

Corporate Communication



Learning Outcomes:

- ✿ Demonstrate effective verbal and non-verbal communication techniques.
- ✿ Understand the importance of active listening and its impact on effective communication.
- ✿ Apply strategies to overcome communication barriers and enhance clarity.
- ✿ Utilize assertive communication to express ideas and concerns confidently.
- ✿ Adapt communication styles to various stakeholders and situations.
- ✿ Use effective questioning techniques to gather information and foster dialogue.
- ✿ Employ empathy and emotional intelligence to build rapport and resolve conflicts.
- ✿ Demonstrate effective written communication skills, including emails and reports.
- ✿ Utilize feedback effectively to enhance communication and professional growth.
- ✿ Apply effective communication techniques in virtual and remote settings.

Target Audience: exclusively offered to USJ staff

Registration Link

<https://enquetes.usj.edu.lb/index.php/811988?lang=fr>

	Dates	Timing	Location
Group 1	5-7 June 2024	9h -13h30	CFP (room Michel Ghazal, CIS, bloc B, 1 st floor)
Group 2	26-28 June 2024		

Maya Rahal



Maya Rahal is a seasoned professional with a diverse background in strategic leadership, program management, and communication.

She currently serves as the Country Director at AlFanan.org, where she develops and implements strategic plans, provides vision and direction to the team, and oversees program implementation. With a focus on stakeholder engagement especially social enterprises, Maya ensures the successful execution of initiatives.

Previously, Maya held the position of Communication and Outreach Director at Berytech for two years, where she managed corporate image and exposure, designed strategic communication plans, and fostered relationships with entrepreneurs, innovators, and international funders.

As the Managing Director of the MIT Enterprise Forum Pan Arab Chapter for 4 years, Maya spearheaded growth initiatives, launched new programs and partnerships, and enhanced brand visibility through industry events.

With a foundation in journalism and expertise in digital media and communication, Maya established her own media agency in 2019, providing consulting services to both private and public sector entities across the Arab region. Prior to this, she served as the Editor-in-Chief of Wamda Ventures for six years, where she co-founded the media arm and led content production while cultivating partnerships with prominent corporations.

Overall, Maya Rahal brings a wealth of experience in leadership, communication, and program management, contributing to the success of organizations and driving impactful change in the Arab region.