN



SELF-AWARENESS AND CAREER DECISION MAKING

You will learn:

- Identify your values, interests, and preferred working environment
- Understand the career development process

Trainer:

Ms Jolie Shalhoub



19 September 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Jolie is a Business and Life Strategist, career and personal development Coach, Startup Mentor, Inspirational Speaker, Certified Mastermind Trainer and Certified NLP Practitioner from USA, Certified Psych-k Facilitator, Canada. She is an MBA degree holder from University of Wales, UK. Her passion is to help people unleash their full potential. She has mentored startups in F&B, Tech, fashion and many other industries, and impacted thousands of lives from students, professionals, to CEOs and public figures to live the life they desire and reach their personal and professional goals.

GOAL SETTING AND TIME MANAGEMENT

You will learn:

- Set priorities based on values and goals
- Eliminate procrastination and stress management
- Develop a planning system

Trainer:

Ms Jolie Shalhoub



21 September 2023



6:00 PM - 8:00 PM



Online on Teams*

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Jolie is a Business and Life Strategist, career and personal development Coach, Startup Mentor, Inspirational Speaker, Certified Mastermind Trainer and Certified NLP Practitioner from USA, Certified Psych-k Facilitator, Canada. She is an MBA degree holder from University of Wales, UK. Her passion is to help people unleash their full potential. She has mentored startups in F&B, Tech, fashion and many other industries, and impacted thousands of lives from students, professionals, to CEOs and public figures to live the life they desire and reach their personal and professional goals.

CRAFTING AN EXCEPTIONAL EVENT TEAM

You will learn:

- Overview of Event Planning and Management
- Key Roles and Responsibilities of Event Team
- Team Communication and Coordination Tools
- Code of Conduct and Work Ethics
- Post Event Performance Evaluation

Trainer:

Ms Aya Saidi



23 September 2023



9:30 AM - 2:00 PM



Campus of Social Sciences*

**A confirmation email will be sent a few days before the workshop*

Aya is an Event and project specialist. She has been working for 10 years in the field. She founded her own company "The Planner", where she leveraged her experience and executed many kinds of events as: Concerts (featuring Guy Manoukian, Nancy Ajram, Sherine Abdel-Wahab, Music Hall, etc.), Festivals (Family & Themed Festival), Sports Events (International Marathon & Triathlon), Conferences, Corporate, Cultural events, and many more. Aya is a trainer expert at the Professional Training Center of USJ and an instructor in the "Event Management, InfoCom, and Art Criticism and Curatorship" master's program.

VERBAL COMMUNICATION SKILLS

You will learn:

- Learn how to use questions to discover other party needs and desires so that you can reach win-win situation.
- Discover the keys to giving effective feedback so that you can assist others without confrontation.
- Create a list of things to work on to make your communication the best it can be.

Trainer:

Mr Joe Chahwan



28 September 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Joe is an HR Consultant, Life & Career Coach and Business Trainer holding over 13 years of experience within the HR Field. He worked in different sectors: Retail, Banking, Food & Beverage, Humanitarian and Consultancy. Currently Joe is the Lead Soft Skills Trainer in the Employment Hub Program organized by the Nawaya Network in Partnership with UNICEF Lebanon & Founder of SMART Skills Group Company. In addition, he is an HR Consultant at PFC International and worked with them on different HR Projects in Lebanon, UAE & Oman. Employability Trainer with Ostaz and worked with them on several projects to empower youths in order to enhance their professional presence.

EVENT-FUL CONTENT: YOUR GUIDE TO ONLINE EVENT COVERAGE

You will learn:

- Participants will gain the knowledge and skills to develop a comprehensive event content strategy
- Participants will learn how to cover events online in real-time, utilizing various social media platforms, live streaming tools and interview techniques
- Participants will understand the nuances of content publishing, including choosing the right platforms, generate immediate event content, and post-event content.

Trainer:

Dr. Maria Frangieh



30 September 2023



9:30 AM - 2:00 PM



Campus of Social Sciences*

**A confirmation email will be sent a few days before the workshop*

Maria is a university lecturer in Digital Marketing and e-commerce, she holds a Doctorate degree in Web Technologies and Knowledge Sharing. She is also a founder and managing partner of Socialprise a digital marketing, training and communications agency operating globally since 2005. Founder of the initiative Watani supporting Lebanese businesses to grow their business and export their products.

PROFESSIONAL WRITING

You will learn:

- Identify the audience you are targeting
- Improve your writing style and technique
- Improve your professional communication skills

Trainer:

Dr. Maria Frangieh



4 October 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Maria is a university lecturer in Digital Marketing and e-commerce, she holds a Doctorate degree in Web Technologies and Knowledge Sharing. She is also a founder and managing partner of Socialprise a digital marketing, training and communications agency operating globally since 2005. Founder of the initiative Watani supporting Lebanese businesses to grow their business and export their products.

PROFESSIONAL QUESTIONING

You will learn:

- Define professional questioning and explain its importance.
- Identify the different types of questioning techniques and use them effectively.
- Ask open-ended questions that encourage thoughtful responses.
- Use probing questions to gather more information.
- Listen effectively and pay attention to nonverbal cues.
- Apply the principles of professional questioning in their own work or studies.

Trainer:

Mr George Salloum



5 October 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

George has successfully co-founded several startups (Onlivery, Merkado SAL, MyTrolley, Kiddos and lately I-Stay SAL) and has consulted with multiple others, helping them define their business model (USP, Roadmap, Revenue Streams etc.) He comes with a diversified background spanning tech startups, Telecom, Decision Support Systems, online marketplaces, project management and education. George holds an MBA in Computer Science and is preparing a PhD degree in Data Science. He also lectures in USJ on programming and databases and gives seminars on Startup Fundamentals. George currently is the CEO of I-Stay SAL, a social enterprise specialized in staff augmentation and aiming at fighting the brain drain resulting from the Lebanese economic crisis.

HOW TO SET YOUR MIND FOR ULTIMATE SUCCESS

You will learn:

- Learn the Rules of the mind
- Adopt the success formula to reach your goals in life

Trainer:

Ms Jolie Shalhoub



10 October 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Jolie is a Business and Life Strategist, career and personal development Coach, Startup Mentor, Inspirational Speaker, Certified Mastermind Trainer and Certified NLP Practitioner from USA, Certified Psych-k Facilitator, Canada. She is an MBA degree holder from University of Wales, UK. Her passion is to help people unleash their full potential. She has mentored startups in F&B, Tech, fashion and many other industries, and impacted thousands of lives from students, professionals, to CEOs and public figures to live the life they desire and reach their personal and professional goals.

STRESS MANAGEMENT AND GROWTH MINDSET

You will learn:

- Understand stress
- Adopt growth mindset to manage stress
- Learn mindful techniques

Trainer:

Ms Jolie Shalhoub



12 October 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Jolie is a Business and Life Strategist, career and personal development Coach, Startup Mentor, Inspirational Speaker, Certified Mastermind Trainer and Certified NLP Practitioner from USA, Certified Psych-k Facilitator, Canada. She is an MBA degree holder from University of Wales, UK. Her passion is to help people unleash their full potential. She has mentored startups in F&B, Tech, fashion and many other industries, and impacted thousands of lives from students, professionals, to CEOs and public figures to live the life they desire and reach their personal and professional goals.

CV WRITING ENGINEERING AND SCIENCE

You will learn:

- Understand the basics of CV writing
- Understand what HR need to see and common mistakes to avoid
- Improve their own CV and cover letter

Trainer:

Ms Randa Farah



16 October 2023



5:00 PM - 7:00 PM



Online on Zoom*

**The link will be sent by email a few days before the workshop*

Randa is an HR Specialist, Organisational Psychologist, University Instructor.

- Founder of I Have Learned Academy & Lebtivity.com
- Certified Trainer from the UK, Master NLP Practitioner.
- Certified Happiness at Work Expert from Denmark.
- Stress management & personal growth specialist.

PERSONAL BRANDING

You will learn:

- Understand e-reputation and personal branding
- Create personal profiles to showcase your knowledge and skills
- Create a personal brand and promote it on digital channels

Trainer:

Dr. Maria Frangieh



18 October 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Maria is a university lecturer in Digital Marketing and e-commerce, she holds a Doctorate degree in Web Technologies and Knowledge Sharing. She is also a founder and managing partner of Socialprise a digital marketing, training and communications agency operating globally since 2005. Founder of the initiative Watani supporting Lebanese businesses to grow their business and export their products.

EMOTIONAL INTELLIGENCE

You will learn:

- Difference between EQ and EI
- Learn the characteristics of EI
- Become more self-aware during the career decision making process

Trainer:

Ms Sarah Bou Maroun



19 October 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Sarah is an Expert Trainer and Consultant with more than 17 years of experience in the HR Management, Organizational restructuring and soft skills trainings and HR Consultancy field. She holds currently the position of HR Director of Antoine International holding and Hachette Antoine and runs her own consultancy and training firm that helps family businesses move from local to corporate level .

PHOTOGRAPHY FOR SOCIAL MEDIA IN EVENT COVERAGE

You will learn:

- Cultivate a discerning eye for photography, enabling you to capture compelling images.
- Skillfully frame your subjects, select optimal shooting positions, and time your shots effectively, using the techniques you have mastered during the hands-on workshop
- Independently navigate post-production processes, enhancing your ability to refine and edit the photographs.

Trainer:

Ms Evelyne Hlais



21 October 2023



9:00 AM - 1:00 PM



Campus of Social Sciences*

**A confirmation email will be sent a few days before the workshop*

Evelyne is a Lebanese filmmaker and photographer. She obtained her Bachelor's degree in Audiovisual and Cinematographic studies from the Institute for Theater, Audiovisual, and Cinematic Studies (IESAV-USJ), and is currently pursuing a Master's degree in Cinema at the same university.

Alongside her work on short films, she also works as a researcher, assistant director, editor, and scriptwriter.

PR AND NETWORKING

You will learn:

- Understand what is PR and networking
- What makes a real connection happen
- How to become a great networker
- Using your network for business opportunities

Trainer:

Ms Randa Farah



25 October 2023



5:00 PM - 7:00 PM



Online on Zoom*

**The link will be sent by email a few days before the workshop*

Randa is an HR Specialist, Organisational Psychologist, University Instructor.

- Founder of I Have Learned Academy & Lebtivity.com
- Certified Trainer from the UK, Master NLP Practitioner.
- Certified Happiness at Work Expert from Denmark.
- Stress management & personal growth specialist.

REMOTE ENGAGEMENT

You will learn:

- Define remote engagement and explain its importance.
- Identify the challenges of remote engagement and strategies for overcoming them.
- Use tools and technology effectively to engage with remote team members.
- Build rapport and manage conflict in a remote team.
- Apply the principles of remote engagement in their own work or studies.

Trainer:

Mr George Salloum



26 October 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

George has successfully co-founded several startups (Onlivery, Merkado SAL, MyTrolley, Kiddos and lately I-Stay SAL) and has consulted with multiple others, helping them define their business model (USP, Roadmap, Revenue Streams etc.) He comes with a diversified background spanning tech startups, Telecom, Decision Support Systems, online marketplaces, project management and education. George holds an MBA in Computer Science and is preparing a PhD degree in Data Science. He also lectures in USJ on programming and databases and gives seminars on Startup Fundamentals. George currently is the CEO of I-Stay SAL, a social enterprise specialized in staff augmentation and aiming at fighting the brain drain resulting from the Lebanese economic crisis.

CREATE AND OPTIMIZE YOUR LINKEDIN PROFILE USING AI

You will learn:

- How to create a powerful LinkedIn profile that effectively captures and communicates your Personal Brand
- How to choose proper keywords and place them effectively to show up in searches using AI
- How to write a good summary using AI tools
- How to showcase your key areas of expertise and what makes you valuable as a professional in your field
- How to dominate searches and optimize your profile for search

Trainer:

Ms Nour Sardouk



30 October 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Nour is a PhD candidate and researcher at Cnam-Paris, and a Marketing professional with over 10 years of experience in Social Media Marketing and Marketing Communications. She currently works as a Marketing & Communications Officer at the Career and Placement Office and Entrepreneurship Center of Saint Joseph University of Beirut (USJ).

Passionate about educating and mentoring others, Nour regularly gives employability trainings to university students and seasoned practitioners at USJ and AUF. She also teaches the course "Design Thinking and Innovation" at USJ.

FROM CONFLICT TO OPPORTUNITY

You will learn:

- How to prevent conflict through communication.
- How to manage a conflict to turn it into an opportunity.

Trainer:

Dr. Nadine Mounzer



31 October 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Nadine is an Academic, a Public Speaker, a Strategic Communication Consultant, a Coach and a Trainer in the Communication and Mediation Fields. She is the founder of www.nmkacademy.com and the author of multiple books in Coaching and Communication.

CV WRITING FOR CONSULTANCY

You will learn:

- Learn about CV type for Consultancy
- Main elements to include in a CV
- Different types of fees for a consultant

Trainer:

Ms Sarah Bou Maroun



7 November 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Sarah is an Expert Trainer and Consultant with more than 17 years of experience in the HR Management, Organizational restructuring and soft skills trainings and HR Consultancy field. She holds currently the position of HR Director of Antoine International holding and Hachette Antoine and runs her own consultancy and training firm that helps family businesses move from local to corporate level .

INTERVIEW SKILLS FOR CONSULTANCY

You will learn:

- Recruitment phases: before, during and after
- Competency-based interviewing skills : Behavioral and situational questions
- Body language, dress code, follow up with interviewer

Trainer:

Ms Sarah Bou Maroun



14 November 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Sarah is an Expert Trainer and Consultant with more than 17 years of experience in the HR Management, Organizational restructuring and soft skills trainings and HR Consultancy field. She holds currently the position of HR Director of Antoine International holding and Hachette Antoine and runs her own consultancy and training firm that helps family businesses move from local to corporate level .

PORTFOLIO CREATION

You will learn:

- Define a portfolio and explain its importance.
- Identify the different types of portfolios and their uses.
- Conduct a self-assessment to identify their strengths and weaknesses.
- Set goals for their portfolio and create a plan to achieve them.
- Organize their portfolio in a way that is easy to navigate and visually appealing.
- Proofread their portfolio for errors.
- Create a cover letter for their portfolio.
- Distribute their portfolio to potential employers.

Trainer:

Mr George Salloum



16 November 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

George has successfully co-founded several startups (Onlivery, Merkado SAL, MyTrolley, Kiddos and lately I-Stay SAL) and has consulted with multiple others, helping them define their business model (USP, Roadmap, Revenue Streams etc.) He comes with a diversified background spanning tech startups, Telecom, Decision Support Systems, online marketplaces, project management and education. George holds an MBA in Computer Science and is preparing a PhD degree in Data Science. He also lectures in USJ on programming and databases and gives seminars on Startup Fundamentals. George currently is the CEO of I-Stay SAL, a social enterprise specialized in staff augmentation and aiming at fighting the brain drain resulting from the Lebanese economic crisis.

PROBLEM SOLVING FOR CONSULTANCY**You will learn:**

- Develop a consistent problem-solving approach.
- Be able to clearly define a problem.
- Understand the decision-making process.
- Generate a range of effective solutions.
- Make better, more informed decisions.

Trainer:**Mr Pierre Akiki****28 November 2023****6:00 PM - 8:00 PM****Online on Teams*****The link will be sent by email a few days before the workshop*

Pierre is an experienced and ardent professional with 31 years' operational and strategic experience in the consultancy business.

Pierre's deep knowledge and experience in the consultancy industry has enabled him to successfully engage in strategic planning, operations management, Cost & Financial Analysis.

He is a professor of business Studies at Notre Dame University, St. Joseph University & Sagesse University.

He is also the Founder and CEO of Next Ideaz, a consulting company providing professional advice and management services.

PROJECT MANAGEMENT - PART 1**You will learn:**

- Understand Project Management Fundamentals
- Initiate a Project
- Plan and Scope a Project
- Execute and Monitor a Project
- Communicate and Collaborate

Trainer:

Mr Said Safar**30 November 2023****6:00 PM - 8:00 PM****Online on Teams*****The link will be sent by email a few days before the workshop*

Said Safar is a treasury manager at a multinational company. He has more than 15 years of experience in the banking sector, capital markets, financial derivatives, treasury and liquidity management. He has been an instructor for 13 years, giving courses in financial markets and derivatives at Cnam, USJ and the Lebanese university.

PROJECT MANAGEMENT - PART 2

You will learn:

- Understand Project Management Fundamentals
- Initiate a Project
- Plan and Scope a Project
- Execute and Monitor a Project
- Communicate and Collaborate

Trainer:

Mr Said Safar



7 December 2023



6:00 PM - 8:00 PM



Online on Teams*

**The link will be sent by email a few days before the workshop*

Said Safar is a treasury manager at a multinational company. He has more than 15 years of experience in the banking sector, capital markets, financial derivatives, treasury and liquidity management. He has been an instructor for 13 years, giving courses in financial markets and derivatives at Cnam, USJ and the Lebanese university.