




Certificate in Leadership and Transformative Management


January 22, 24, 29, 31
February 5, 7, 12, 14, 19, 21, 26, 28
March 4, 6, 11, 13, 18, 20, 25, 27
Time: 5:30 pm till 8:30 pm


Total number of hours: 60 hours


Language: English


Training fees: 1310\$


Modality: Online on Zoom


**EARLY
BIRD
DISCOUNT**

Early Bird: 1115\$
(before December 15, 2023)




For registration: [click here](#)

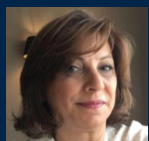
MODULE 1: PROFILING TOOLS IN LEADERSHIP | 9 HOURS

 **Dates: January 22, 24, 29**
Schedule : from 5:30 pm till 8:30 pm

Learning Outcomes

- Using the Blake Mouton Grid framework to understand behavior and its impact
- Assessing and analyzing personal styles
- Understanding how their behavior impacts the people they supervise
- Learning and practicing effective critique skills
- Understanding the implication of Coaching leadership into the performance of the organization
- Developing Emotional Intelligence to drive other people's emotions in a positive way

Participants will be using the Grid Psychometric to assess their Personal style of management and leadership



Dr Carla MASSOUD

Dr. Carla Massoud is a researcher, a lecturer, a professional coach and consultant. She is the Director of the Educational Center "EDCOF Educational Services" in Nigeria, a training center that offers leadership training to executives of all businesses. As a researcher, she is member of the research laboratory of Saint Joseph University of Beirut. She supervises research in the field of educational leadership. In France, she is the Secretary General of the French association for Comparative education. She is also the author of the book "Keys for Successful Decisions" (2022). Dr. Massoud is an expert trainer at the Professional Training Center of USJ.

MODULE 2: SITUATIONAL LEADERSHIP, PROBLEM SOLVING & DECISION MAKING | 9 HOURS

 **Dates: January 31 & February 5, 7**
Schedule : from 5:30 pm till 8:30 pm

Learning Outcomes


- Understand the role of emotions in decision-making
- Describe how to effectively decide, identify key steps to take before, during and after the decision-making process
- Determine their personal values to guide actions, behaviors and decisions
- Put various methods for gathering and evaluating information into practice
- Recognize and avoid the most common pitfalls that can complicate difficult decisions
- Create strategies to help overcome fears of making and carrying out difficult decisions
- Gain an understanding of the basics of situational leadership
- Develop adaptability for diverse leadership situations
- Assess the readiness levels of team members in different situations



Mr. Sergio MOUKARZEL

Mr. Sergio Moukarzel is a seasoned professional in proactive leadership, business development, and business strategy, who brings over 15 years of experience for professionals to increase skills building in Cyprus and the Middle East. His extensive knowledge of working with stakeholders and experts from diverse cultures and nationalities has equipped him with a deep understanding of people's needs and allowed him to assist reputable organizations in prioritizing results-driven approaches, continuous improvement, and strategic relationships. His experience has sharpened his social intelligence and critical thinking skills, enabling him to effectively navigate complex business challenges and develop innovative solutions that drive growth and success. Mr. Sergio Moukarzel is an expert trainer at the Professional Training Center of USJ.

MODULE 3: TRANSFORMATIVE MANAGEMENT | 9 HOURS

 **Dates: February 12, 14, 19**
Schedule : from 5:30 pm till 8:30 pm

Learning Outcomes

- Ability to assess the need for a transformation in your company / department
- Understanding the key success factors of business transformation
- Understanding the key principles to follow to design the right transformation program for you
- Understanding the building blocks of strategic leadership
- Learning methodologies and tools for structured strategic leadership




Mr. Ralph BOU NASSIF

Mr. Ralph Bou Nassif is the founder of Strathaus, a boutique strategy consultancy based in Paris and in Beirut. An alumnus of McKinsey & Company and of HEC-Paris, he has extensive experience in management consulting and in strategy serving corporations, government entities, investment funds, and NGOs across Europe, the Middle East, and Africa. In addition to his work with Strathaus, Mr. Bou Nassif, is the co-founder of "L'Atelier du Miel", a world-leading honey brand, and of Tasmeeem Software Solutions, a company specialized in ERP and systems consulting. He is also a Master thesis tutor at HEC-Paris. He is father of 4, Ralph is passionate about philosophy and history. Mr. Ralph Bou Nassif is an expert trainer at the Professional Training Center of USJ.



For registration: [click here](#)

MODULE 4: TEAM BUILDING AND CONFLICT RESOLUTION | 9 HOURS

 **Dates: February 21, 26, 28**
Schedule : from 5:30 pm till 8:30 pm

Learning Outcomes

- State the group dynamics aspect of leadership
- Build their teams to ensure business performance and growth
- Diagnose the need for a teambuilding approach
- Design the teambuilding process and activities and implement them
- Maintain the teambuilding momentum through regular monitoring and leadership attitudes
- Uncover the real needs behind conflict
- Apply practical conflict resolution techniques
- Lead difficult conversation and brainstorm solutions




Mr. Giorgio CHEMALY

Since 2012, people's transformation and growth has been Mr. Giorgio Chemaly's passion. As a certified Executive & Leadership Coach & Facilitator he worked with national and multinational organizations leaving individuals positively impacted and equipped with practical tools to boost their productivity, communicate with impact and lead with confidence. Mr. Giorgio Chemaly is the Founder at UpGrey and a Coach.

Mr. Giorgio Chemaly is an expert trainer at the Professional Training Center of USJ.

MODULE 5: CORPORATE COMMUNICATION | 6 HOURS

 **Dates: March 4, 6**
Schedule : from 5:30 pm till 8:30 pm

Learning Outcomes

- Listen Actively and Speak Appropriately
- Identify Non-Verbal Communication Signs and Their Impact
- Identify and Practice Good Customer Service Skills
- Give and Receive Instructions Effectively
- Cooperate and Work as a Team Member
- Read Emails for Information and Ask for Clarification



Mrs. Maya RAHAL

Mrs. Maya Rahal is the Co-Founder of Minassa SARL, a research and media consulting agency. She was the Communication & Outreach Director at Berytech and the Managing Director at MIT Enterprise Forum Pan Arab. She co-founded and was managing editor in several companies and agencies. She was also a University instructor at AUB, LAU, ALBA.

Mrs. Maya Rahal is an expert trainer at the Professional Training Center of USJ.

MODULE 6: PROJECT MANAGEMENT | 6 HOURS

 **Dates: March 11, 13**
Schedule : from 5:30 pm till 8:30 pm

Learning Outcomes

- Acquire the Project Management essentials that could elevate their capacity in managing initiatives efficiently
- Learn how to plan and manage change so to deliver valuable outcome to their organizations



Mr. Anis ABOU JAOUDE


Mr. Anis Abou Jaoude is a Certified Human Resources Professional, and certified Project Management Professional from PMI since over 10 years. Having worked as resident Head of HR in diverse fields, he gained cross-cultural and hands-on balanced experience in both human relations and HR subject matter expertise, namely in KPI management system design and implementation, employee performance management, employee relation and motivation, talent acquisition and development programs, grading and salary scaling, succession planning system as well as HR audits and employee engagement surveys, and Occupational Health and Safety culture.

Mr. Anis Abou Jaoude is an expert trainer at the Professional Training Center of USJ.



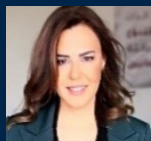
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MODULE 7: CRISIS MANAGEMENT | 6 HOURS

 **Dates: March 18, 20**
Schedule : from 5:30 pm till 8:30 pm

Learning Outcomes


- Understand the fundamentals and practicalities of how to plan and lead the organization through any type of crisis
- Learn strategic frameworks to help understand the nature of crisis to better navigate, predict or even avoid the next one
- Discover key tools and tactics to create a ready-to-respond playbook to have a head start and game plan to implement when crisis strikes
- Learn how to craft and deliver clear and compelling messages that align with their strategy
- Identify strategies and models that will help you become a more resilient organization



Mrs. Tania TABET

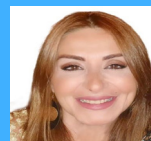
Mrs. Tania Tabet is a community building specialist, a Certified International Trainer and an Expert in designing and organizing training programs. Inspired by Gordon Model, the Leadership and communication tool that is based on social and emotional intelligence, Mrs. Tabet became the Thomas Gordon Institute sole representative in Lebanon as well as a certified instructor. She has a Masters' degree in "Social Psychology". She is currently teaching two courses at Saint Joseph University of Beirut: "Communication and Negotiation Skills" and "Leadership" for Masters' students. Mrs. Tania Tabet is an expert trainer at the Professional Training Center of USJ.

MODULE 8: DIVERSITY & INCLUSIVE LEADERSHIP | 6 HOURS

 **Dates: March 25, 27**
Schedule : from 5:30 pm till 8:30 pm

Learning Outcomes

- Define inclusive leadership
- Identify the competencies of inclusive leadership
- Apply strategies and develop a plan to make their leadership style more inclusive



Dr. Ghada HADDAD

Dr. Ghada Haddad is an Assistant Professor of Leadership and Organizational Behavior and Associate Dean of Assurance of Learning and International Accreditations at ESC Business school in Pau (France). She teaches courses on Leadership, Intercultural Management, Diversity and Inclusion and International Organizational Behavior. She obtained her PHD in Educational Leadership from USEK (Lebanon). Her research focuses on leadership, diversity and inclusion and interculturality. She communicates in multicultural contexts and fluent in 3 languages: English, French and Arabic. Dr. Ghada HADDAD is an expert trainer at the Professional Training Center.

