

ANNUAL REPORT 2024-2025 THE PROFESSIONAL TRAINING CENTER

*Empowering Minds
Through Lifelong Learning*

Table of contents

Opening Words	3
- Message from the Rector	4
- Message from the CFP Director	5
About CFP-USJ	7
- Our Mission & Vision	8
- What Sets Us Apart.....	8
- Organizational Overview	9
Our Impact in 2024-2025.....	13
- Key Figures & Growth Highlights	14
- Timeline of Milestones	14
- Regional Expansion Highlights	15
Scheduled Training Programs	17
- Public Trainings	18
- Tailor-Made Training Programs	22
• Tailored Trainings for Institutions.....	22
• Highlighted Internal Collaborations (SIO, HDF, RH, etc...).....	23
- Internal Trainings.....	24
• Professional development	24
• Leadership and Ignatian spirituality	25
2024-2025 Special Highlight	25
Testimonials	32
Communications & Visibility	35



OPENING WORDS



Mot du Recteur

L'année universitaire 2024-2025 a été, malgré les événements douloureux dans notre pays, pour le **Centre de Formation Professionnelle (CFP) de l'Université Saint-Joseph de Beyrouth** une période de vitalité, de renouvellement et d'engagement au service de la société. Fidèle à la mission éducative et humaniste de l'USJ, le Centre a poursuivi son travail avec détermination pour renforcer les compétences, promouvoir l'employabilité et soutenir la formation tout au long de la vie, dans un Liban en quête de redressement et d'espérance.

À travers ses programmes, ses ateliers, ses partenariats et ses actions de terrain, le CFP a su répondre aux besoins concrets du monde du travail, en conjuguant rigueur académique et ouverture à l'innovation. Il a offert à des centaines de participants la possibilité de se perfectionner, de se réorienter, ou de redécouvrir dans la formation un espace de dignité et d'épanouissement personnel.

Ce rapport annuel témoigne de la richesse et de la diversité des activités menées durant l'année : développement de nouvelles filières, collaboration avec les institutions publiques et privées, mise à jour des contenus pédagogiques, intégration du numérique dans les méthodes d'apprentissage, sans oublier le rôle central du CFP dans la promotion d'une culture de compétence et de citoyenneté active.

Je tiens à exprimer ma profonde gratitude à la direction du Centre, à l'ensemble de l'équipe enseignante et administrative, ainsi qu'à toutes les institutions de l'USJ pour leur collaboration, à tous les partenaires et stagiaires qui, par leur confiance et leur engagement, font du CFP une composante essentielle de la mission de l'Université Saint-Joseph. À travers son action, le Centre incarne une conviction chère à notre université : **l'éducation et la formation sont les chemins privilégiés vers la dignité, le développement du secteur privé, l'entrepreneuriat, la justice et la reconstruction du pays.**

Puissent les pages de ce rapport refléter non seulement les réalisations de l'année, mais aussi l'espérance qui nous anime : celle d'un Liban où la compétence se met au service du bien commun et où chaque personne peut, grâce à la formation, devenir artisan de son avenir.

Pr Salim Daccache s.j.

Recteur de l'Université Saint-Joseph de Beyrouth



Message from the CFP Director

Shaping the Future of Lifelong Learning at USJ

Since its creation in 2016, the Professional Training Center at Saint Joseph University of Beirut (CFP-USJ) has grown into a recognized hub for professional development and lifelong learning in Lebanon and beyond. Our mission remains clear: to bridge the academic and professional worlds by offering relevant, flexible, and innovative training that empowers individuals and organizations to thrive in times of change.

The 2024-2025 academic year has been marked by expansion, renewal, and deeper impact. We consolidated our presence at CFP Abidjan, opened new opportunities in the Gulf regions, and strengthened our partnerships with universities, companies, NGOs, and public institutions. Within Lebanon, our tailored programs for USJ, Hôtel-Dieu de France, and its hospital network have reinforced our role as a strategic partner in advancing institutional capacity.

This year, we also gave new momentum to our programs through micro-credentials, international accreditations, and cross-disciplinary offerings that respond directly to market needs in areas ranging from artificial intelligence and leadership to health, psychosocial skills, and cultural management. As CFP-USJ, we are proud to be certified by the Project Management Institute (PMI®) and the International Training Program (ITP), while also benefiting from the expertise of our Maxwell Leadership-certified trainers. This recognition reinforces the quality and international standing of our training. At the same time, our enhanced communication efforts and digital presence have helped us reach a wider audience and amplify our impact.

At CFP-USJ, we believe that lifelong learning is not optional—it is essential. In a world reshaped by technological disruption, economic uncertainty, and social transformation, individuals and organizations must constantly evolve. Universities, therefore, must move beyond traditional degree frameworks to embrace flexible, modular, and inclusive learning pathways. Our work at CFP embodies this vision, creating accessible, high-quality opportunities that foster innovation, employability, and resilience.

Looking ahead, we are committed to strengthening our regional and international collaborations, diversifying our program portfolio, and positioning CFP-USJ as a leading reference in professional training across the Middle East and beyond. Guided by excellence, innovation, and collaboration, we will continue to shape the future of education and contribute to building sustainable, inclusive societies.

I extend my warm thanks to our trainers, partners, and learners whose trust and collaboration fuel our mission. Together, we will continue to turn challenges into opportunities and learning into lasting impact.

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-USJ)



**ABOUT
CFP-USJ**

The Professional Training Center at Saint Joseph University of Beirut (CFP-USJ) exists to bridge the gap between academic excellence and market relevance. Grounded in USJ's values of humanism, rigor, and social responsibility, the Center equips learners with future-ready skills that empower them to grow, lead, and serve society.

- **Mission:** To design, deliver and manage high-quality professional training that responds to evolving labor market needs, fostering personal and collective development.
- **Vision:** To be recognized regionally and internationally as a hub of lifelong learning, innovation, and responsible leadership.



WHAT SETS US APART

At CFP-USJ, our uniqueness lies in a combination of academic excellence, professional expertise, and innovative training design. Key elements that distinguish us include:

- **Pedagogical Approach:** Our learner-centered methodology emphasizes active learning, case studies, simulations, and hands-on practice, ensuring knowledge is not only acquired but applied.
- **Innovation in Training Delivery:** We leverage hybrid learning models, digital platforms, and modular learning pathways that adapt to different schedules and professional needs. Our evolving content formats, from micro-credentials to experiential workshops, are designed to enhance learner engagement, accessibility, and real-world impact.
- **Learner Experience & Accessibility:** Training is delivered in three languages—Arabic, French, and English—making programs inclusive and adaptable to diverse contexts. Whether online, in-person, or blended, our modalities prioritize accessibility and flexibility.
- **Expertise Across Sectors:** Our programs are designed and delivered by a multidisciplinary team of USJ professors, industry leaders, and international experts, covering fields such as health, management, technology, leadership, psychosocial skills, humanities, and cultural management.
- **Strategic Partnerships & Business Development:** CFP-USJ builds strong partnerships with NGOs, the private sector, and academia to design programs that address evolving needs. These collaborations enhance the impact of our trainings and foster innovation, knowledge exchange, and capacity building.

Together, these strengths enable us to remain agile, future-ready, and aligned with the needs of both individuals and institutions.

ORGANIZATIONAL OVERVIEW



Professor Fadi El Hage
Delegate of the Rector for Professional Development |
Director of the CFP



Angel Bahout Mrad
Head of
Continuing
Education Unit



Albert Yammine
Continuing
Education
Coordinator



Josiane Maalouf
Business
Developer



Elyse Saadeh Dibo
Administrative
Support Officer



Lynda Khalifeh Azar
Communication
Officer

The CFP-USJ is embedded in the University's structure, ensuring quality, governance, and alignment with institutional strategy. Its leadership structure includes:

Steering Committee

The Steering Committee provides strategic direction and oversight for CFP. It ensures alignment with USJ's mission, guides strategic planning, oversees governance and compliance, monitors program performance, manages resource allocation, and supports risk management. By endorsing new initiatives and maintaining high standards, the Steering Committee plays a key role in safeguarding CFP's quality, accountability, and long-term vision.

- Prof. Salim Daccache, S.J. – Rector
- Prof. François Boëdec – Vice-Rector
- Prof. Salah Abou Jaoude – Vice-Rector
- Dr. Nadine Riachi Haddad – Secretary General
- Mrs. Gladys Ghraichy – Director of Human Resources (HR)
- Prof. Fadi El Hage – Delegate of the Rector
- Prof. Nada Moghaizel-Nasr – Delegate of the Rector
- Prof. Walid Abou Khalil – Director of the MBA Program
- Prof. Fouad Zmokhol – Dean, Faculty of Business and Management (FGM)
- Prof. May Sayegh – Professor, FGM
- Prof. Mona Hardane – Director of Sociology Department
- Prof. Wassim Raphael – Dean, ESIB (Faculty of Engineering)
- Dr. Marc Ibrahim – Director, INCI (Nursing Institute)

- Dr. Céline Saab – Director, IGE (School of Translation/Interpreting)
- Mrs. Helen Tayyar – Alumni Office Coordinator
- Mr. Christian Makari – President of the Alumni Association
- Prof. Krikor Sahakian – Vice President of the Federation (Faculty of Pharmacy)
- Prof. Patricia Rached – Dean, Faculty of Education (FSEdu)
- Dr. Mirna Hage – Lecturer, FSEdu
- Prof. Fadia Alam – Director, North Campus
- Prof. Dina Sidani – Director, South Campus
- Prof. Alain Ajami – Director, ESIAM (School of Actuarial Sciences)
- Prof. Wadih Skaff – Professor, ESIAM
- Prof. Jad Chebli – Chaplain of USJ
- Mr. Dany Maalouli – Director of Fundraising

Scientific Committee

The Scientific Committee guarantees the academic and professional credibility of CFP programs. It oversees curriculum development, quality assurance, and innovation in training content and delivery. The committee advises on new courses, supports research and pedagogical innovation, ensures ethical and accreditation standards, and participates in the selection of qualified trainers. Its work ensures that all programs are relevant, high-quality, and aligned with the best international practices.

- FLSH – Faculty of Arts, Letters and Human Sciences – Charbel Skaff
- ILE – Institute of Languages and Translation – Nicole Abdel Nour
- FSEdu – Faculty of Education – Mirna Hajj
- FD – Faculty of Law and Political Science – Samia Asmar
- FGM – Faculty of Business and Management (Economics & Management) – May Sayegh
- ESIB – Faculty of Engineering (Technology & Sciences) – Rayan Mina
- FS – Faculty of Sciences – Zeina Hobeika
- FM – Faculty of Medicine and Health Sciences – Michèle Asmar
- SIP – Career Services Office – Ursula Hage (EI)

Lifelong Learning Committee

The Committee on Lifelong Learning fosters a culture of continuous education within USJ and across its partners. It contributes to strategic development, promotes cross-disciplinary collaboration, and integrates hybrid and modular learning pathways.

Social Sciences Campus – CSS

- FDSP – Faculty of Law and Political Science – Alexandre Sakr, Fadi Bechara, Samia Asmar
- ESM – Fashion Design and Modeling Program – Nicole Massoud
- CPM – Professional Mediation Center – Eliane Mansour
- FGM – Faculty of Business and Management – May Sayegh
- IGE – Institute of Business Administration – Nicole Saikaly
- ISEB – Higher Institute of Banking Studies

Science and Technology Campus – CST

- ESIB – Higher School of Engineering of Beirut – Marc Ibrahim
- INCI – National Institute of Telecommunication and Information – Marc Ibrahim
- FS – Faculty of Sciences – Zeina Hobeika

Medical Sciences Campus – CSM

- FP – Faculty of Pharmacy – Carine Ayoub
- FMD – Faculty of Dental Medicine – Ghassan Yared
- FM – Faculty of Medicine – Moussa Riachi
- FSI – Faculty of Nursing Sciences – Gisèle Hajal
- ESF – School of Midwifery – Pia Doumanian Issa
- ISSP – Higher Institute of Public Health – Nabil Makhlouf

Innovation and Sports Campus – CIS

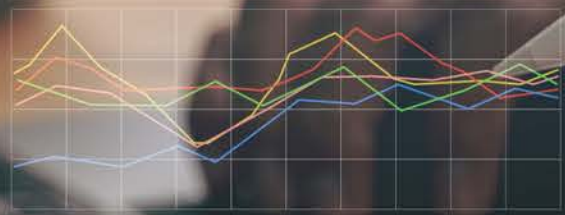
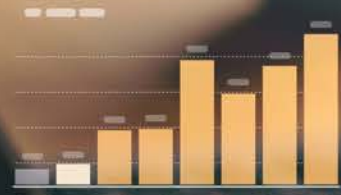
- FSE – Faculty of Economic Sciences – Georges Andrea
- IPM – Institute of Psychomotricity – Diva Gebran
- IPHY – Institute of Physiotherapy – Chaker Bou Abdallah
- ISO – Higher Institute of Speech Therapy – Christelle Khoury Awad Salibi
- IET – Institute of Occupational Therapy – Carla Matta Abizeid

Human Sciences Campus – CSH

- FDLT – Faculty of Languages and Translation – Gina Abou Fadel Saad
- ETIB – School of Translators and Interpreters of Beirut – Abla Lawandos
- IESAV – Institute of Scenic, Audiovisual and Cinematographic Studies – Yara Nashawaty
- FLSH – Faculty of Arts and Human Sciences – Charbel Skaff
- FSEdu – Faculty of Education – Mirna El Hage
- ELFS – Lebanese School of Social Work – Maryse Tannous
- ILO – Institute of Oriental Letters – Pamela El Achkar
- ILE – Lebanese Institute of Educators – Nicole Abdelnour
- FSR – Faculty of Religious Sciences – IEIC – Institute of Christian-Muslim Studies – Claude Matta
- ISSR – Higher Institute of Religious Sciences – Claude Matta

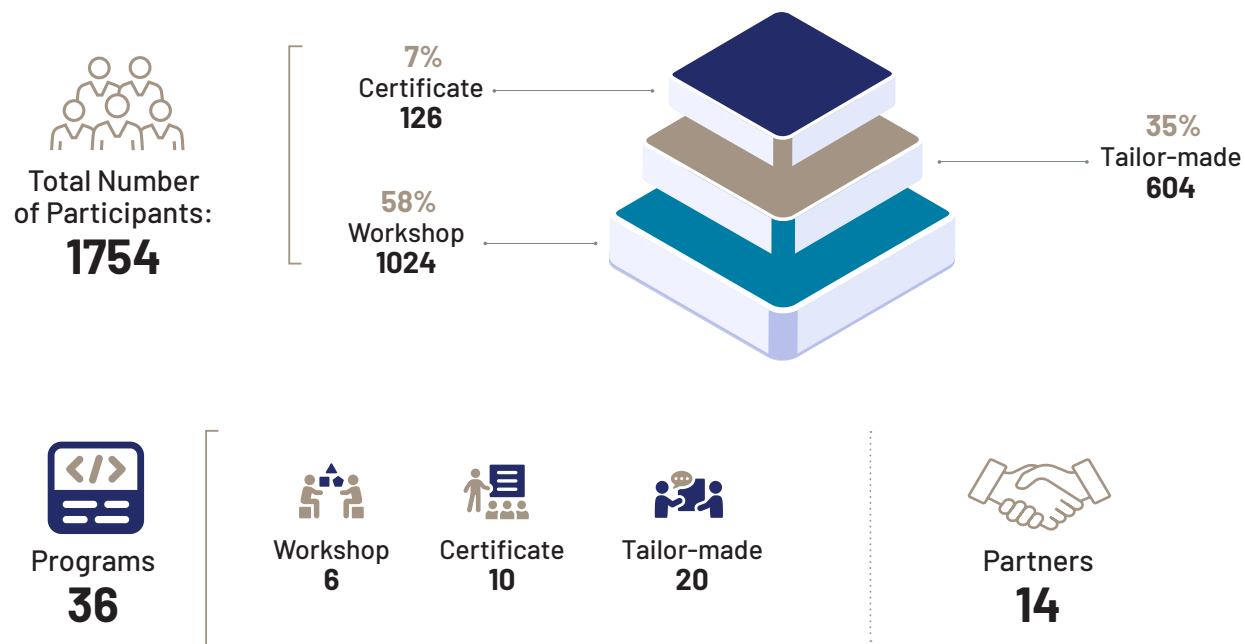
Regional Centers

- HDF – Hôtel-Dieu de France Hospital – Riham Sanjakdar Hodeib, Charbel Nassim
- USJ Foundation – Danny Maalouly



**OUR IMPACT
IN 2025-2024**

KEY FIGURES & GROWTH HIGHLIGHTS (SEP 2024 – AUGUST 2025)



TIMELINE OF MILESTONES

The 2024–2025 timeline showcases CFP's progress through innovation, growth, and strategic partnerships. These milestones reflect our key achievements during the year.

Project Management Institute (PMI) accreditation to deliver the globally recognized Project Management Professional (PMP) certification

CFP governance framework & dedicated team established

International Collaborations (ILO, ICF)

Milestone 1

Milestone 2

Milestone 3

Milestone 4

Milestone 5

Milestone 6

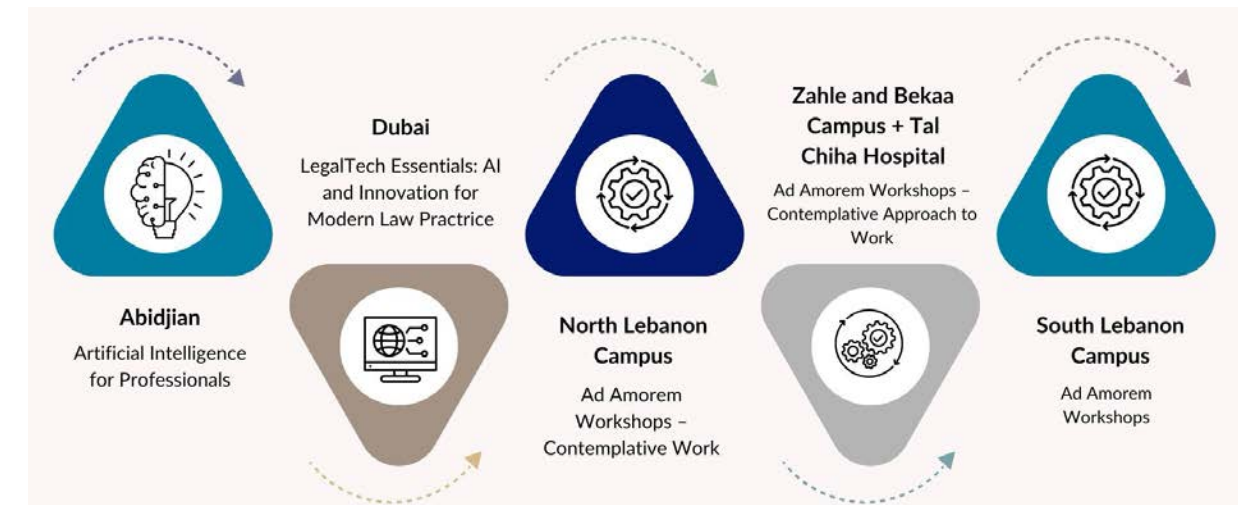
Regional Expansion Abidjan, Dubai, North Lebanon, Zahlé & Bekaa, South Lebanon

+ 25% Training Programs

+ 30% Participants

REGIONAL EXPANSION HIGHLIGHTS

As part of its strategic growth, CFP has expanded its presence beyond Lebanon, bringing specialized programs and workshops to regional and international locations.





SCHEDULED TRAINING PROGRAMS

PUBLIC TRAININGS | CERTIFICATES

Certificate programs at CFP-USJ are comprehensive trainings exceeding 18 hours, designed to provide in-depth knowledge and recognized professional credentials.

CREATIVE & CULTURAL MANAGEMENT

Arts and Gallery Management (online)

The Art & Gallery Management certificate equipped participants with the skills needed to manage galleries, art spaces, foundations, or private collections. The program combined practical training with insights into regional and international art markets, covering curation, project coordination, marketing, sales, accounting, and inventory management. Participants developed expertise in artist relations, legal and financial aspects, and strategic promotion through PR, art fairs, and digital platforms, enabling them to establish a reputable and lasting presence within the art ecosystem.

Wine Mastery Certification: Foundation In Enology and Sommellerie

The Wine Mastery Certification: Foundation in Enology and Sommellerie provided participants with a 30-hour program combining theoretical knowledge and practical skills. Participants learned about viticulture, grape varieties, wine production, tasting techniques, food pairing, and wine etiquette, with a focus on French and Lebanese wines. By the end of the program, they gained a solid foundation in wine appreciation and expertise.



COMMUNICATION & SOFT SKILLS

Art of Public Speaking

This intensive 32-hour training program, certified by Maxwell International, empowered participants to become confident, persuasive, and impactful public speakers. Delivered over two modules—Public Speaking Mastery and Career-Related Public Speaking—the course blended theory with practical applications through storytelling, role-playing, and real-world simulations. Participants earned two internationally recognized certificates and gained essential communication skills tailored to professional fields such as management, media, and healthcare. The program culminated in a live final presentation, showcasing each participant's transformation into an effective and inspiring communicator.



CERTIFICATE IN COACHING: COACHING WITH CONFIDENCE - COHORT 3

ICF-Accredited | Coaching with Confidence (Online)

The Certificate in Coaching was a comprehensive, ICF-accredited program designed to develop confident, ethical, and impactful coaches. In its third cohort, the

program targeted aspiring coaches, leaders, and professionals seeking to empower others and drive transformation. Spanning four modules and mentor coaching sessions, the program covered core coaching foundations, advanced techniques, and business development essentials. Participants gained the skills to coach individuals and teams, build trusting client relationships, and apply for the Associate Certified Coach (ACC) credential from ICF. Led by a team of internationally certified coaches, the training blended theory with experiential learning, live webinars, personal assignments, and mentorship, ensuring both professional and personal growth.



Strategic Thinking

This workshop enhanced participants' ability to think critically and strategically in today's rapidly evolving global landscape. Through an analysis of key mega-trends, geopolitical challenges, and economic developments—particularly in the Middle East—participants gained insight into emerging global risks and opportunities. Special focus was placed on Lebanon's complex crisis context, helping participants distinguish between structural and emerging threats while identifying pathways for resilience and strategic action.

Training of Trainers

The TOT Certificate equipped participants with the essential skills to design, deliver, and evaluate impactful training sessions tailored to adult learners. Grounded in adult learning principles and the ADDIE model, the program emphasized interactive, participant-centered instruction to enhance engagement, knowledge retention, and skill development.



TECHNOLOGY & DIGITAL SKILLS

AI Tools (online)

This certification program, delivered in partnership with ZAKA, provided participants with essential AI knowledge and hands-on skills. They learned to use tools like ChatGPT and multimedia AI platforms, generate content, analyze data, and solve real-world problems creatively. Ethical considerations and emerging trends were explored, enabling participants to apply AI effectively in professional and creative contexts.

Social media branding: from image shaping to content creation (online)

The training program empowered participants to ethically manage social media campaigns, develop cohesive branding aligned with organizational vision and privacy considerations, create engaging multimedia content through storytelling, and communicate confidently, including in crisis situations. The curriculum encompassed communication principles, digital platform insights, branding and visual identity, content creation, public speaking, and crisis communication, and culminated in a practical assessment project to consolidate learning.

Digital Marketing (online)

This 27-hour online certificate program provided professionals with tools to build and implement AI-driven digital marketing strategies. Participants learned to design go-to-market plans, master social media, create compelling content, and apply analytics, while enhancing personal branding. The fully online program equipped participants with practical techniques to improve digital marketing performance in real-world business contexts.

PUBLIC TRAININGS | WORKSHOPS

Workshops at CFP-USJ are shorter trainings under 18 hours, focused on practical skills, interactive learning, and hands-on experience.

CULTURAL & PROFESSIONAL ETIQUETTE

Sources and Specificities of the Lebanese Protocol

This workshop equipped professionals in government, international relations, corporate settings, and event management with a comprehensive understanding of protocol, etiquette, and diplomatic practices. Participants learned to manage official ceremonies, diplomatic customs, and high-level events, developing skills in security, seating arrangements, dress codes, hospitality, and cultural sensitivity through interactive simulations and case studies.



HUMAN RESOURCES & ORGANIZATIONAL DEVELOPMENT

Talent Matrix Techniques for HR - The 9 "GIFTS" Boxes

The Talent Matrix 9-Grid training equipped organizational leaders with tools to assess and manage employee performance and potential more strategically. The training enhanced talent identification, supported succession planning, and improved decision-making related to development and retention. By focusing on aligning talent strategies with organizational goals, it also

fostered engagement and enabled objective performance reviews. Participants gained the ability to segment talent effectively, design personalized development plans, and implement structured succession planning, ultimately promoting a more data-driven and strategic approach to talent management.

COMMUNICATION & INTERPERSONAL SKILLS

The Art of Negotiation

The Art of Negotiation training provided participants with a comprehensive understanding of negotiation dynamics, types, and key phases. Through a structured progression of modules, ranging from foundational concepts to advanced strategies, participants developed the skills needed for effective and mutually beneficial negotiations. The program emphasized practical application, enabling learners to confidently engage in diverse negotiation scenarios using proven techniques to achieve optimal outcomes.



Corporate oral and written communication

The Corporate Oral and Written Communication training enhanced participants' professional communication skills across verbal, written, and interpersonal

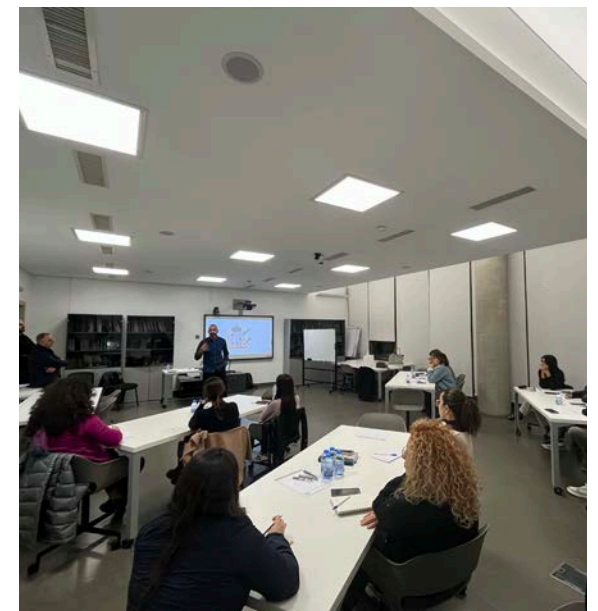
contexts. The program equipped individuals with strategies to articulate ideas clearly, engage in active listening, and deliver confident presentations. It also strengthened business writing skills for producing effective emails, reports, and proposals with clarity and impact. Additionally, the training addressed non-verbal communication, cultural nuances, and common communication barriers in corporate settings. By the end of the program, participants demonstrated improved clarity, adaptability, and professionalism in both oral and written business communication.



EMOTIONAL INTELLIGENCE & PERSONAL DEVELOPMENT

EQ strategies for managing your emotions at work and in life

The EQ Strategies Workshop empowered participants to harness emotional intelligence for personal and professional growth. Through practical techniques and self-awareness tools, participants learned to identify emotional triggers, apply self-regulation strategies, enhance empathy and active listening, and improve decision-making. By applying emotional intelligence in various contexts, participants built stronger relationships, increased resilience, and fostered collaboration, laying the groundwork for long-term success, well-being, and effective leadership.



TAILOR-MADE TRAINING PROGRAMS

CFP-USJ designs Tailor-Made Programs in collaboration with companies, organizations, and institutions to meet specific training needs, combining practical solutions with customized learning experiences.

TAILORED TRAININGS FOR INSTITUTIONS

Adyan Foundation: Design of an Instructional Toolkit

CFP created an instructional toolkit based on content developed by Adyan Foundation. This toolkit will enhance the reach and effectiveness of Adyan Foundation's programs by providing practical resources that support skill development and effective program delivery.

CMA CGM: Finance for Non-Finance Training

This training helped non-financial professionals at CMA CGM develop a solid understanding of key financial principles, enabling them to make informed decisions and contribute more effectively to cross-functional collaboration.

International Labour Organization (ILO): TOT and Course Delivery on Social Protection

CFP provided a Training of Trainers (TOT) program and delivered a specialized course on social protection systems, equipping participants with both technical knowledge and facilitation skills to promote social justice and sustainable development.

Lia Assurex: Training in Communication

CFP delivered a targeted communication workshop for Lia Assurex staff, emphasizing interpersonal skills, active listening, and professional communication for improved teamwork and client relations.

Marsa Organization: Toolkit on Sexual Education

In collaboration with Marsa, CFP developed an evidence-based and culturally sensitive sexual education toolkit designed to support educators and facilitators in delivering accurate, inclusive, and age-appropriate information.

Total Energies: Training in Public Speaking

This training aimed to strengthen public speaking and presentation skills among Total Energies employees, with a focus on confidence-building, audience engagement, and message clarity.

GIZ: Training on Techniques for Attracting Donors

CFP supported GIZ with hands-on training focused on fundraising strategies, proposal writing, and donor engagement techniques tailored for NGOs and development professionals.

Phoenix: Training on Navigating the Pharmaceutical Business in China

This specialized training provided Phoenix participants with insights into regulatory frameworks, market access, and strategic considerations for operating effectively within the Chinese pharmaceutical sector.

Find a Teacher Association: Neuroeducation for Effective Classroom Management

This session introduced educators to key principles of neuroeducation, highlighting how emotions shape learning, how mirror neurons foster empathy, and how personal histories influence teaching and learning. Drawing on the latest research, including the emerging concept of the "heart brain," the training offered powerful insights to help educators create more engaging and constructive learning environments.

HIGHLIGHTED INTERNAL COLLABORATION



HDF – Microsoft Excel

Nine groups of HÔTEL-DIEU DE FRANCE employees participated in beginner and intermediate Excel training, enhancing practical skills for daily administrative and operational tasks. Beginner participants learned basic formulas, formatting, and data organization, while intermediate groups mastered functions, pivot tables, conditional formatting, and charts. Real-world exercises strengthened confidence in managing information, generating reports, and streamlining workflows.

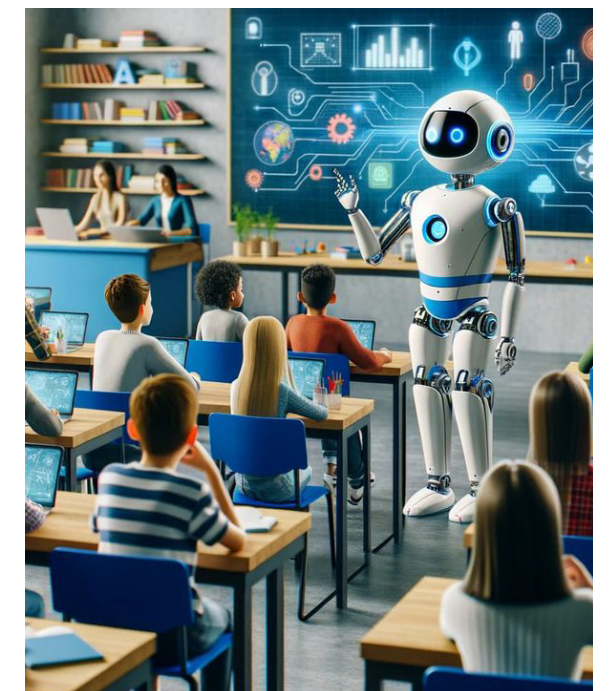
Leadership and Decision-Making in a Jesuit Values-Based Hospital Network

Managers from HDF and its affiliated network attended this training to develop strategic, ethical, and collaborative leadership skills. Through workshops, case studies, and experience sharing, participants improved decision-making, change management, and communication aligned with Jesuit values of service, responsibility, and excellence.



Service étudiants d'Information et d'Orientation – Leadership et orientation à l'ère de l'intelligence artificielle

Workshops were held across three USJ campuses for 107 school guidance counselors and cycle coordinators. The program combined leadership development, confidence-building, and networking with innovative AI tools to personalize coaching, identify students' strengths, and provide labor-market insights—helping participants guide students effectively in a rapidly evolving educational landscape.



INTERNAL TRAININGS

CFP-USJ offers internal training programs for USJ staff and the HDF network, aimed at enhancing professional skills, career development, and organizational efficiency.

PROFESSIONAL DEVELOPMENT – USJ STAFF

Collaboration & Research

Unlocking and Managing Research Funding – Introductory Session

Focus:

Grant writing, project management, crafting proposals, project alignment with institutional strategy

Special Feature:

Expert from Knowledge E (KnE)

👤 PSG, Deans and Directors

🕒 4 hours

Cybersecurity

Cybersecurity Awareness Training

Focus:

Cyber threats, social engineering, safe browsing, password management, AI risks

👤 PSG, Deans and Directors

🕒 4 hours

Leadership & Management

Leadership in the AI Era

Focus:

Team building, ethical leadership, conflict resolution, AI-driven decision-making

👤 Deans and Directors

🕒 8 hours

Emotional Intelligence – Stress & Time Management

Focus:

Applying EI to manage stress, time, and interpersonal relationships

👤 PSG, Deans and Directors

🕒 8 hours

Team Building

Focus:

Collaboration, trust, inclusion, agile team practices, DEI principles

👤 PSG, Deans and Directors

🕒 8 hours

Mental Health and Well-being at Work

Focus:

Stress, burnout, workplace mental health, well-being strategies

👤 PSG, Deans and Directors

🕒 4 hours

Communication & Digital Skills

Constructive Communication and Conflict Resolution

Focus:

Conflict dynamics, assertive communication, emotional intelligence

👤 PSG, Deans and Directors

🕒 8 hours

Branding and Content Creation on social media

Focus:

Online brand presence, content strategy, social media communication

👤 PSG, Deans and Directors

🕒 8 hours

Technology & Innovation

AI Tools: Usage of Artificial Intelligence Tools

Focus:

AI fundamentals, data analysis, workflow optimization, prompt engineering

👤 PSG, Deans and Directors

🕒 8 hours

Sustainability & Ethics

Integral Ecology

Focus:

Environmental, social, and spiritual interconnections; sustainability in practice

👤 PSG, Deans and Directors

🕒 4 hours

Accounting & Finance

Daily Financial and Administrative Management at USJ

Focus:

Accounting fundamentals, financial reporting, administrative processes

👤 PSG, Deans and Directors

🕒 4 hours



LEADERSHIP AND IGNATIAN SPIRITUALITY WORKSHOPS



Ignatian Spirituality in Work

Ad Amorem: Contemplative in Work

Focus:

Integrating Ignatian spirituality into professional life, reflection, mindfulness, workplace dynamics

👤 PSG, Deans and Directors

🕒 4 hours

Ignatian Leadership Principles

Leadership Ignatian: Embracing Forgiveness and Reconciliation

Spiritual Weekends

Focus:

Forgiveness and reconciliation as leadership tools, empathy, trust, collaboration

👤 PSG

🕒 96 hours



TRAINING PROGRAMS AND WORKSHOPS SUMMARY: 24-25 ACADEMIC YEAR

Format	PUBLIC TRAINING PROGRAMS	Participants	Training Hours
Certificate	Certificate In Coaching - Coaching with Confidence - Cohort 3	12	75
Certificate	Certificate In Social Media Branding: From Image Shaping to Content Creation	18	20
Certificate	Certificate In Strategic Thinking	21	20
Certificate	Tot Certificate	12	21
Certificate	Certificate In Digital Marketing	6	27
Certificate	Certificate In Oenologie	18	30
Certificate	Certificate In Art and Gallery Management	18	40
Certificate	Certificate In Ai Tools	12	25
Certificate	Certificate In Public Speaking	8	32
Certificate	Legaltech Essentials: Ai and Innovation for Modern Law Practice	1	24
Workshop	The Art of Negotiation	18	12
Workshop	Eq Strategies for Managing Your Emotions at Work and in Life	13	12
Workshop	Corporate Oral and Written Communication	8	9
Workshop	9-Grid Talent Matrix	24	9
Workshop	Sources and Specificities of the Lebanese Protocol	13	9
Workshop	Teaching Tuesdays	N/A	N/A
Tailor-Made	AFD - Projet Parle	N/A	N/A
Tailor-Made	Marsa Toolkit - Sexual Education for Caregivers	N/A	N/A
Tailor-Made	Une Communication Positive Et Consciente Pour Une Meilleure Hygiène Relationnelle	53	1.5
Tailor-Made	La Neuro-Éducation Pour Un Enseignement Actif Et Un Climat Scolaire Constructif	55	3
Tailor-Made	Lia Assurex - Professional Communication 1	17	10
Tailor-Made	Lia Assurex - Professional Communication 2	20	10
Tailor-Made	Marsa	16	24
Tailor-Made	Phoenix: Navigating Pharmaceutical Business In China	12	8
Tailor-Made	The Art of Negotiation	16	12
Tailor-Made	Tony Ward Training Program: Module Problem Solving Pour Les Chefs D'atelier +Focus Group	5	11
Tailor-Made	Tony Ward Training Program: Team Building Chefs D'ateliers Et Managers	12	6
Tailor-Made	Ilo - Social Protection	23	24
Tailor-Made	Neuroeducation	20	20
Tailor-Made	Adyan Workshop	9	6
Tailor-Made	Ai In the Healthcare Industry - Gr1	44	4
Tailor-Made	Ai In the Healthcare Industry - Gr2	41	4
Tailor-Made	Abidjan Ai Tools	27	20
Tailor-Made	Marsa Jordan	18	24
Tailor-Made	Techniques To Attract Donors - Inspiring Sab Members to Act and Support	80	3
Tailor-Made	CMA CGM - Finance For Non-Finance Professionals	13	12
Tailor-Made	Find a Teacher - Neuroeducation For Effective Classroom Management	111	2
Tailor-Made	Total Energies - Public Speaking	12	12

INTERNAL TRAININGS WORKSHOPS	Participants	Training Hours
Leadership in the era of artificial intelligence	27	8
Constructive communication and conflict resolution	40	8
Mental health and well-being at work	51	4
Emotional intelligence: Stress and time management	52	8
Team building	20	8
Integral ecology	18	4
Branding and content creation on social networks	64	8
Cybersecurity Awareness Training for PSG, Deans and Directors	19	4
Unlocking and Managing Research Funding - Introductory Session	26	4
AI Tools: Use of artificial intelligence tools	148	8
Daily financial and administrative management at USJ	22	4
Leadership and Ignatian spirituality for Deans and Institutional Directors + Vice-Rectors + Rector's Delegates	34	4
Leadership and Ignatian spirituality for Department Heads / Administrators	28	4
Leadership and Ignatian spirituality for the PSG of USJ	45	4
Leadership and Ignatian spirituality for Teachers	27	4
Leadership and Ignatian spirituality for Directors, PSG, Teachers of the CLN Campus	12	4
Leadership and Ignatian spirituality for Directors, PSG, Teachers of the CZB Campus and Tal Chiha Hospital	22	4
Leadership and Ignatian spirituality for Directors, PSG, Teachers of the CLS Campus	11	4
Leadership and Ignatian spirituality for the Administrative Services of HDF + Hospital Network	25	4
Weekend on leadership and Ignatian spirituality for Teachers	22	20
Weekend on leadership and Ignatian spirituality for the PSG of USJ	15	20
Ignatian values and leadership HDF + Network	45	4
Excel Training - Beginner Level HDF	58	8
Excel Training - Intermediate Level HDF	117	12



**2024-2025
SPECIAL
HIGHLIGHT**

CFP-USJ CERTIFICATE AWARD CEREMONY 2025

On July 28, 2025, CFP-USJ proudly celebrated its graduates from diverse professional training programs. The ceremony honored both participants and partners who contributed to a semester rich in impactful learning and collaboration. This milestone event embodies CFP's mission to empower professionals with relevant, real-world skills to meet today's evolving challenges.



TESTIMONIALS



Elissa GHAWI – Participant Public Speaking Certificate Program

"Public speaking taught me to feel at ease with who I am. Standing before an audience and sharing my thoughts not only strengthened my words but also my self-confidence. I learned to look people in the eye, speak with clarity and purpose, and structure my ideas with conviction. None of this would have been possible without the guidance of my trainer, Fadi Bader, and the support of the Professional Training Center for introducing us to this program."



Nadine ZEINOUN – Certified Executive Coach Coaching with Excellence training Program

"CFP and USJ demonstrate an unwavering commitment to excellence. Their dedication to delivering high-quality programs, supporting both trainers and participants, and fostering a culture of continuous learning is truly remarkable. It is an honor to collaborate with such a professional and visionary team who consistently go above and beyond to create impactful learning experiences."



Olga FEGHALY – Participant Arts & Gallery Management training program

"The Arts and Gallery Management program at CFP-USJ was a transformative experience. The training combined theory with practical insights that are directly applicable to the art world. I gained valuable knowledge about curation, gallery operations, and management strategies, but also the confidence to apply these skills in real professional settings. The trainers' expertise and the supportive learning environment made this journey truly inspiring."





In 2024–2025, CFP-USJ significantly strengthened its communications and visibility through a renewed strategy and a more structured digital presence.

CFP focused on increasing visibility, boosting enrollment in training programs, strengthening alumni and corporate partnerships, and enhancing engagement across digital and offline channels. The center’s communications targeted professionals seeking skill development, mid-career professionals pursuing career growth, corporate partners in need of tailored training solutions, and alumni who serve as advocates for CFP.

CFP highlighted its value through key messages emphasizing quality, market-relevant programs, industry expert-led training, and tailored solutions bridging academia and the labor market.

ENHANCED DIGITAL PRESENCE

- Social Media Growth: CFP-USJ’s Instagram (cfp.usj), Facebook, and LinkedIn pages became dynamic platforms to showcase programs, testimonials, and impact stories, featuring consistent branding, engaging visuals, and targeted messaging.
- Website Visibility: The CFP-USJ website was continuously updated with training opportunities, news, and resources, ensuring accessibility and visibility for a wider audience.



SOCIAL MEDIA INSIGHTS 2024-2025

CFP-USJ’s growing digital presence continues to expand reach and engagement across Instagram, Facebook, and LinkedIn, strengthening visibility among local and international audiences.



Instagram

148K profile views
(67% non-followers)
1,668 interactions
955 engaged accounts



Facebook

14,152 views (+31%)
2,707 reach (+27%)
317 interactions (+140%)
942 visits (+41%)



LinkedIn

14,965 impressions (+40%)
2,304 reached (+10%)
1,431 followers (+10%)

ENHANCED BRANDING

- Promotional Materials: Development of brochures, fact sheets, roll-up banners, and other branded materials strengthened CFP-USJ’s visibility across events and training programs.
- Training Center Branding: On-site branding elements were introduced to create a professional and cohesive learning environment aligned with CFP-USJ’s identity.
- Consistent Visual Identity: All materials reflected a unified design, reinforcing recognition and positioning CFP-USJ as a leading professional training center.



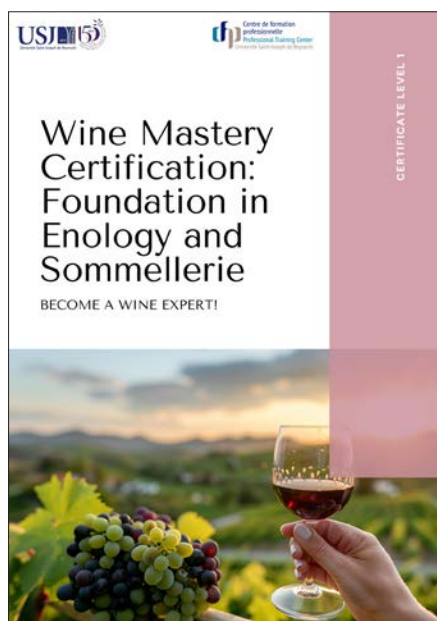
CONTENT STRATEGY & IMPACT

- Timely Coverage: Trainings, workshops, and events were promoted and documented in real time, amplifying CFP’s visibility and that of its partners.
- Engagement: Posts highlighting participant testimonials, impact figures, and professional tips generated strong interaction, reinforcing CFP-USJ’s role as a reference in professional training and lifelong learning.

KEY HIGHLIGHTS


- Introduction of video content and new way of information sharing, news and tips to highlight programs, updates and participant experiences.
- Launch of a communication calendar synchronized with trainings and events.
- Strengthened collaboration with partners and institutions through co-branded campaigns and collaborative posts.
- Renewed focus on audience engagement through interactive posts, behind-the-scenes content, and success stories.

EXAMPLE OF PUBLICATIONS




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