



RAPPORT ANNUEL 2023-2024

CENTRE DE FORMATION PROFESSIONNEL

ANNUAL REPORT 2023-2024
PROFESSIONAL TRAINING CENTER

Créer le lien entre le monde académique et le monde professionnel
Building the link between the academic and professional worlds

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Mot du Recteur

Notre centre de formation professionnelle (CFP) ou comment acquérir le pouvoir de l'apprentissage tout au long de la vie !

Dans le monde d'aujourd'hui, qui évolue rapidement, le concept de carrière statique devient obsolète. Avec le temps et au vu des nouveautés sans cesse annoncées, les compétences s'étiolent et le savoir comme pouvoir d'avancement et de création commence à faiblir. La clé pour prospérer dans cet environnement dynamique est la formation professionnelle continue. Il ne s'agit pas seulement de suivre le rythme, mais de rester en tête, d'évoluer et de saisir de nouvelles opportunités. L'expérience du Centre de Formation Professionnelle fondée et développée par l'USJ est devenue depuis 2017, année après année, une force pour le bon changement et pour l'acquisition de nouvelles compétences ou bien pour mettre à jour les compétences acquises à l'Université. Je voudrai ici saluer le travail sans relâche de l'équipe de pilotage, dynamique et perspicace, menée par l'infatigable Professeur Fadi El Hage.

Le rythme des progrès technologiques et de l'évolution du secteur signifie que les compétences que nous avons acquises hier ne seront peut-être plus suffisantes demain. La CFP est le pont qui relie nos capacités actuelles inscrites dans le travail quotidien aux exigences futures. Elle permet aux professionnels de s'adapter, d'innover et de jouer un rôle de premier plan dans leurs domaines respectifs.

Partout dans le monde, les industries subissent des transformations significatives. De la numérisation aux nouveaux paysages réglementaires, la capacité d'adaptation est cruciale. Le CFP fournit les outils et les connaissances nécessaires transversales et spécifiques pour naviguer efficacement dans ces changements. Il garantit que les professionnels ne sont pas seulement des participants dans leurs industries, mais des pionniers.

L'apprentissage continu renforce à la fois les compétences et la confiance en soi. En mettant régulièrement à jour nos compétences et nos connaissances, nous devenons plus compétents dans nos rôles. Cela stimule non seulement nos performances, mais aussi notre assurance et confiance en soi. Les professionnels confiants sont plus enclins à accepter des projets stimulants, à diriger des équipes et à favoriser l'innovation.

Le CFP fort de cette vision et de ses programmes, avec l'appui et l'expérience académique de nos institutions facultaires, relève le défi et mène des centaines d'hommes et de femmes vers la voie de l'accomplissement de soi-même et de ce fait des entreprises dont ils sont responsables. N'hésitez pas de les rejoindre et de faire partie de la promesse effective du succès.

Pr Salim Daccache s.j.

Recteur de l'Université Saint-Joseph de Beyrouth



Director Message

The Professional Training Center at USJ: Bridging the Academic and Professional Worlds through Lifelong Learning

Since its founding in 2017 within Saint Joseph University of Beirut (USJ), the Professional Training Center (CFP) has established itself as a key player in the field of training and continuous professional development. Our mission is to design and deliver innovative programs that meet market needs while opening new horizons for diverse audiences, both in Lebanon and internationally. Our activities encompass continuous education, consulting, project management, and personalized coaching. We offer our training programs, leading to certifications, both online and in-person. With our trilingual offering (Arabic, French, and English), flexibility, and a team of experienced experts from USJ and the professional sector, we are equipped to meet the needs of companies, NGOs, and both public and private sectors across various fields, including humanities, health, management, technology, artificial intelligence, leadership, psychosocial skills, and many more.

The 2023-2024 academic year marked a significant milestone with the opening of our branch at USJ Dubai (CFP Dubai), further strengthening our commitment to the Gulf and African regions. We also structured our internal offerings by launching specialized programs for trainers and administrative staff, particularly within USJ, the Hôtel-Dieu de France, and its hospital network, reinforcing our role as a strategic partner for both local and international stakeholders.

Our partnerships with companies, foundations, ministries, and associations are at the heart of our strategy. They enable us to develop tailor-made programs (specifically designed at companies' requests following needs assessments), obtain prestigious accreditations like the one of the International Coaching Federation (ICF), and establish our reputation as a leader in continuous education.

Our collaboration with USJ alumni and our commitment to transparent and effective communication through our new website, boosts our ambition to become a solid bridge between academia and the professional world.

Why Lifelong Learning?

The concept of continuous education and professional development, integral to lifelong learning, plays a central role in today's companies and educational institutions. Advocated by international organizations like UNESCO, lifelong learning seeks to create societies where individuals of all ages can access learning opportunities, regardless of age or professional context. This approach transforms education into a dynamic, evolving process that adapts to economic, technological, and social changes.

Why Universities Must Look Beyond Traditional Degree Programs

Universities are evolving in response to the rapid transformations of the job market and shifting learner expectations. Traditional degree programs alone no longer serve to ensure long-term employability. Technological advancements, automation, and globalization require constantly renewed skills. In this context, micro-credentials and flexible learning paths have emerged as relevant solutions, allowing learners to quickly and effectively gain specific skills.

Continuous education and lifelong learning encourage individuals to update their knowledge throughout their careers. Micro-credentials address this need by offering short, stackable learning units, often suited to busy schedules. This modular format allows professionals to train based on immediate needs without committing to a full program, creating pathways to career and educational adjustments. A career choice made at 18 can thus be revisited throughout life.

Furthermore, employers recognize the value of micro-credentials, allowing employees to acquire practical and technical skills more aligned with current demands than traditional degrees. To meet this demand, universities are now collaborating with companies to develop customized training modules, enhancing alignment between academic teaching and professional requirements.

Finally, the integration of new technologies and online learning allows universities to offer more flexible and accessible paths. Digital platforms facilitate education for an international audience, thereby enhancing the appeal and reach of universities.

The Importance of Continuous Education in Companies

In a global context marked by the rapid acceleration of technological innovations and market shifts, companies can no longer limit employee training to the hiring phase. Continuous education enables employees to develop both technical and soft skills throughout their careers, which is essential to remain competitive amidst new market demands.

Professional development, focused on the acquisition of specific and cross-functional skills, not only improves productivity but also enhances employee satisfaction and engagement. When individuals feel that their company invests in their education and development, talent retention improves, creating a more stimulating work environment.

Additionally, continuous education is crucial to promote employee versatility and adaptability, two qualities particularly sought after in a constantly evolving economic environment. The emphasis is on developing skills such as critical thinking, problem-solving, communication, and leadership, enabling employees to adapt quickly to diverse responsibilities and organizational changes.

Role in Educational Institutions

In educational institutions, continuous education and professional development for teachers and administrative staff are essential to maintaining high-quality educational standards. Like businesses, schools and universities face rapid changes, notably through the integration of digital technologies in learning. It is therefore essential for teachers to undergo regular training to master these new pedagogical tools and adapt their teaching methods to meet the needs of new generations of learners.

UNESCO emphasizes that lifelong learning is fundamental to ensuring inclusive and quality education. By investing in skill development for teachers, educational institutions strengthen their capacity to provide education that is both relevant and responsive to contemporary challenges. Continuous professional development in education is also crucial to support innovative teaching practices and promote a more holistic approach to learning, focusing on cognitive, social, and emotional skill acquisition.

A Holistic Approach: Lifelong Learning

The philosophy of lifelong learning is based on the idea that learning is not limited to early life or formal education but should be an ongoing process throughout an individual's career. UNESCO and other international organizations have highlighted the importance of this approach in fostering sustainable personal and professional development.

This approach also supports social equity by allowing all individuals, regardless of background, to access opportunities for development. It contributes to social inclusion by offering the most marginalized or least qualified people the chance to train and advance professionally and personally.

In conclusion, continuous education and professional development, integrated into a lifelong learning approach, are essential for NGOs, businesses, and educational institutions alike. They not only enhance competitiveness and performance but also promote inclusion, innovation, and adaptability. By following UNESCO's recommendations and embracing the concept of lifelong learning, organizations and institutions are investing not only in their future but also in that of their employees, learners, and society as a whole.

Guided by values of excellence, innovation, and collaboration, we will continue to work for sustainable change and to offer relevant training solutions tailored to contemporary challenges.

I extend my heartfelt gratitude to all those who contributed to our success this year, and we are committed to continuing this dynamic growth and innovation.

Professor Fadi EL HAGE

Delegate of the Rector for Professional Development and Continuing Education |
Director of the Professional Training Center at Saint Joseph University of Beirut (CFP)





Governance

- a. CFP Organizational Chart
- b. CFP Steering Committee
- c. CFP Scientific Committee
- d. CFP Committee on Lifelong Learning

a. CFP Organizational Chart



Prof Fadi El Hage
Director of the Professional
Training Center



Rana Gédéon Farah
Administrative Coordinator



Josiane Maalouf
Business Developer



Angel Bahout Mrad
Internal Training Coordinator



Clara Maria Tadros
Continuing Education and
Communication Officer

b. Steering Committee

The Steering Committee of CFP plays a critical role in guiding the direction and ensuring the quality of training programs. The Committee helps in guiding CFP toward achieving its strategic goals while maintaining high standards, quality, and accountability.

1. Strategic Planning: The Steering Committee plays a crucial role in shaping the strategic vision and long-term goals of the training center. It helps develop and approve the overall mission, objectives, and strategic plans. The Committee ensures a smooth collaboration between CFP and USJ's faculties and institutions.

2. Governance and Oversight: The Committee provides governance and ensures that CFP operates within its defined scope, policies, and regulations. This includes overseeing compliance with legal, financial, and regulatory requirements.

3. Monitoring Progress: The Committee regularly reviews the progress of training programs, projects, and initiatives, ensuring they are on track to meet established objectives and timelines. It helps identify potential risks and challenges and suggest solutions.

4. Budget and Resource Allocation: The Committee oversees budget planning, funding, and resource management.

5. Evaluation and Quality Assurance: The Committee ensures that the programs offered maintain high quality, relevance, and effectiveness. It regularly evaluates program outcomes, participant satisfaction, and overall impact to recommend improvements.

6. Supporting Decision-Making: The Committee provides guidance and support to CFP's management team in decision-making processes, helping them address complex issues, challenges, and opportunities.

7. Risk Management: The Committee identifies potential risks that could affect CFP's operations, projects, or reputation and suggests strategies to mitigate these risks.

8. Review and Endorsement of Initiatives: The Committee evaluates and endorses new projects, training programs, or initiatives, ensuring they align with CFP's mission and strategic objectives.



R.F. Salim Daccache s.j.
Rector of the
Saint Joseph University of Beirut



R.F. Salah Abou Jaoude s.j.
Vice-Rector of the
Saint Joseph University of Beirut
Dean of the
Faculty of Religious Sciences



R.F. Jad Chebli s.j.
General Chaplain
Director of Al Mazeed



Mrs. Nadine Riachi
Haddad
General Secretary



Mr. Fadi El Hage
Delegate of the Rector and
Director of the Professional
Training Center



Mrs. Nada Moghaizel Nasr
Delegate of the Rector for
University Pedagogy Mission



Mr. Fouad Zmokhol
Dean of USJ Business School



Mr. Walid Abou Khalil
Tenured instructor at
USJ Business School
Director of the MBA program at
USJ Business School



Mrs. May Merhej Sayegh
Tenured instructor at USJ Business
School Coordinator of Internship and
employment at USJ Business School
Coordinator of elective courses
at USJ Business School



Mr. Wassim Raphael
Dean of the Faculty of
Engineering and Architecture



Mr. Marc Ibrahim
Director of the National Institute
of Communication and Informatics



Mrs. Patricia Rached
Dean of the Faculty of Education



Mrs. Mirna Hage
Head of department of
the Faculty of Education



Mrs. Céline Saab
Director of the Institute of
Business Administration



Mrs. Fadia Alam Gemayel
Director of the North Lebanon
Campus



Mrs. Dina Sidani
Director of the South Lebanon
Campus



Mrs. Maya Kharrat
Director of the School of Agricultural
Engineering for Mediterranean
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Mrs. Mona Hardane
Head of the master's Program
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Mr. Wadih Skaff
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Mr. Krikor Sahakian
Tenured instructor at the
Faculty of Pharmacy



Mrs. Gladys Ghraichy
Human Resources Director



Mr. Christian Pierre Makari
President of the Federation of
Alumni Associations of USJ



Mrs. Helen Achou Tayar
Director of the USJ Alumni Office

c. Scientific Committee

The role of the Scientific Committee of CFP is pivotal in ensuring the quality, credibility, and relevance of the training programs offered. Its main responsibilities are as follows:

1. Curriculum Development and Approval: The Committee evaluates, reviews, and approves the educational content, ensuring that it aligns with current scientific, professional, and academic standards in the market.

2. Quality Assurance: The Committee monitors the quality of the training programs, ensuring that the teaching methods, materials, and content meet high educational and scientific standards.

3. Research and Innovation: The Committee encourages and supports research activities, promotes innovative teaching methods, and ensures that training programs reflect the latest trends and developments in the field.

4. Advisory Role: The Committee acts as an advisory body to the management of the training center, offering guidance on the development of new courses, certificates, workshops, tailor-made programs, or seminars and recommends improvements to existing ones.

5. Assessment and Evaluation: The Committee establishes criteria for evaluating the effectiveness of training programs, trainers, and participants' learning outcomes, ensuring continuous improvement.

6. Selection of Trainers and Speakers: The Committee assists in the selection of qualified trainers, experts, and speakers, ensuring they have the necessary expertise and experience to provide high-quality training.

7. Accreditation and Certification: The Committee ensures that the programs meet the requirements of accreditation bodies and professional associations, enhancing the training center's credibility and recognition.

8. Ethical Oversight: The Committee ensures that the training programs adhere to ethical guidelines and are in line with the policies and regulations of USJ, promoting integrity, transparency, and professionalism.

9. Networking and Partnerships: The Committee facilitates collaboration with other educational institutions, industry experts, professional organizations, and faculties and Institutions at USJ to enhance the quality and reach of CFP's training programs.



Mrs. Samia Asmar
Vice-Dean of the Faculty of Law
and Political Science
Lecturer
FDSP



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Lecturer at the Faculty
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Mrs. Nicole Abdel Nour
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Health, Faculty of Medicine
ISSP



Mrs. Ursula El Hage
Director, Career and
Placement Office
Director, Competencies and
Entrepreneurship Center EC2
SIP

d. Committee on Lifelong Learning

Committee on Lifelong Learning		
Campus of Social Sciences - CSS		
FDSP	Faculty of Law and Political Science	Mrs. Samia Asmar M. Fadi Bechara
FGM	USJ Business School	Mrs. May Sayegh
IGE	Institute of Business Administration	Mrs. Nicole Saikaly
CPM	Professional Center for Mediation	Mrs. Eliane Mansour
ESMOD	Higher School of Arts and Fashion Design	Mrs. Tala Maalouf
ISEB	Higher Institute for Banking Studies	Mr. Walid Yazigi
Campus of Science and Technology - CST		
ESIB	School of Engineering of Beirut	Mr. Marc Ibrahim
INCI	National Institute of Communication and Informatics	Mr. Marc Ibrahim
FS	Faculty of Sciences	Mrs. Zeina Hobaika Mr. Dominique Salameh
Campus of Medical Sciences - CSM		
FM	Faculty of Medicine	Dr. Hadi Jalkh
FMD	Faculty of Dental Medicine	Mr. Ghassan Yared
FP	Faculty of Pharmacy	Mrs. Carine Ayoub
FSI	Faculty of Nursing Sciences	Mrs. Gisèle Hajal
ESF	School of Midwifery	Mrs. Nayla Doughane
ISSP	Higher Institute of Public Health	Mr. Nabil Makhoul
Campus of Innovation and Sports - CIS		
FSE	Faculty of Economics	Mrs. Amal Chahine
IPM	Institute of Psychomotor Therapy	Mrs. Eliane Fahed
IPHY	Institute of Physiotherapy	Mrs. Chaker Bou Abdallah
ISO	Higher Institute of Speech and Language Therapy	Mrs. Christelle Khoury Awad Salibi
IET	Institute of Occupational Therapy	Mrs. Carla Matta Abizeid
Campus of Humanities - CSH		
FLSH	Faculty of Humanities	Mr. Charbel Skaff
IESAV	Institute of Theater, Audiovisual and Cinema Studies	Mrs. Yara Nashawaty
ELFS	Lebanese School of Social Work	Mrs. Maryse Tannous
FSédu	Faculty of Education	Mrs. Mirna El Hage
ILE	Lebanese Institute for Educators	Mrs. Nicole Abdelnour
ILO	Institute of Oriental Letters	Mrs. Pamela El Achkar

FSR - IEIC	Faculty of Religious Sciences - Institute of Muslim-Christian Studies	Mrs. Claude Matta
ISSR	Higher Institute of Religious Sciences	Mrs. Claude Matta
FDLT	Faculty of Languages and Translation	Mrs. Abla Lawandos
ETIB	School of Translators and Interpreters of Beirut	Mrs. Abla Lawandos
Regional Campuses		
CLS	The South Campus	Mrs. Dina Sidani
CLN	The North Campus	Mrs. Fadia Allam
CZB	Zahle and Bekaa Campus	Mrs. Samar Salloum Araj Mr. Wadih Skaff
HDF Network		
HDF & Network	Hôtel Dieu de France Hospital	Mr. Paul Kadissi
	Tel Chiha Hospital	
	Saint-Charles Hospital	
	Mgr Cortbawi Hospital	



Business Development

- Strategy
- Modality
- Target Audience
- Activities
- CFP Dubai

In the academic field, business development focuses on fostering growth and innovation within educational institutions. This could include forming strategic partnerships with industry, securing funding through grants and donations, developing new programs and curricula to meet emerging educational needs, and enhancing the institution's reputation and market position. It involves activities like alumni engagement, collaborations with research organizations, and community outreach. The goal is to ensure sustainable growth, improve educational outcomes, and expand the institution's impact and reach.

Business development for continuing education programs involves identifying and cultivating new opportunities, partnerships, and strategies to enhance the program's reach, enrollment, and impact. This process is essential as it ensures the program remains competitive and relevant in a rapidly evolving educational landscape. By engaging with industry trends, fostering relationships with employers, and aligning course offerings with market demands, business development helps the program attract a diverse base and secure funding or sponsorships. Its significance lies in driving program growth, increasing revenue streams, and providing learners with the skills and knowledge necessary to succeed in their careers, thereby fulfilling both educational and professional development needs.

This section will include the strategy and modality of CFP, its target audience, and the proposals and meetings covered by the Center.

Strategy and Modality

The professional Training Center (CFP) incorporates different measures to ensure its sustainability and success. Below are the key steps related to business development followed by the CFP:



Public Relations (PR):

The Center relies on public relations (PR) as part of its strategy. Utilizing PR for business development is an effective strategy to attract and engage potential donors, enhance the organization's credibility, and write compelling proposals. By leveraging PR, CFP can create a positive public image, communicate its mission and achievements, and build trust with its target audience. This involves various activities such as event planning and social media engagement, to raise awareness and generate interest in the CFP's initiatives.

Additionally, engaging in PR activities helps CFP showcase its impact and successes, making it more attractive to potential donors and partners. A strong PR strategy can highlight the organization's unique value proposition, effectively communicate its goals, and demonstrate its commitment to making a difference. This, in turn, can lead to increased support and funding opportunities and in the long-term, lead to growth and sustainability.



Proposals/Call for Proposals:

One of the functions of business development is to seek out new projects, write them, and submit them to the donor at the appropriate time. In the CFP, one of the critical functions of business development is to seek out new projects, write compelling proposals, and submit them to donors at the appropriate time. This process is essential for securing funding and support for new and existing educational programs. By actively responding to calls for proposals, CFP can demonstrate its commitment to addressing current

educational needs and staying relevant in a competitive market. Well-crafted proposals that align with donor priorities can attract significant funding, enabling the center to expand its offerings, enhance its infrastructure, and provide more opportunities for learners. Additionally, the ability to secure projects through successful proposals reinforces the Center's credibility and reputation as a leader in continuing education.



Events/Exhibitions:

Attending events and exhibitions allows the center to introduce itself to a new audience and foster new relationships. It also enables the diversification of funding sources. For CFP, attending events and exhibitions is a valuable strategy for business development. These venues provide an opportunity to introduce the Center's programs and achievements to a new and diverse audience, fostering connections with potential students, partners, and donors. Engaging with attendees at these events can lead to new collaborations and partnerships, enhancing the center's network and influence. Additionally, these interactions often open doors to diverse funding sources, as they allow the Center to showcase its value and impact directly to potential investors and grant providers. By actively participating in exhibitions, CFP can expand its reach, attract new supporters, and secure the necessary resources for sustained growth and innovation.



Partnerships:

CFP also aims to submit new projects with the cooperation of strategic partners, which will strengthen the project and increase the chances of success. In centers for continuing education, submitting new projects in cooperation with strategic partners is a crucial strategy for enhancing project strength and increasing the likelihood of success. Collaboration with industry leaders, educational institutions, and community organizations brings diverse expertise, resources, and perspectives to the table. These partnerships can provide

valuable insights into market needs, innovative approaches to education, and access to additional funding opportunities. By working together, the center can create more robust and impactful programs that meet the evolving needs of learners and the job market. Moreover, the credibility and support of well-established partners can make proposals more attractive to donors and grant providers, further boosting the chances of securing necessary funding. This collaborative approach not only strengthens individual projects but also builds a network of support that can benefit the Center in the long term.

Target Audience

CFP seeks out different target audiences and will continue to expand its stakeholders and partners. The main target audience of CFP in 2023-2024 were:

1. **Adult Learners:** individuals looking to enhance their skills, change careers, or advance in their current profession.
2. **Professionals (local and international):** those seeking to gain certifications, additional qualifications, or continuing professional education to maintain their license or stay competitive in their field.
3. **Lifelong Learners:** people interested in personal enrichment and learning new skills or subjects for personal satisfaction rather than professional advancement.
4. **Corporate Clients (local and international):** businesses seeking to provide training and development opportunities for their employees to enhance productivity, innovation, and job satisfaction.
5. **NGOs:** NGOs seeking to provide training and development opportunities for their employees to enhance productivity, innovation, and job satisfaction.
6. **Educational Institutions:** institutions seeking to provide training and development opportunities for their

staff and researchers to improve their knowledge and potentially improve their careers.

Activities

Conducting meetings and writing proposals are critical activities for the success of the CFP.



Potential Partners:

The CFP team held meetings with potential partners, which were crucial in paving the way for strategic collaborations and resource sharing. These meetings allow the center to present its programs, mission, and impact to prospective partners, showcasing how a partnership can be mutually beneficial. By discussing potential projects and initiatives, both parties can identify common goals and areas where they can complement each other's strengths. Moreover, such meetings provide an opportunity to negotiate terms, clarify expectations, and define the scope of the partnership. This includes discussing financial contributions, resource allocation, and responsibilities, ensuring that both parties are aligned and committed to the partnership's success. Additionally, these interactions could lead to innovative ideas and solutions that neither party might have developed independently.

By fostering strong, strategic partnerships, continuing education centers can enhance their program offerings, reach a wider audience, and secure additional funding and resources, thereby boosting their overall impact and sustainability. During the academic year 2023-2024, CFP conducted 10 meetings with new partners and potential clients, leading to the launch of several successful training programs.



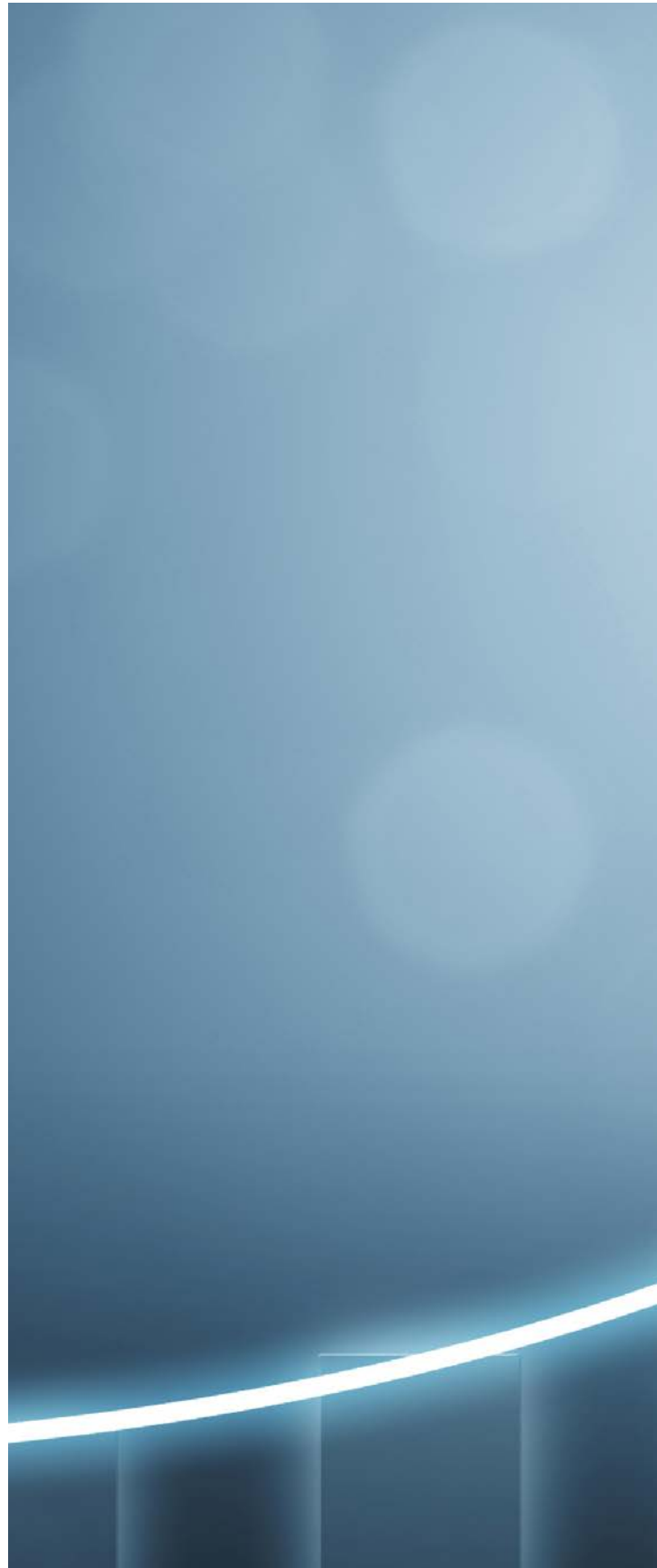
Proposals:

Writing proposals is equally important as it serves as a primary tool for securing funding and support. Well-crafted proposals communicate the value and impact of the center's programs to potential donors, grant providers, and partners. They outline

the goals, methodologies, and expected outcomes of projects, demonstrating the center's capability and vision. Successful proposals not only attract financial resources but also build the center's reputation and credibility. They open doors to new opportunities, partnerships, and innovations, ultimately contributing to the growth and sustainability of the continuing education center. During the academic year 2023-2024, CFP submitted 12 proposals.

CFP Dubai

A branch of the CFP, named "CFP-Dubai," was established in December 2023 at the USJ-Dubai Campus to implement continuing education programs, both pre-planned and customized (tailored to client requests), serving the region's businesses, NGOs, and educational institutions. These training programs are delivered both in-person and online. Dubai, as a global hub of innovation, commerce, and culture, attracts diverse professionals and organizations seeking to thrive in an ever-evolving global market. Establishing an educational training center dedicated to lifelong learning in this dynamic city addresses the growing demand for continuous skills enhancement and professional development. It enables individuals and organizations to stay competitive by acquiring cutting-edge knowledge and practical skills tailored to industry needs. Moreover, such a center fosters an ecosystem of learning, empowering employees, entrepreneurs, and educators to excel and contribute to Dubai's vision of becoming a knowledge-based economy.







Training Programs

a. External Trainings

- i. Communication & Performing Arts
- ii. Education, Lifelong Learning & Professional Development
- iii. Event Management & Planning
- iv. Leadership
- v. Public Speaking
- vi. Sales & Marketing
- vii. Teamwork & Collaboration
- viii. Technology & Innovation
- ix. Wellness, Coaching & Personal Development

b. Internal Trainings

- i. Personal Development & Technical Skills
 - 1. Communication & Performing Arts
 - 2. Diversity, Equity, and Inclusion
 - 3. Public Speaking
 - 4. Sales & Marketing
 - 5. Teamwork & Collaboration
 - 6. Technology & Innovation
 - 7. Wellness, Coaching & Personal Development
- ii. Ignatian Spirituality and Leadership

External Training Programs

COMMUNICATION & PERFORMING ARTS

Certificate

Performance Certificate with Badih Abou Chakra Season 1 – Cohort 1



The highly anticipated Performance Certificate training, led by renowned Lebanese actor Badih Abou Chakra, took participants on a transformative journey through the foundations of acting. Known for his celebrated career in television, cinema, and theater across Lebanon and the MENA region, Badih brought his vast experience to this exclusive program. Held at USJ, the sessions provided an intimate setting where participants, ranging from aspiring actors to professionals looking to enhance their expressive abilities, engaged with Badih's expert techniques for mastering physical, vocal, and verbal expression.

Throughout the 40-hour training, participants explored key acting skills, from observing characters and body language to mastering articulation and controlling breathing. In each session, Badih guided them through practical exercises, helping them build confidence and develop their own style. As they progressed, attendees gained a deeper understanding of

how to apply these techniques not only on stage and in front of the camera but also in their personal and professional lives.

The final session culminated in an exciting showcase where participants presented their newly acquired skills, a testament to their growth throughout the program. Under the mentorship of one of Lebanon's most respected actors, attendees left the course equipped with the foundational techniques needed to further pursue their passion for performance or to enhance their communicative abilities in their careers.

This training program provided a unique opportunity to receive personalized guidance from a celebrated actor, offering participants unparalleled insight into the art of performance and a distinctive edge in both their professional and creative endeavors.

Workshop

TV Show: Design, Creation and Production



The “TV Show Design, Creation, and Production” workshop, conducted in collaboration with USJ’s Institute of Theater, Audiovisual and Cinema Studies and MTV Academy, offered participants an intensive dive into the world of television production. This workshop, featuring industry veterans like Michel Sanan, Micheline Nasrany Assi, Dany Haddad, Kamil Tanios, and Katia Bacha, covered every stage of TV production from initial concept to direction. Each session provided participants with specialized skills, from pitching compelling ideas and creating engaging content to understanding the intricacies of both digital and linear broadcasting formats.

Throughout the sessions, participants learned hands-on techniques in crafting unique show ideas tailored to audience preferences, structuring effective content, and mastering pre- and post-production essentials. The workshop highlighted essential teamwork, communication, and adaptability skills necessary for a successful production environment. Practical exercises, real-world case studies, and role-playing added depth, ensuring that each participant gained a comprehensive understanding of what it takes to bring a TV show to life.

The workshop concluded with an exclusive hands-on session at MTV, led by special guest Rania Ziade Achkar, where participants applied their newfound skills in a live studio setting.

By the end of the workshop, attendees left equipped with the creative and technical expertise needed to navigate the rapidly evolving TV landscape, ready to produce engaging content for a modern audience.



EDUCATION, LIFELONG LEARNING & PROFESSIONAL DEVELOPMENT

Workshop

Séminaire de formation :

La neuroéducation pour mieux adapter les méthodes pédagogiques aux fonctions cérébrales



La formation intitulée « La neuroéducation pour mieux adapter les méthodes pédagogiques aux fonctions cérébrales » est organisée par l'Association Nationale des Enseignants de Français du Liban (ANEFL). Elle s'est déroulée en ligne via Zoom les 10 et 11 novembre 2023.

Cette formation, dispensée par Pr Fadi El Hage, a proposé une approche innovante pour les enseignants, en se basant sur les dernières avancées en neuro-éducation. Elle a exploré comment les fonctions cérébrales influencent les méthodes d'apprentissage et a fourni des outils concrets pour adapter les pratiques pédagogiques à ces découvertes. Les enseignants ont découvert comment exploiter la plasticité cérébrale, le connectome et les neurones miroirs pour optimiser l'apprentissage des élèves, tout en intégrant des concepts comme les intelligences multiples et l'intelligence émotionnelle dans leurs interactions quotidiennes.

Cette formation a offert une compréhension approfondie des mécanismes cérébraux sous-

jacents à l'apprentissage, permettant aux enseignants de rendre leurs méthodes plus efficaces et adaptées aux besoins individuels de chaque élève. Elle a permis de développer des compétences essentielles pour une pédagogie moderne, axée sur l'amélioration des performances et du bien-être des apprenants, tout en facilitant une meilleure gestion des relations interpersonnelles dans un cadre éducatif.

Tailor-made programs

Continuing Education Project

The customized “Continuing Education Project”, developed in collaboration with UNRWA and USJ’s Lebanese Institute for Educators, was designed to empower elementary school teachers with practical strategies for enhancing classroom engagement and meeting diverse student needs. Addressing the specific challenges identified through prior focus groups, the program provided teachers with effective techniques and classroom activities tailored to improve foundational skills in literacy, numeracy, communication, and scientific thinking.



Delivered across various camps in Beirut, the North, and Zahle, with additional sessions held in Tyre’s UNRWA schools, the training engaged groups of Arabic, English, Math, and Science teachers in focused modules. Arabic and English teachers received 12 hours of comprehensive training on reading, writing, and communication skills, while Math and Science teachers completed 8 hours focused

on numeracy and subject-specific teaching strategies. Each session integrated practical exercises, enabling teachers to immediately apply the skills learned within their own classrooms.

Upon completion, participants received certificates from the Lebanese Institute for Educators and CFP, signifying their dedication to professional growth. This program not only strengthened teaching methodologies but also fostered a supportive network among UNRWA teachers, enhancing educational quality across Lebanon’s underserved regions.

Didactique du français et de la littérature au XXI^e siècle



Le programme de formation «Didactique du Français et de la Littérature au XXI^e Siècle» s’est déroulé à l’Institut Français du Liban à Saïda, offrant aux enseignants de français une approche renouvelée et innovante de l’enseignement de la langue et de la littérature. Animé par des experts tels que Nancy Saab, Gérard Bejjani et Karine Sahly, le programme a couvert diverses thématiques allant de la méthodologie classique appliquée aux textes littéraires à l’intégration du numérique dans l’apprentissage, en passant par l’analyse filmique et l’exploitation d’œuvres littéraires francophones.

À travers six sessions interactives, les participants ont exploré des pratiques pédagogiques modernes, apprenant à donner une nouvelle dimension au texte littéraire, à relier la littérature à la vie quotidienne, et à utiliser des supports variés comme les films et les plateformes numériques pour enrichir leurs cours. Les intervenants ont partagé des techniques pour motiver les élèves et éveiller leur goût pour la lecture, tout en mettant en œuvre des méthodes analytiques permettant une meilleure compréhension des œuvres.

En plus des sessions en présentiel, les enseignants ont eu l'occasion de prolonger cette expérience lors d'un forum en ligne, conçu comme un espace d'échange de pratiques et d'enrichissement mutuel.

Ce programme a permis de doter les participants d'outils concrets pour transformer l'enseignement du français et de la littérature en une expérience vivante, dynamique et connectée aux réalités du XXI^e siècle.

Gestion pédagogique d'une classe, climat scolaire et bien-être au travail



Le programme de formation intitulé «Gestion Pédagogique d'une Classe, Climat Scolaire et Bien-Être au Travail» s'est déroulé aux Instituts Français de Zahlé et de Baalbeck, offrant une occasion unique aux éducateurs de ces régions de perfectionner leurs compétences en gestion de classe et en bien-être des élèves. Animées par des experts renommés tels que le Professeur Fadi El Hage, M. Rock Achy, et Professeur Patricia Rached, le programme visait à doter les enseignants du cycle primaire, complémentaire et secondaire des outils nécessaires pour créer un environnement d'apprentissage positif favorisant la motivation des élèves et une gestion efficace des conflits.



La formation, réalisée au cours de deux week-ends intensifs, a plongé les

participants dans des sessions pratiques sur les stratégies pédagogiques modernes, y compris la communication non-violente et l'intégration de techniques d'apprentissage actif. À travers des exercices concrets, les enseignants ont appris à identifier les divers profils d'élèves et à adapter leurs approches pour répondre aux besoins évolutifs des apprenants d'aujourd'hui. Les sessions ont mis l'accent sur la création d'un climat scolaire bienveillant où les élèves peuvent s'épanouir tant sur le plan académique qu'émotionnel.

Pour ajouter une valeur supplémentaire à cette expérience, les participants ont pris part à un forum collaboratif, échangeant des idées et des pratiques exemplaires avec leurs pairs.

Ce programme a non seulement fourni aux éducateurs des stratégies concrètes pour améliorer la dynamique de la classe, mais a également renforcé les réseaux professionnels entre les établissements éducatifs des deux régions, favorisant une communauté engagée dans l'amélioration continue de l'enseignement et du bien-être des élèves.

L'évaluation en milieu scolaire

La formation intitulée « L'évaluation en milieu scolaire », destinée aux coordinateurs et responsables du Collège de la Sainte Famille - Fanar, avait pour but d'approfondir la compréhension et l'utilisation de l'évaluation dans un cadre éducatif. Dispensée en français, cette formation interactive s'est répartie sur trois sessions, chacune entrecoupée de périodes de mise en pratique pour appliquer les techniques abordées.



Le programme s'est structuré autour de plusieurs thèmes clés liés à l'évaluation en milieu scolaire. Le premier jour était consacré à

une introduction à l'évaluation, à ses objectifs, ses enjeux et à un rappel des différents types d'évaluation, ainsi qu'à l'utilisation d'outils numériques. Ensuite, les participants étaient invités à pratiquer ces concepts pendant deux semaines. Le deuxième et le troisième jours portaient principalement sur la création de quiz interactifs et l'importance de la rétroaction constructive, tout en abordant les questions éthiques de l'évaluation, notamment les biais possibles.

Cette formation a permis aux participants d'améliorer leurs compétences en matière d'évaluation scolaire en leur fournissant des outils pratiques et numériques pour évaluer les élèves de manière plus précise et adaptée. En plus des aspects techniques, elle a mis l'accent sur l'importance de la rétroaction constructive et différenciée, favorisant ainsi un environnement d'apprentissage équitable et éthique. Les méthodes d'apprentissage interactives utilisées (brainstorming, études de cas, simulations, etc.) ont encouragé l'engagement actif des participants, et l'intégration des technologies a permis de moderniser les pratiques d'évaluation, offrant ainsi une approche plus dynamique et efficace.

EVENT MANAGEMENT & PLANNING

Workshop

The Art of Events Planning & Management



The “Art of Events Planning & Management” training program, led by industry expert Mrs. Aya Saidi, provided participants with a comprehensive, hands-on learning experience. Throughout five dynamic

sessions, attendees explored every stage of event planning, from initial concept creation to supplier management and logistics. Drawing from her extensive career, Mrs. Saidi shared practical insights from high-profile events, giving participants a solid foundation to plan their own events.

A key highlight of the program was the interactive, project-based approach. Participants worked in teams to create a unique event from scratch, applying their learning in real-time. They tackled critical aspects such as budgeting, securing sponsorships, and developing effective marketing strategies to promote their events. This experiential learning enabled them to gain practical experience in managing every facet of event planning.

In the final session, participants had the opportunity to present their fully developed event plans, showcasing the skills and knowledge they had gained throughout the course.

This training went beyond theoretical instruction. It provided participants with actionable strategies, real-world examples, and interactive experiences that allowed them to hone their event planning skills. The program also fostered valuable networking opportunities, enabling participants to connect with like-minded professionals and build relationships that could support their careers in event management. By the end of the training, attendees felt equipped with the confidence and knowledge needed to execute events that stand out, engage, and inspire.

LEADERSHIP

Workshop

Certificate in Leadership and Transformative Management

The “Certificate in Leadership and Transformative Management” program was a highly regarded online training designed to equip professionals with the skills and insights needed to lead effectively in today’s

fast-paced business environment. This 60-hour program was thoughtfully scheduled in the evenings, making it ideal for working professionals who sought to enhance their leadership potential without disrupting their work commitments. Led by a distinguished panel of experts with extensive experience in leadership, business strategy, coaching, and organizational behavior, the program transformed how participants approached leadership and management.

What distinguished this program was its unique blend of theoretical knowledge and practical application. Participants not only learned proven leadership models and management frameworks but also gained access to real-world tools they could immediately implement in their roles. From mastering situational leadership to enhancing emotional intelligence and strategic decision-making, the program enabled participants to navigate complex business challenges with confidence.

The diverse expertise of the trainers, with backgrounds spanning multiple industries and regions, provided participants with valuable global perspectives.

This program was ideal for professionals looking to enhance their leadership impact, drive successful organizational transformations, and build inclusive, resilient teams capable of thriving in the face of change. Whether they were managers refining their leadership abilities or aspiring leaders ready to make a lasting impact, participants gained a comprehensive skill set that empowered them to succeed in the modern business landscape.

Workshop

Leadership in the Digital Era



**Fédération
des Associations
des Anciens**
Université Saint-Joseph
de Beyrouth

The “Leadership in the Digital Era” workshop, offered to USJ Alumni, provided an invaluable opportunity for former students to develop essential leadership skills tailored

for today’s digital landscape. Led by Dr. Ghada Haddad, an esteemed Professor of Leadership and Organizational Behavior, the session focused on equipping participants with the competencies needed to thrive as effective leaders in the digital age. Drawing on her extensive expertise in leadership, diversity, and intercultural management, Dr. Haddad guided attendees through a dynamic exploration of digital-era leadership traits and strategies.

Held online, this engaging three-hour workshop offered USJ Alumni insights into the evolving expectations and capabilities required for digital leadership, including navigating multicultural environments and fostering inclusive practices. Through interactive discussions, Dr. Haddad encouraged participants to reflect on their own leadership styles and adapt to the fast-paced, digitally-driven business environment.

This workshop, fully sponsored by Saint Joseph University, not only reinforced the university’s commitment to lifelong learning but also fostered a strong sense of community among Alumni. Participants left with actionable strategies for leading in a digital world, enhancing both their personal growth and professional impact.

Tailor-made programs

Executive Management Program



The “Executive Management Program” dedicated to 17 staff members of Merit Corporation, provided a comprehensive journey into the core competencies required for effective leadership and strategic business management. Spanning multiple modules, participants explored critical skills, including leadership, decision-making, strategic planning, and project management, under the guidance of seasoned trainers. The program also emphasized emotional intelligence, agile leadership, and well-being, enabling

participants to lead with empathy and adapt to modern organizational challenges.

The sessions seamlessly integrated theory with practice. Participants discovered their personal leadership styles, mastered strategic marketing techniques, analyzed financial statements, and developed sustainable strategies for competitive advantage. By navigating complex HR dynamics and project management approaches, they gained tools to drive organizational success while fostering team collaboration.

With its multifaceted approach, the program equipped leaders with the insights and skills to tackle evolving business landscapes confidently.

The added value of this program lies in its ability to combine visionary leadership practices with actionable strategies, empowering participants to create sustainable growth for their organizations.

Tony Ward Training Program

TONY WARD

This customized training program was designed specifically for Tony Ward's team, focusing on enhancing essential management and teamwork skills among the eight attending staff members. Delivered by experts Mr. Georgio Chemaly, Mrs. Joanna Maalouf, Mrs. Maya Rahhal, and Mr. Sergio Moukarzel, the program covered key areas including basic management skills, communication, problem-solving, and emotional intelligence, ensuring participants gained comprehensive skills applicable to their roles.

The program consisted of five intensive modules. Managers began with sessions on fundamental management skills, time management, and delegation techniques to enhance their effectiveness in leading

teams. The training also emphasized stress management, motivational strategies, and critical communication skills necessary for a productive work environment. In parallel, workshop leaders ("Chefs d'atelier") focused on problem-solving and emotional intelligence, equipping them with tools to navigate complex situations with empathy and resilience.

The final module, open to both managers and workshop leaders, was dedicated to team building. This interactive session aimed to strengthen collaboration, communication, and trust within the team, fostering a cohesive work culture. Each module was followed by a two-hour focus group three weeks after completion, providing participants with an opportunity to reflect on and consolidate their learning.

This program not only boosted individual competencies but also reinforced a supportive and efficient team dynamic, aligning with Tony Ward's commitment to professional growth and organizational excellence.

Conference

**Les défis de l'extrême :
un pari ambitieux,
audacieux et osé.**



L'événement intitulé «Les défis de l'extrême : un pari ambitieux, audacieux et osé. Quels outils, moyens et ressources à relever avec conviction, leadership, détermination et succès?», en partenariat avec l'Association Mon Liban d'Azur et le Service du Sport de l'USJ, a réuni des figures emblématiques du sport et de l'aventure pour une table ronde inspirante, plaçant le leadership, la résilience et l'engagement social au cœur des échanges. Ara Khatchadourian, aventurier humaniste, a captivé l'audience en partageant ses expériences extraordinaires, notamment son ascension de l'Everest et ses défis pour la paix à travers des exploits comme «Run for Peace» et «Rowing for Peace». À chaque étape de son parcours, Ara a démontré comment

le dépassement de soi peut devenir un puissant vecteur de transformation sociale, en militant pour la paix mondiale.

De son côté, Ray Bassil, championne de tir à la carabine et ambassadrice de bonne volonté pour le PNUD, a mis en lumière son engagement à travers le sport pour des causes globales, telles que l'égalité des sexes, la protection de l'environnement et la paix. Son discours a inspiré par son appel à l'action, en montrant comment le sport peut servir d'outil puissant pour influencer les politiques et promouvoir des changements sociétaux durables.

Cette table ronde a non seulement offert un échange riche en émotions et en enseignements, mais a aussi démontré la capacité du sport extrême à dépasser les frontières pour impacter positivement la société. Le public est ressorti avec un message fort : avec détermination et leadership, il est possible de surmonter les défis les plus extrêmes pour bâtir un monde meilleur.

PUBLIC SPEAKING

Workshop

Training in Public Speaking



The Public Speaking Training Program offered participants a transformative experience designed to refine their speaking abilities across a range of scenarios. Led by Fady Bader, a renowned coach affiliated with the John Maxwell Team and a TEDx curator, the program combined foundational principles with advanced techniques to elevate both novice and seasoned speakers. Over 24 hours of in-depth training, attendees engaged in interactive sessions, mastering storytelling, impromptu speaking, emotional resonance, and persuasive techniques.

Each session covered practical skills and methods, from creating structured narratives and handling sensitive topics to delivering motivational speeches with impact. The course introduced innovative concepts like "Imaginative Persuasion" and "Outside of the

Box" techniques, which allowed participants to explore creative ways to connect with their audience, adapting to varied contexts, including special occasions and emotionally charged topics.

By the program's conclusion, participants were empowered not only to speak confidently but to inspire, persuade, and motivate their audiences. The dual certification from USJ and the John Maxwell Team added value, marking them as accomplished communicators capable of leading and connecting authentically in any professional or personal setting.



SALES & MARKETING

Certificate

Certificate in Strategic Digital Marketing

The "Certificate in Strategic Digital Marketing" program was a comprehensive 36-hour online training designed to provide participants with a deep understanding of modern digital marketing strategies. This training program, which was provided during January and February 2024, was delivered entirely online via Zoom, making it accessible to professionals seeking to enhance their digital marketing skills from anywhere. The program featured two prominent experts: Dr. Gloria Haddad, specializing in strategic marketing, and Dr. Maria Frangieh, an experienced entrepreneur and expert in digital transformation and marketing.

Participants in this program gained a unique advantage by learning how to integrate corporate and marketing strategies while

analyzing market dynamics using effective tools. The training program also enabled them to craft marketing plans with clear objectives and develop a strong brand identity. The training went beyond theory, offering practical, actionable insights into social media platforms, content creation, and online reputation management. It provided an in-depth exploration of digital marketing fundamentals, branding, and campaign execution, with a focus on achieving measurable results through data analysis.

By the end of the course, participants were equipped with the skills to build strong digital presence and personal brands, turning them into ambassadors for their businesses.



Tailor-made program

Sales Techniques and Strategies



The tailor-made training program “Sales Techniques and Coaching”, designed specifically for Phoenix Clinical Research staff members, provided 30 employees with an interactive and motivational approach to sales and customer relations. Led by sales expert and coach Carla Deeb, this online program aimed to transform introverted team members into proactive professionals ready to represent Phoenix Clinical Research’s brand in a competitive market. Encouraging each participant to step out of their comfort zone, the training focused on

“selling oneself” authentically and creating a personal signature style that aligns with Phoenix’s image.

The sessions covered essential skills, including prospecting, opening, and closing sales, as well as vital communication and body language techniques to leave lasting impressions. Through role-playing exercises, case studies, and group activities, employees learned to own their roles and develop a personalized approach to enhance the company’s brand image effectively.

This training had an immediate impact, empowering employees to apply their newly acquired skills in their daily interactions. By implementing these techniques, participants emerged as brand ambassadors, motivated to achieve tangible results and contribute to Phoenix Clinical Research’s growth in the online medical services sector.

Round-Table Discussion

L’art, le tourisme, l’hospitalité, l’entrepreneuriat et la gestion du luxe



La table ronde intitulée «L’Art, le Tourisme, l’Hospitalité, l’Entrepreneuriat et la Gestion du Luxe : une opportunité en temps de crise», en collaboration avec l’Association Mon Liban d’Azur, l’Institut de gestion des entreprises de l’USJ et la Faculté des lettres et des sciences humaines de l’USJ, a réuni des experts de la Côte d’Azur et du Liban pour explorer les synergies et les points communs entre ces domaines clés et leurs implications dans un contexte de crise. Parmi les intervenants, Aline Kamakian, fondatrice des restaurants Mayrig et Batchig, et Camille Tarazi de la Maison Tarazi, ont partagé leur vision entrepreneuriale, démontrant comment l’héritage culturel et l’art peuvent être des moteurs de croissance dans des environnements incertains.

Céline Boutros Saab, directrice de l’Institut de gestion des entreprises à l’USJ, et Nayla Tamraz, directrice des programmes en critique d’art à l’USJ, ont quant à elles mis

en avant le rôle fondamental de la formation et du développement des talents pour renforcer ces secteurs. De plus, Guillaume Puig, directeur de l'Hôtel La Vague de Saint Paul, et Laurence Hartmann, responsable du tourisme et de la culture à Saint Paul de Vence, ont partagé des exemples concrets de réussite dans la gestion du tourisme et du luxe, même en période de crise.

Cette table ronde a permis de souligner comment le tourisme, l'hospitalité et l'art, bien qu'affectés par les crises économiques, peuvent se réinventer et devenir des opportunités d'innovation. Les échanges ont illustré le potentiel de collaboration entre la Côte d'Azur et le Liban pour dynamiser ces secteurs, créant ainsi une passerelle entre art, culture et développement économique.

TEAMWORK & COLLABORATION

Tailor-made programs

Team-Building Day Fondation Diane



The “Team Building Program” for Fondation Diane employees, held on December 7 and 9, 2023, provided an interactive and immersive experience designed to foster collaboration, communication, and productivity among participants. The training, delivered by Giorgio Chemaly and Rola Sheikh, combined a variety of practical exercises, case studies, and simulation activities, creating a dynamic and engaging learning environment.

The sessions covered essential topics such as identifying human needs, providing effective feedback, stress management, and time management strategies. Special emphasis was placed on well-being in the workplace through the PERMAH model, and on handling challenging conversations using Non-Violent Communication (NVC) techniques. Trust-building exercises further enhanced the cohesiveness of the team, while a focus on commitment to results aimed at improving organizational productivity.

The added value of this program lies in its holistic approach to team-building—integrating emotional intelligence, communication, and practical tools for managing stress and conflict. Participants were not only equipped with strategies to improve personal well-being but also gained insights into building stronger, more effective teams capable of working towards shared goals. The diverse methods and hands-on activities fostered an atmosphere of collaboration, trust, and personal growth, making it a transformative experience for the participants and the CEO of Fondation Diane.



Team-building Day SNA



The “Team Building Outdoor Day” for the insurance company SNA took place on November 10, 2023, at al Bustan hotel. It was structured around empowering SNA participants to navigate workplace challenges through leadership and wellbeing strategies.

The day began with a welcoming session, followed by the first training segment focusing on the VUCA model, which stands for Volatility, Uncertainty, Complexity, and Ambiguity. This session, led by Sergio Moukarzel, aimed to help participants transition from navigating these challenges toward achieving vision, understanding, clarity, and agility within their roles.

The second session, led by Rola Sheikh, centered on “Wellbeing at Work,” using the PERMAH model, which emphasizes the importance of positive emotion, engagement, relationships, meaning, accomplishment, and health in the workplace.

After a break, participants engaged in the “Team Show Challenge,” which took an edutainment approach to learning, combining fun and competitions to enhance team dynamics and collaboration. Among those exercises was one about building a tower using straws; participants had to unleash their creativity to try building the highest tower which fostered creativity, teamwork, and problem-solving skills.

The day concluded with feedback from participants and the CEO of the company, reflection, and a message from the CEO to his operations team, followed by lunch.

This structured day fostered alignment with the company's strategic direction, integrating wellbeing, agility in leadership, and team collaboration. The mix of theoretical and fun, interactive components provided a well-rounded approach to team building, enhancing engagement, trust, and alignment within the team. Participants gained practical skills to navigate complexity and uncertainty in their roles while promoting a culture of wellbeing and continuous improvement within the company.

TECHNOLOGY & INNOVATION

Certificates



Certificate in AI tools

The Certificate in AI Tools, in collaboration with Zaka AI, was designed for professionals and students across various fields who were eager to incorporate artificial intelligence (AI) tools into their work or studies. The training program took place online via Zoom from April to May 2024; it provided an in-depth exploration of AI technologies without requiring prior expertise in the field. Spanning multiple modules, participants learned to navigate essential AI tools like ChatGPT, AI-driven image and video synthesis, and audio crafting technologies, with a focus on their practical application in enhancing productivity, creativity, and problem-

solving capabilities. The program was led by a distinguished group of AI experts with a proven track record in both academic and practical AI innovations, ensuring attendees received quality guidance throughout the course.

This certificate offered valuable networking opportunities, hands-on workshops, and expert insights to equip participants with the skills necessary to thrive in the rapidly evolving AI landscape.

The Certificate in AI Tools offered participants exposure to cutting-edge AI tools that are applicable across various industries, enhancing both personal and professional productivity. Through this program, attendees had the opportunity to network with AI experts and professionals from diverse sectors, building connections that can facilitate future collaborations. The hands-on learning sessions provided a practical and immersive approach, allowing participants to immediately apply the skills they acquire in real-world scenarios.

Moreover, the program emphasized the development of essential AI expertise that is highly sought after in today's workforce, with a strong focus on ethical considerations and the future trends shaping the AI landscape.

Certificate in Digital Transformation and Artificial Intelligence



The “Certificate in Digital Transformation and Artificial Intelligence” training program provided participants with a deep dive into the transformative potential of AI and digital innovation. Over 36 hours of intensive

sessions, forward-thinking professionals explored key topics such as fintech advancements, blockchain technology, data science fundamentals, cybersecurity, and the ethical dimensions of AI. Guided by expert trainers, attendees engaged in hands-on exercises, applying AI in practical scenarios from generating multimedia content to optimizing data-driven decisions for organizational efficiency.

This program empowered participants to gain not only a comprehensive understanding of AI tools and emerging technologies but also the confidence to initiate impactful change within their fields.

This program combined solid theoretical foundations and real-world applications, equipping participants with the skills to navigate and lead in an AI-powered world.

Tailor-made program

Ethique en Intelligence Artificielle

La formation «Éthique en Intelligence Artificielle», conçue pour la Congrégation des Sœurs de la Charité au Liban, a rassemblé 60 participants, incluant des religieuses et leurs collaborateurs, dans un cadre propice à la réflexion et au dialogue éthique. Organisée en français et tenue dans les locaux de la congrégation, cette session visait à sensibiliser les participants aux concepts fondamentaux de l'intelligence artificielle (IA) et à approfondir les enjeux éthiques associés à son utilisation.

Divisée en plusieurs ateliers, la formation a débuté par une introduction aux composantes et applications de l'IA, permettant aux participants de saisir l'impact potentiel de cette technologie dans divers domaines. Ensuite, une session dédiée à l'éthique professionnelle a permis de contextualiser l'importance de valeurs morales dans l'intégration de l'IA, incitant à une utilisation responsable et respectueuse de cette technologie. La matinée s'est terminée avec un atelier interactif sur l'éthique appliquée à l'intelligence

artificielle, stimulant les participants à réfléchir aux menaces possibles et aux pratiques éthiques pour une meilleure synergie homme-machine.

Chaque module a été animé de façon interactive, avec des études de cas, des débats et des présentations enrichissantes, complétées par des supports technologiques tels que des présentations PowerPoint et des vidéos. À la fin de la session, une enquête de satisfaction a été réalisée pour recueillir les retours des participants concernant la qualité des contenus, la performance du formateur, et l'adéquation avec leurs attentes. Un rapport final sera transmis pour souligner les réussites de la formation et les domaines à perfectionner.

Cette formation a renforcé la compréhension des participants sur les enjeux éthiques de l'IA, leur permettant de devenir des acteurs vigilants et informés, aptes à intégrer l'IA de manière responsable dans leurs missions quotidiennes.



WELLNESS, COACHING & PERSONAL DEVELOPMENT

Certificate

**Certificate in Coaching
Coaching with Confidence
Level 1 - Cohort 2**



The Professional Training Center (CFP) at the Saint Joseph University of Beirut has been granted accreditation by the esteemed International Coaching Federation (ICF)

in the United States for its exemplary “Certificate in Coaching” program, recognized for its high-quality content. Participants who successfully completed this program received a dual diploma: one from USJ and another from ICF, ensuring international recognition of their training. All trainers are certified ICF coaches.

The importance of ICF (International Coaching Federation) accreditation cannot be overstated. An ICF-accredited program signals adherence to the highest standards of coaching education and ethical practices. Graduating from an ICF-accredited program validates a coach’s expertise, enhancing their credibility and professional standing. This accreditation also improves marketability and trustworthiness, opening doors for career advancement and business opportunities. As a globally recognized credential, ICF certification facilitates professional mobility, allowing coaches to work and be recognized internationally, further solidifying their reputation in the coaching industry.

The “Certificate in Coaching” program provided participants with the skills to become competent and confident coaches. It offered a comprehensive curriculum that covered foundational coaching principles, advanced coaching techniques, and the business acumen necessary for launching a successful coaching practice. The program was delivered by a team of seasoned professional coaches, each with extensive experience and multiple certifications, ensuring a high-quality and impactful learning experience.

This training program is of utmost importance due to its broad applicability across various professional and personal contexts. Whether participants aimed to become certified coaches, enhance their leadership capabilities, or apply coaching techniques to improve relationships, the program provided a versatile toolkit. Participants also benefited from learning directly from experts who brought years of practical experience and deep expertise in leadership, communication, and coaching. Additionally, the personalized mentor coaching offered in the program allowed participants to further

refine their skills, receive tailored guidance, and ensure they are well-prepared for professional certification.

Tailor-made programs

Coaching pour la Directrice de l'École Publique Rachel Edde



Ce programme de coaching a été conçu spécifiquement pour la directrice de l'École Publique Rachel Edde, pour renforcer ses compétences en gestion, communication, leadership, et développement relationnel. Dispensé en ligne et en présentiel, ce parcours, de 20 séances a offert un accompagnement approfondi et personnalisé pour répondre aux défis propres au poste de la directrice.

Le programme débute par un bilan professionnel, permettant à la directrice de faire le point sur ses compétences, ses réussites, et ses valeurs de vie. Les modules se concentrent sur l'image personnelle et le leadership, en mettant en place des outils concrets pour améliorer sa gestion scolaire et développer une image de leader inspirant et efficace. Des sessions de communication ont offert également des techniques pour construire des relations positives et encourager une communication non-violente au sein de l'établissement. Les exercices interactifs et les travaux sur soi ont été au cœur de cette formation, garantissant une application pratique des concepts abordés.

La formation s'est achevée par un bilan de la mission, qui a permis d'évaluer les acquis et les progrès réalisés.

Ce programme, axé sur l'évolution personnelle et professionnelle, a doté la directrice des

compétences nécessaires pour promouvoir une culture scolaire positive et durable, répondant aux besoins de son établissement avec un leadership authentique et adapté.

Soins aux Personnes Souffrant de Problèmes de Santé



Ce programme de formation, né d'une collaboration entre le Centre de Formation Professionnelle (CFP), la Faculté des Sciences Infirmières (FSI) de l'Université Saint-Joseph de Beyrouth, et le Fonds Arménien de France, vise à doter 15 femmes et hommes d'origine libanaise et syrienne-arménienne des compétences nécessaires pour exercer en tant qu'aides-soignants. Cette initiative a répondu à un besoin croissant de personnel formé dans le domaine de la santé, notamment faisant suite au succès de la première édition de la formation, où tous les participants ont trouvé un emploi. Le programme a été mis en place pour répondre à la demande de Madame Hilda Bairamian et aux sollicitations des hôpitaux pour des aides-soignants qualifiés.

Le contenu de la formation s'est composé d'un enseignement théorique structuré en cours et ateliers, couvrant des sujets tels que les soins d'hygiène, l'observation des paramètres de santé, la réalisation des soins de base, et la communication avec les patients et leurs familles. Cette partie théorique fut suivie par un enseignement clinique sous forme de stages dans des milieux de soins, notamment à l'Hôtel-Dieu de France, permettant aux participants de développer leurs compétences pratiques sur le terrain, tout en bénéficiant d'un accompagnement individualisé.

En plus de fournir une formation professionnelle complète, ce programme a joué un rôle clé dans l'intégration sociale et économique des participants en leur offrant une chance de contribuer activement aux soins de santé. Il a également répondu à un besoin crucial dans le secteur de la santé libanaise, en formant une nouvelle génération d'aides-soignants qualifiés capables de soutenir les infirmiers dans la promotion et la préservation de la santé des patients.

Internal Training Programs

Personal Development & Technical Skills

COMMUNICATION & PERFORMING ARTS

Workshop

Corporate Communication

The training “Corporate Communication” held during June 2024, was delivered to two groups of USJ staff members. It focused on enhancing both verbal and non-verbal communication skills in a corporate setting. Participants learned the importance of active listening and how it impacts effective communication, while also applying strategies to overcome communication barriers and enhance clarity. The course covered assertive communication techniques for confidently expressing ideas and concerns, as well as adapting communication styles to different stakeholders and situations. Participants also developed skills in using effective questioning, fostering dialogue, and resolving conflicts through empathy and emotional intelligence. The program included training in written communication, such as emails and reports, and taught how to use feedback for continuous improvement. Additionally, the course addressed the challenges of communication in virtual and remote environments.

This training enhanced both written and verbal communication skills, allowing participants to communicate more effectively and confidently in various corporate settings, improving relationships with stakeholders and boosting career prospects.

DIVERSITY, EQUITY, AND INCLUSION

Workshop

Combating Sexual Harassment | Lutte contre le Harcèlement Sexuel



The training “Combating Sexual Harassment” held during 2024 was delivered in French and English to ten groups of USJ staff members. This training focused on the identification, prevention, and response to sexual exploitation and abuse. Participants learned to recognize different types of sexual exploitation and abuse, understand the steps to prevent them, and familiarize themselves with the United Nations’ standards of conduct in this area. The course covered USJ’s policies on sexual and moral harassment, how to report incidents of exploitation and abuse, and the consequences of such violations. Additionally, it outlined the responsibilities of managers, department heads, and office leaders in enforcing UN conduct standards.

The training empowered participants to identify and prevent sexual exploitation and abuse, fostering a safer and more respectful environment in the workplace or academic settings, while ensuring compliance with global standards and institutional policies.

The training “Combating Sexual Harassment” is part of a United Nations project (Project UNICEF/FLSH LEBA/PCA2023624/SPD20231059-1) in collaboration with the Faculty of Humanities (FLSH) of USJ.

Policy and Approach to Inclusion at USJ | Politique et Démarche d'Inclusion à l'USJ



The training “Policy and Approach to Inclusion at USJ” held in March 2024 was delivered in French to two groups of USJ staff members.

It focused on the principles of inclusive education and the values that support it. Participants explored the fundamental concepts of inclusion and understood the shared responsibility, both individually and institutionally, for ensuring the success and full potential of every student. The course also addressed the challenges involved in creating and maintaining an inclusive academic environment at the university level and provided insights into strategies for overcoming these challenges.

This training deepened participants' understanding of inclusive education practices, fostering a more equitable and supportive environment where all individuals can succeed and thrive, regardless of their background or abilities.

PUBLIC SPEAKING

Workshop

Body language and Public Speaking

The training “Body language and Public Speaking” held between February and March 2024 was delivered in English to five groups of USJ staff members. It covered the essential skills for mastering both body language and public speaking. Participants learned the basics of body language, how

to recognize and use non-verbal cues effectively, and how to enhance self-awareness in communication. The course focused on improving key aspects such as eye contact, gestures, posture, and managing nervous habits, while teaching how to use space and movement to project confidence. Participants also explored how to align verbal and non-verbal communication for greater impact. In addition, the program included foundational principles of public speaking, including preparation, organization, and delivery techniques. The course covered how to engage an audience, different types of public speaking, and strategies for continued growth as an effective speaker.

This training enhanced participants' communication skills by teaching them to use body language effectively, overcome stage fright, and engage audiences, helping them become more persuasive and confident speakers in professional settings.



SALES & MARKETING

Workshop

Budgeting & Financial Management for Grant Projects Module 1 | Gestion Financière des projets Subventionnés - Module 1: Budgétiser un projet en réponse à un appel à proposition

The training “Budgeting & Financial Management for Grant Projects Module 1” held between December 2023 and January 2024 was delivered in French to one group of USJ staff members. It focused on the key financial management skills needed to

successfully manage subsidized projects. Participants learned how to effectively budget a project in response to a call for proposals. The course covered the essential steps for preparing a comprehensive budget, ensuring compliance with funding requirements, and aligning financial planning with the objectives of the project. Participants also gained insights into monitoring and reporting financial aspects throughout the project lifecycle, ensuring transparency and accountability to funders.



Budgeting & Financial Management for Grant Projects Module 2 | Gestion Financière des projets Subventionnés – Module 2: Gérer le détail des aspects financiers du projet en exécution

The training “Budgeting & Financial Management for Grant Projects Module 2” held between December 2023 and January 2024 was delivered in French to one group of USJ staff members. It focused on managing the financial details of a project during its execution phase. Participants learned how to track and control project expenses, manage cash flow, ensure compliance with funding guidelines, and implement effective financial reporting mechanisms. The course also covered how to adjust the financial plan as needed, ensuring that the project remains within budget and meets the financial requirements of the funding agency.

This training equipped participants with the practical financial skills and tools to effectively manage grant-funded projects, ensuring accountability, transparency, and compliance, which ultimately increases the chances of project success and sustainability.

TEAMWORK & COLLABORATION

Workshop

Team Building and Collaboration | Team Building et Collaboration



The training “Team Building and Collaboration” held between March and May 2024 was delivered in English to four groups of USJ staff members. It focused on improving communication and teamwork skills. Participants learned how to communicate efficiently with team members, practice different levels of listening, and apply questioning techniques to enhance clarity in communication. The course included assessing and improving personal communication profiles and introduced key principles for effective teamwork. By the end of the training, participants were equipped to apply the fundamental laws of teamwork to foster collaboration and drive success within their teams.

This training strengthened team dynamics by teaching effective communication, collaboration, and problem-solving skills, leading to more cohesive, high-performing teams and improved organizational outcomes.



TECHNOLOGY & INNOVATION

Workshops

Build Your Online Presence

The training “Build Your Online Presence” held between May and June 2024 was delivered in English to three groups of USJ staff members. It helps participants develop and maintain a strong digital presence across various platforms. It covered the essentials of building websites and social media pages, understanding digital industry rules and guidelines, and creating compelling content for social media while improving storytelling skills. The course also emphasized effective communication both online and offline, shaping the narrative, and using disclaimers where necessary. Additionally, participants learned how to manage their online privacy and balance their personal and professional online identities.

This training helped participants establish and manage a professional digital presence, enhanced their visibility and influence online, which can lead to increased opportunities for career advancement and personal branding.

Digital Transformation and Artificial Intelligence

The training “Digital Transformation and Artificial Intelligence” held between January and February 2024 was delivered in English to four groups of USJ staff members. It explored the impact of digital transformation and artificial intelligence (AI) on business and society. Participants gained an understanding of the latest digital transformation concepts, emerging technologies, and innovative business models. The course covered key topics such as financial technologies (FinTech) and how they are reshaping the financial services industry, as well as blockchain and cryptocurrency for decentralized payments. Additionally, participants delved into the fundamentals of AI, including its history,

evolution, and core concepts, and explore its applications across various industries such as healthcare, finance, and education. The training also covered different AI fields, including machine learning, natural language processing, robotics, and computer vision, while addressing important ethical and societal issues like privacy, bias, and the future of work.

This training prepared participants to navigate and leverage the latest digital technologies, such as AI and blockchain, enabled them to innovate, optimize business processes, and remain competitive in an increasingly digital world.

Information Security Awareness | Sensibilisation à la sécurité de l'Information

The training “Information Security Awareness” held during March 2024 was delivered in French to one group of USJ staff members. It provided an overview of information security, focusing on common threats and risks. Participants learned best practices for securing sensitive information, including password management, email security, and safe web browsing. The course also covered the security of mobile devices, physical security measures, and how to protect professional data. Additionally, participants gained practical insights into securing information and mitigating risks in their daily work environment.

This training equipped participants with critical knowledge on how to safeguard sensitive data and mitigate security risks, ensuring both personal and organizational information protection against cyber threats.

Microsoft Excel

The training “Microsoft Excel” held between April and May 2024 was delivered in both English and French to two groups of USJ staff members. It covered essential and advanced features of Microsoft Excel, and equipped participants with the skills to manage and analyze data efficiently. Topics

included formatting data, using conditional formatting, sorting and filtering information, and validating data. Participants learned basic functions for calculations such as SUM, COUNT, AVERAGE, and more, as well as advanced functions like IF, Nested IF, and VLOOKUP. The course also covered addressing modes, subtotals, creating charts, and working with Pivot Tables for data analysis. Additionally, participants explored database functions such as DSUM, DMAX, and DGET to enhance their data manipulation capabilities.

This training equipped participants with essential Excel skills, from basic to advanced functions, and enabled them to analyze data more efficiently and make informed, data-driven decisions in the workplace.



WELLNESS, COACHING & PERSONAL DEVELOPMENT

Workshop  Centre professionnel de médiation

Emotional Management for Better Stress and Time Management | Gestion des émotions pour une meilleure gestion du stress et du temps

The training “Emotional Management for Better Stress and Time Management” held between February and April 2024 was delivered in French to four groups of USJ staff members. It focused on emotional intelligence and its role in stress and time management. Participants learned to identify, recognize, and accept their own

emotions as well as those of others. The course emphasized on managing emotions effectively and choosing appropriate behaviors to respond to various situations. It also taught strategies for managing stress by better understanding and regulating emotions, fostering a mindset conducive to personal effectiveness. Participants addressed common misconceptions about time management and productivity and gained practical tools to define and prioritize tasks. The training also covered strategies for managing daily work challenges and achieving a better balance between stress and productivity.

This training provided participants with the emotional intelligence tools to manage stress, improve time management, and boost productivity, leading to better work-life balance and personal well-being.



IGNATIAN SPIRITUALITY AND LEADERSHIP

Workshops



Aumônerie USJ

Ignatian Spirituality - Desire and Choice: The Art of Discernment in Decision-Making | Spiritualité Ignatienne - Désir et Choix : L'art de discerner dans la prise de décision

The training “Desire and Choice: The Art of Discernment in Decision-Making” held between December 2023 and May 2024 was delivered in French to eight groups of USJ staff members. It was based on Ignatian spirituality and focused on the

art of discernment in decision-making. Participants learned how to discover and recognize their deepest desires, develop a better understanding of themselves to make informed choices, and organize their lives to align with their true calling. The course also introduced strategies for decision-making, helping participants navigate life's choices with clarity and purpose, grounded on Ignatian principles of reflection and discernment.

This training provided participants with a structured framework for making life choices that align with their deepest values and spiritual beliefs, helping them achieve greater personal fulfillment and clarity in decision-making.



Ignatian Spirituality – The Values of a Jesuit University: Recognize, Prioritize, and Embrace | Spiritualité Ignatienne – Les Valeurs d’une université Jésuite : reconnaître, ordonner et assumer

The training “The Values of a Jesuit University: Recognize, Prioritize, and Embrace” held during March 2024 was delivered in French to eight groups of USJ staff members. It explored the core values and characteristics of a Jesuit university, focusing on how to recognize, prioritize, and integrate these values in academic and personal life. Participants learned how to align Jesuit principles with their unique context and needs, and how to internalize these values based on their personal journey. The course also emphasized the responsibility of embracing and transmitting these values to future generations.

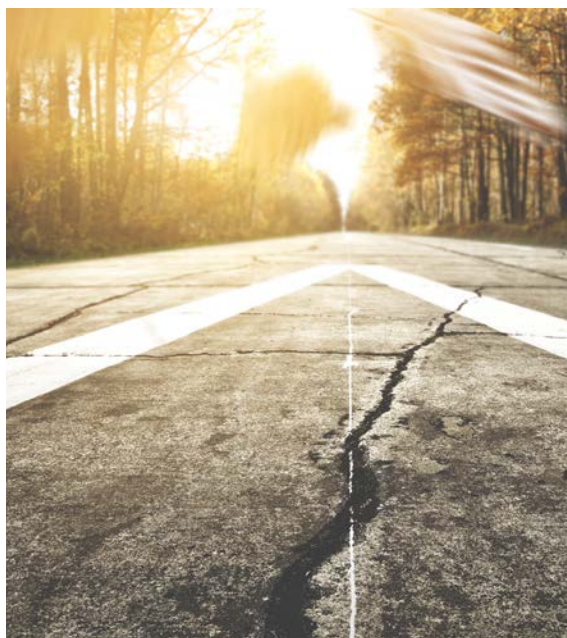
This training inspired participants to align their personal and professional values with the core principles of Jesuit education, helping them lead with integrity and contribute to a positive, mission-driven academic community.

SPIRITUAL WEEKENDS

Ignatian Spirituality – Weekend: I Choose the Better Part | Spiritualité Ignatienne – Weekend – Je Choisis la Bonne Part

The two weekend programs “I Choose the Better Part” held in March and April 2024 were delivered in French to two groups of USJ staff members. It focused on self-awareness, personal growth, and making choices that lead to a more fulfilling life. Participants learned how to be present to themselves, find meaning in everyday life, and care for themselves in order to better care for others. The course explored the neuroscience behind decision-making, cognitive biases, and emotional influences. It also introduced the concept of “Design Thinking” to foster innovation by empathizing with the needs around us and translating them into concrete solutions. Ultimately, the program helped participants learn how to make decisions that promote a better life at all levels.

Both programs provided participants with practical tools for decision-making and personal development, which helped them live more intentionally and create meaningful solutions that benefit both themselves and their communities.





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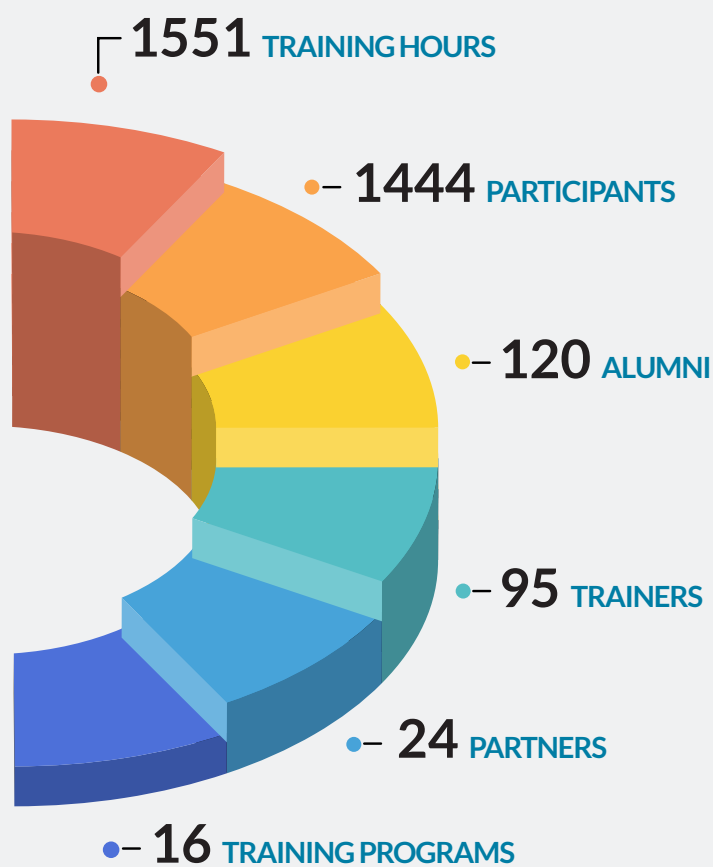
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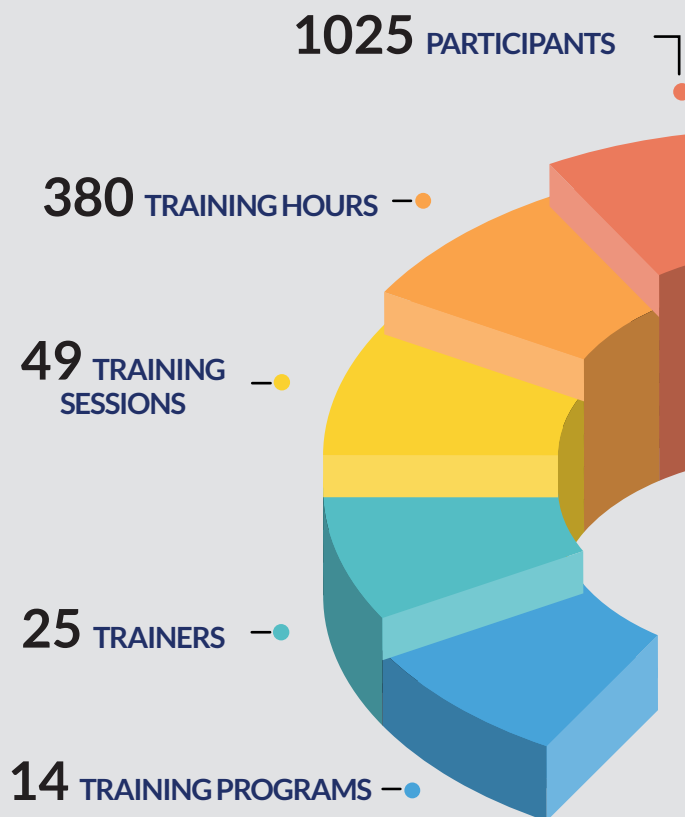
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CFP in numbers

CFP EXTERNAL NUMBERS





CFP INTERNAL NUMBERS





Articles on Lifelong Learning

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- Leading in a VUCA World!!! [Ghada Haddad](#)
 - À l'École de Saint Ignace : l'Esprit Jésuite au Cœur de l'USJ [Père Jad Chebli s.j.](#)

LEADING IN A VUCA WORLD!!!



Ghada HADDAD

Ghada HADDAD is an Assistant Professor of Leadership and Organizational Behavior and Associate Dean of Assurance of Learning and International Accreditations at ESC (Eklere School of Management) in Pau (France). She teaches Leadership, Intercultural Management, Diversity and Inclusion and International Organizational Behavior. She obtained her PHD in Educational Leadership from USEK (Lebanon) and earned her master's degree from the Lebanese American University (LAU Beirut). Her research focuses on leadership, diversity and inclusion and interculturality. She communicates in multicultural contexts and fluent in 3 languages: English, French and Arabic.



In the VUCA (Volatile, Uncertain, Complex, and Ambiguous) world of business, leadership plays a vital role to a company's success. Leadership in this context is defined as the ability to influence employee motivation and performance to reach the company's vision (Yukl, 2013). Effective leadership involves not only setting a clear vision but also being adaptable, resilient, and capable of leading teams through the unpredictable and rapidly changing environment and market.

Therefore, leaders are responsible for motivating and mobilizing people and organizations to explore and navigate new and complex business landscapes (Kouzes & Posner, 2023) by making swift decisions, and guiding the organization towards sustainable growth. They foster a culture of innovation

and adaptability, ensuring that the company can effectively respond to unforeseen challenges and opportunities (Northouse, 2018). Additionally, they encourage their teams to think creatively to solve complex problems. They play a pivotal role in building trust, fostering collaboration, and guiding their teams toward achieving strategic objectives despite the external challenges. Leadership also involves the ability to communicate clearly and transparently, ensuring that all members of the organization understand the challenges and opportunities presented by the VUCA environment.

Leadership also significantly impacts employee well-being. In uncertain times, effective leaders provide clarity and direction, helping to reduce anxiety and keep employees engaged. By fostering a supportive environment and prioritizing employee well-being, leaders can enhance morale, productivity, and overall satisfaction which is essential for long-term success and sustainability (Goleman, 1998).

In conclusion, leadership in a VUCA world is about navigating uncertainty with agility and ensuring that both the organization and its employees remain focused, motivated, resilient, and well-supported, contributing to the overall well-being and sustainable growth of the company.

À L'ÉCOLE DE SAINT IGNACE : L'ESPRIT JÉSUITE AU CŒUR DE L'USJ



Père Jad CHEBLI s.j.

Jésuite, Aumônier de l'USJ depuis 2016 et co-fondateur et Directeur de Al-Mazeed, diplômé en Lettres françaises, philosophie et théologie, assure des cours et des formations en spiritualité ignacienne à l'USJ. Père Jad Chebli s.j. est expert au Centre de formation professionnelle de l'Université Saint-Joseph de Beyrouth.



L'Université Saint-Joseph, fondée par les jésuites en 1875, s'enracine dans une spiritualité plusieurs fois centenaire, celle de Saint Ignace de Loyola. En effet, ce Basque né au 15^e siècle, fonde avec plusieurs jeunes venus de tous les pays européens, un ordre dont le but principal est de promouvoir la foi et la justice, en particulier à travers l'éducation, les missions et le service social. Les jésuites s'engagent à être des «hommes envoyés» pour travailler dans le monde. Ils mettent l'accent aussi sur la formation et le développement personnel afin qu'ils permettent à tout un chacun à trouver un sens à sa vie et à discerner les lieux et les engagements qui lui donnent de s'épanouir.

Et c'est dans cette optique-là que s'inscrivent les formations que l'aumônerie organise en partenariat avec le CFP. Leur fin est double : offrir aux acteurs de notre Alma Mater une meilleure connaissance de l'esprit qui la meut, d'un côté ; et, de l'autre, proposer à ses mêmes personnes un espace de réflexion et de retour sur soi pour qu'elles renouent avec ce qui les met en marche.

Cette double démarche a prouvé son importance et sa nécessité au fil des années tant au niveau personnel qu'au niveau de l'institution. Nous avons pu créer à travers les formations et les weekends un sentir commun, une appartenance à l'Université.



Success Stories and Testimonials

- Certificate in Coaching [Jeanine Sayah](#)
- Certificate in Coaching [Mary Nakad](#)
- Certificate in Artificial Intelligence Tools [Sandra Frangieh](#)
- Certificate Leadership and Transformative Management [Jessy Baddour](#)
- Certificate in Strategic Digital Marketing [Stéphanie Kotahalian](#)
- The Arts of Events Planning & Management [Hiba Chaccour](#)
- Certificate in Digital Transformation and Artificial Intelligence [Ghassan Helou](#)

CERTIFICATE IN COACHING

Coaching with confidence

Edition 2024-2025

***Grow, Shine & Thrive
From Within***



Jeanine SAYAH

It is an honor to be standing here today at the completion ceremony of the “Coaching with Confidence” program organized by the Professional Training Center of Saint Joseph University that has always been a pioneer of education leadership in our beloved Lebanon.

I have always loved to help people, but I didn't quite know how besides what reason and empathy dictate. When I began to be interested in life coaching, I was always stopped by the public misconception in Lebanon about this noble profession due to the lack of university diplomas in the domain. That is why I chose this program offered by the Professional Training Center of Saint Joseph University, which is one of the few credible and reliable university programs in this field.

When I first heard of “Coaching with Confidence”, I was thrilled but I was unsure of what to expect. However, from day one, the trainers were incredibly welcoming and knowledgeable. They not only taught

us valuable skills but also provided us with the support and encouragement we needed to excel: one on one mentoring, group mentoring, coaching labs, etc. Their dedication and passion for their work have truly inspired me to become a better professional. As a participant in this program, I can confidently say that my experience with CFP, the trainers, and my colleagues has been truly life-changing.

Moreover, I will forever cherish the bond I formed with my colleagues, most of them Lebanese expats. Through this program, we were able to form a strong and supportive community. We learned from each other and pushed each other to reach our full potential.

But most importantly, this program has had a profound impact on both my personal and professional life. It has helped me gain the necessary skills and knowledge to excel in my career, but it has also taught me important life lessons such as teamwork, time management, and resilience.



I am grateful to the Professional Training Center of Saint Joseph University for providing me with this incredible opportunity to fulfill my dream. I have always loved to help people. Thank you for teaching me how.



Mary NAKAD

Ladies and gentlemen,

I stand before you today to share a journey that has not only transformed my professional outlook but also my personal growth.

Obtaining my Coaching certificate wasn't just about getting a credential. It was about learning: learning how to listen and communicate with others, learning the art of holding space, and creating a safe supportive environment.

Coaching isn't just a profession, it's a pathway to empower individuals, teams, and organizations to realize their full potential.

As I stand here today, my heart is filled with

gratitude for the journey that has brought me to this moment. I extend a big thank you to the coaches who led the program—Nadine, Nayla, Roula, and Cherine. Your feedback and encouragement have shaped me into the coach I am today. I also want to express my gratitude to the Professional Training Center of USJ for offering this transformative program, and heartfelt thanks to my family for their support.

In the end, coaching is more than just a job, it's a commitment to unlocking human potential and shaping a brighter future for us all.

Thank you.



Sandra FRANGIEH

I am humbled and grateful, to share with you my journey through the Professional Training Center of USJ.

Balancing the roles of a devoted spouse, a proud parent of two wonderful sons, a diligent doctorate candidate at USJ, and a committed quality director in my professional life, embarking on an intensive program seemed daunting. Yet, with the unwavering support of my family and the encouragement from my CEO, I took the leap.

From the very onset, the program offered a unique blend of flexibility and rigor, with its online format spanning two evenings per week over two months. This structure was a lifeline, allowing me to pursue my educational aspirations without compromising my existing commitments.

But it wasn't just about the schedule; it was about the substance. The trainers were nothing short of exceptional. Their expertise, passion, and dedication were palpable, infusing each session with a dynamic energy that kept us engaged and inspired.

Equally instrumental to my experience were my fellow colleagues. Together, we formed a community of learners, each bringing

our unique perspectives and experiences to the table. The camaraderie we shared fostered a collaborative environment where we challenged and supported one another, enriching our collective learning journey.

As I reflect on my time in the program, I am struck by its profound impact on both my personal and professional growth. The knowledge and skills I acquired have not only enhanced my effectiveness as a quality director but have also empowered me to navigate the complexities of academia with greater confidence and clarity.

Moreover, the program instilled in me a deeper sense of purpose and resilience, reminding me that with determination and dedication, any challenge can be overcome. It reinforced the importance of lifelong learning and the transformative power of education in shaping our lives and our world.

In closing, I am immensely grateful for the opportunity to be part of the community of the Professional Training Center of USJ. It has been a transformative journey—one that I will carry with me always as I continue to strive for excellence in both my personal and professional endeavors.



Certificate in Leadership and Transformative Management

Jessy BARBOUR

The “Leadership and Transformative Management” training program has been a transformative experience for me both personally and professionally.

I have recently taken up a new leadership role and I found it was necessary to build on my interpersonal and communication skills.

I really found the training course very comprehensive with practical tools that we could immediately apply in our workplace.

The instructors were highly knowledgeable and brought a wealth of real-world experience to the sessions, which made the content engaging and relevant. They particularly addressed the drivers of people’s behavior and how leaders can be “motivational” in influencing others, while being proactive and role model in humility, curiosity, learning from mistakes, and maintaining fairness with empathy, flexibility, and adaptability.

Interactive group activities were particularly beneficial, especially networking opportunities with fellow participants, allowing us to share experiences and insights that enrich the learning process. This included explaining the meaning and cause behind the change for a successful transformational leadership and elaboration of SMART objectives.

One of the key takeaways for me was the emphasis on “Inclusive leadership”, where everyone in a group has a voice, every idea is valued, self-expression is encouraged, the feedback is appreciated, and there is no fear of judgment from others. This inner power leads to higher performance and productivity, and more creativity and innovation in an organization.

In conclusion: “Leaders become great, not because of their power, but because of their ability to empower others”. John Maxwell.

Certificate in Strategic Digital Marketing



Stéphanie KOTAHALIAN

My name is Stephanie Kotahalian, and it's an honor to share my experience with the Professional Training Center of USJ. When I first joined the program, I was filled with anticipation and curiosity. From the very first day, I knew I was in the right place.

The trainers at USJ are nothing short of remarkable. Their expertise, dedication, and willingness to go the extra mile have been truly inspiring. They didn't just teach us; they mentored us, challenged us, and helped us grow in different ways. Their real-world insights and hands-on approach have been invaluable in bridging the gap between theory and practice.

Equally important were my colleagues. Coming together with a group of like-minded, motivated individuals created an environment that was both supportive and stimulating. We learned from each other, shared our struggles, celebrated our successes, and built lasting connections. The camaraderie and teamwork we developed have been a highlight of my journey here.

This program has significantly impacted me both personally and professionally. On a personal level, I've gained confidence and resilience, learning to push beyond my limits and embrace new challenges with a positive mindset. Professionally, the skills and knowledge I've acquired have opened new opportunities and equipped me to advance in my career with a renewed sense of purpose and direction.

The Professional Training Center of USJ has not only prepared me for the next steps in my career but also helped me become a better, more well-rounded individual. For that, I am deeply grateful. Thank you.



Training

The Art of Events Planning & Management



Hiba CHACCOUR

Hello everyone!

I'm thrilled to be sharing my experience from this course.

The past three weeks have been amazing. I've had the opportunity to learn a lot about event planning, a field I've always been passionate about. This course has equipped me with the tools I need to start on my journey in event planning with confidence.

What truly set this course apart was the diverse backgrounds and experiences of my colleagues. We came together, sharing knowledge and learning from one another, making the experience incredibly fruitful.

A sincere thank you to our Instructor, Aya, who not only taught us the ins and outs of event planning but also shared her own experiences from years in the field. Her guidance was invaluable, helping us navigate industry challenges with confidence.

Learning from real-life examples was very beneficial, improving our understanding and practical skills.

Let's continue creating experiences that bring joy, inspiration, and connection to people.

Congratulations to everyone on completing the course and thank you for this incredible journey.

CERTIFICATE IN DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE



Ghassan HELOU

My name is Ghassan EL Helou, and I am honored to be a graduate of the “Digital Transformation and Artificial Intelligence” training program provided by the Professional Training Center.

With over 30 years of experience in the banking sector, in Lebanon and abroad, specializing in Organization and Development, the Digital Transformation and AI represent a challenge for me, given their profound impact on banking industry.

When I first enrolled in this program, I had many questions. I wondered how the program would accommodate individuals from diverse backgrounds and sectors. Would it be technically challenging or too basic for those with some familiarity with Digital Transformation and AI?

The program was well structured, beginning with foundational concepts and gradually moving to more complex and practical applications. Each module showed how these technologies are redesigning industries models and creating new opportunities.

I found that the program was designed to cater to various levels and backgrounds, maybe less for people coming from advanced IT knowledge. Beyond the technical information, it also emphasized the ethical and governance aspects of AI.

We were encouraged to ask questions, share insights, and collaborate. This sense of collaboration enriched the learning experience, making it more enjoyable.

I believe the program gives everyone the basics needed to start and why not to lead a Digital Transformation initiative.

I would like to thank the CFP team and our trainers Rudy and George for this opportunity to grow.



TRAINING & DEVELOPMENT



Communication

- Strategy
- Website New-Look
- Social Media Posting Strategy
- Our partners

STRATEGY

At CFP, we aim to enhance workforce skills by equipping our trainees with the tools needed to meet industry demands and stay competitive. We foster lifelong learning, supporting personal and professional growth while addressing market gaps through tailored programs that meet specific industry needs. By offering certifications and expertise, we help participants advance their careers and facilitate valuable networking opportunities. Additionally, we support organizational growth through custom corporate training, driving team productivity and helping businesses adapt to changes. Ultimately, we promote innovation, creativity, and strategic thinking to ensure professionals and organizations remain competitive and future-ready.

At CFP, we follow a strong communication strategy in order to meet our target which is reaching the highest number of trainees to equip them with the skills they seek because lifelong learning empowers individuals to adapt, grow, and thrive in an ever-changing world.

Below are the key steps related to the communication strategy that we followed at CFP:

- **Target Audience Segmentation**

We identify and tailor messages for diverse groups such as professionals, fresh graduates, and educators.

- **Brand Identity**

We maintain consistent messaging that highlights the value of lifelong learning, innovation, and expertise.

- **Key Channels**

We use social media platforms, email marketing, events, and a user-friendly website for outreach.

- **Content Focus**

We share success stories, testimonials, program details, industry trends, and expert insights on our website and social media platforms to establish credibility and engage the audience.

- **Feedback Loop**

We encourage and utilize participant feedback and testimonials to adapt and improve offerings.

- **Database Regular Updates**

We ensure our database is regularly updated to stay accurate and relevant.

You can become part of our growing family by scanning this QR Code:



WEBSITE NEW-LOOK

Our website is regularly updated to enhance the user experience, streamline navigation, and better reflect the quality and diversity of our offerings.

Below are the enhancements we've made to our website:

Enhanced Homepage Visuals

We added sliding pictures to the homepage to create a more dynamic and engaging user experience.

Improved Search Functionality

Three new filter buttons—*disciplinary fields*, *modalities*, and *language of instruction*—were introduced to streamline searches and improve accessibility.

Rich Media Integration

The homepage now features two videos in the “About Us” section, expert insights videos, participant testimonials, and the logos of our esteemed partners to highlight our network and achievements.

Category Enhancements

Various categories were updated to ensure clarity and relevance for users.

Team Page Update

The “CFP Team” section was updated with team member names and QR codes linking to their full contact details for better accessibility.

Reorganized Training Programs

The “Training Programs” category was restructured into three sections:

- CFP Lifelong Learning Programs: Including Certificates, Workshops, Tailor-Made Programs, Conferences, and Ceremonies.
- Faculty and Staff Training Programs: Dedicated to the programs offered to employees of USJ and the HDF network.
- USJ Lifelong Learning Programs: Showcasing programs offered by other Faculties and Institutions at USJ.

Dedicated Coaching Page

A new webpage was created exclusively for our ICF-accredited Coaching program, providing comprehensive information for prospective participants.

New Testimonial Section

A section dedicated to participant testimonials was added under the “Multimedia” category to share impactful stories and feedback.

Social Media Integration

We added to the website logos with links to our social media platforms, enabling users to connect with us and stay updated on our latest news and activities.

You can scan the QR code below to visit our website:



SOCIAL MEDIA POSTING STRATEGY

Content Types

- *Informative*: Program announcements, course details, schedules.
- *Engaging*: behind-the-scenes content, success stories.
- *Promotional*: Discounts, new launches, early-bird offers.

Frequency

We follow a regular posting schedule (3-4 times a week) to maintain visibility.

Visual Appeal:

We use high-quality graphics, videos, and clear branding.

Platform-Specific Strategies:

We tailor posts to the audience and functionality of platforms (LinkedIn for professional content, Instagram for visual storytelling, Facebook for community engagement).

Community Engagement:

We respond to phone calls, WhatsApp messages, comments, DMs, and actively engage with followers.

OUR PARTNERS

Working with Partners

At CFP, we prioritize strong collaborations with national and international partners to enhance the quality and reach of our programs. Through collaborative planning, we align goals and expectations to ensure effective delivery. Co-branded initiatives allow us to organize impactful training programs and events, leveraging expertise and expanding networks. By sharing resources and maintaining transparent communication, we maximize program visibility and streamline coordination. Regular performance reviews and mutual feedback further refine our efforts, ensuring continuous improvement and lasting partnerships.

Importance of Partnerships and Program Accreditation

Partnerships play a critical role in bringing diverse expertise, resources, and perspectives to our initiatives, enriching the learning experience for trainees. Working with trusted national and international organizations also enhances program credibility and allows us to offer accredited certifications, ensuring trainees receive recognized qualifications that meet global standards.

Keep an eye on CFP

Follow us to stay updated on our latest training programs—scan or click to connect with us on all our social media channels!

<https://linktr.ee/usj.cfp>




**Centre de Formation Professionnelle
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