LES ATELiers
CARRIÈRE
THE CAREER WORKSHOPS
2016
THIS WORKSHOP IS FOR YOU IF:

- You are frequently short of time, trying to catch up with it.
- You are on the edge of burn out, and not understanding what got you there...
- You fail to understand why, after careful planning of your day, you are still frustrated at 5pm with what remains to be done...
- You cannot understand some of your colleagues who seem to live through stressful periods with serenity ...

In brief, you cannot understand the paradox of “the modern times”!

OBJECTIVES

- Reflect on the issue of managing professional time with a focus on emotions, stress and needs for recognition.
- Learn behavioral psychology’ approach and tools to time management.
- Allow yourself the permission to stop feeling guilty.
- Succeed at being productive AND calm.

PROGRAM

- Managing Stress
- Managing one’s ”demons”: wants and needs
- Managing other people’s wants and needs
- Managing our needs for recognition and success

Presentations, exercises and discussions

Target: All publics
Language: English

Number of participants: Maximum 10 (workshop confirmed as of 6 registered participants)

Date: Thursday January 21st, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)

Registration fees: 20$ ESA Students
- 30$ ESA Graduates
- 50$ Non ESA

A coffee break is offered to the attendants

Moderator:
Nicole ABBOUD BAKHACHE
Founder & Managing Director
UPTITUDE
A company specialized in HR Consulting, Managerial Leadership Training and Managerial Counseling- since April 2011

emploi@esa.edu.lb
EMOTIONAL INTELLIGENCE IN THE WORKPLACE

THIS WORKSHOP IS FOR YOU IF:
• You are already assessing your success at work and aiming to become a leader
• You feel that even with a heavy set of hard skills, there is something missing
• Your interpersonal skills rates are low

OBJECTIVES
• Understanding the Emotional Intelligence historic evolution (from a concept to a working need)
• Linking it with the working environment
• Assessing your personal (EI) in a tangible way

PROGRAM
• Emotional intelligence (EI): Definition
• Main Authors and Blogs
• Chronology: Historical evolution of the concept
• Intelligence Quotient (IQ) vs Emotional Quotient (EQ)
• The brain anatomy: Where does (EI) operate?
• Correlation with the working environment
  - Mandatory when managing/dealing with people (peers/managers/subordinates/clients)
  - Key measurement for success and reaching the bottom line
  - A major recruitment criteria (as part of soft skills)
  - Ensures successful leadership
• Personal Assessment: to be done with attendees and aiming to come up with a practical benefit

Target: Everyone
Language: English
Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Thursday February 4th, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
  30$ ESA Graduates
  50$ Non ESA

A coffee break is offered to the attendants

Moderator:
Carla SOUAIBY JALBOUT [ESA – EXECUTIVE MBA 2011]
Founder
KOUDOURAT RESOURCES & SOLUTIONS

emploi@esa.edu.lb
This workshop is for you if:
You would like to maximize your chances of getting hired

Objectives
• Plan for your job search
• Enhance your resume

Program
• Create the right focus for your job search
• Identify relevant types of resumes
• Build your resume: Do's and don’ts

Target: Everyone

Language: English

Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)

Date: Thursday February 18th, 2016

Time: From 6:00 to 9:00 pm

Location: Centre des Métiers (CEDIM)

Registration fees: 20$ ESA Students
30$ ESA Graduates
50$ Non ESA

A coffee break is offered to the attendants

Moderator:
Muriel GARAUD (ESA – EXECUTIVE MBA 2004)
HR Manager
MUREX
Boost your Career with LinkedIn

This workshop is for you if:
You want to optimize the usefulness of your LinkedIn.

Objectives
• Be able to use LinkedIn to position yourself as a professional in your field.
• Be able to build up a network that benefits you in your business and professional development.

Program
• Complete your LinkedIn profile
• How to build your LinkedIn network
• How lead generation works on LinkedIn
• How to use LinkedIn to market yourself
• How to measure the ROI of your LinkedIn efforts

Give-away
All participants will benefit from a one-on-one digital assessment for their business after the workshop.

Target: Everyone
Language: English
Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Thursday March 3rd, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
30$ ESA Graduates
50$ Non ESA

A coffee break is offered to the attendants

Moderator:
Roland Aoun [ESA – MS MARKETING 2011]
Digital Marketing Consultant
Founder of Blue Grapes Marketing

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SUCCEEDING AT JOB INTERVIEWS

THIS WORKSHOP IS FOR YOU IF:
You want to maximize your chances to be hired

OBJECTIVES
Get prepared to succeed job interviews

PROGRAM
• The hiring process: things to know upfront
• The interview and the selection criteria
• How to communicate during an interview
• How to answer typical questions

Target: Everyone
Language: English
Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Thursday March 17th, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
30$ ESA Graduates
50$ Non ESA

A coffee break is offered to the attendants

Moderator:
Muriel GARAUD (ESA – EXECUTIVE MBA 2004)
HR Manager
MUREX

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GET INDIVIDUAL CAREER ADVICE OF A SENIOR EXPERT!

THIS WORKSHOP IS FOR YOU IF:
• You are not sure if your CV reflects well your profile and skills
• You are seeking employment and not sure where to start
• You are wondering whether you are on the right career track and what should be your next career move?

PROGRAM
• General Assessment of your CV with recommendations
• General Assessment of your professional track record with recommendations
• Q&A session

Target: Everyone
Language: English

Number of participants: Maximum 10 with individual sessions of 20 minutes [workshop confirmed as of 6 registered participants]

Date: Thursday April 7th, 2016
Time: on appointment from 2:00 to 7:00 pm
2:10 to 2:30 pm
2:45 to 3:05 pm
3:10 to 3:30 pm
3:45 to 4:05 pm
4:10 to 4:30 pm
4:45 to 5:05 pm
5:10 to 5:30 pm
5:45 to 6:05 pm
6:10 to 6:30 pm
6:45 to 7:05 pm

Location: Centre des Métiers (CEDIM)

Registration fees: 20$ ESA Students
30$ ESA Graduates
50$ Non ESA

A coffee break is offered to the attendants

Moderator:
Patricia ZAHR
Executive Search Manager/Certified Assessor
NEAR EAST CONSULTING GROUP
Business Manager
ALEXANDER HUGHES ME

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UNDERSTAND THE MOTIVATORS AT WORK

THIS WORKSHOP IS FOR YOU IF:
You want to understand what are the drivers of talents retention and attraction in the workplace

OBJECTIVES
• Understand what matters most to people: Is it Pay or work environment or career opportunities?
• Learn what is needed to ensure sustainable engagement
• Learn how to develop a talent strategy and Employee Value Proposition as a company

PROGRAM
• Share Global study regarding the issues of attraction, retention and engagement: 45 min
• Discuss what is your particular situation with regards to those issues, what is your talent management strategy, what is your employee value proposition: 45 min

Target: Everyone
Language: English
Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Thursday April 21st, 2016
Time: From 6:00 to 8:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
30$ ESA Graduates
50$ Non ESA

A coffee break is offered to the attendants

Moderator:
Lara TAHSHI (ESA – EXECUTIVE MBA 2014)
Compensation Director-TMEA
LILLY

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The concept of MYB workshop is based on simple facts:
• Upwards management concerns more people than team management:
  • Each manager has at least 4 to 6 employees
  • Each manager has a manager (or almost)
• Yet, there is no program on upwards management; there are plenty of programs on how to manage teams
• Today, most of us wait to be managed by our bosses, thinking we have no power to reverse management!

OBJECTIVES
At the end of the workshop, you will be aware of the benefits of upward management and will be able to:
• Enhance the quality of your day-to-day interactions with your manager
• Help your manager be more effective
• Build constructive relationship with your manager on the short term, and boost your career on the long term

PROGRAM
• Setting the scheme (includes a situational case)
• Proposed approach dealing with each of the 6 main types of managers:
  • The telling traits
  • The 7 dos
  • The 3 don’ts
  • Assess your tolerance
  • The secret strategy
• The ‘ideal’ leader and how to help each type of manager reach full potential

Target: Anyone interacting with a boss!
Language: English
Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Thursday May 5th, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees:  
  20$ ESA Students
  30$ ESA Graduates
  50$ Non ESA
A coffee break is offered to the attendants
Moderator:  
Ziad HAMDAN (ESA - EXECUTIVE MBA 2014)
Independent Consultant and Business Development Manager
ALLIANZ SNA
emploi@esa.edu.lb
This workshop is for you if:
• You are actively searching for the right company that will help you fulfill your career ambitions and give you the opportunity to learn and develop while contributing to its success.
• You are seeking to win that job and need to understand the employer perspective.

Objectives
As a participant, you shall learn how to:
• Identify your career purpose
• Utilize all your resources
• Identify the right place to work
• Prepare Yourself for the Interview
• Acquire active Listening and Questioning techniques that help
• Win the job offer

And understand:
• What Companies are looking for
• How to handle recruiters
• How first impressions are lasting ones

Program
An interactive workshop including comprehensive presentation, short exercises and active discussions

Target: Everyone
Language: English
Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Tuesday May 12th, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
                    30$ ESA Graduates
                    50$ Non ESA
A coffee break is offered to the attendants

Moderator:
Jacqueline MOUKHEIBER HR Director
FATTAL HOLDING

Pamela SAAD Head of Recruitment & Selection
FATTAL HOLDING

Lea FEGHALI Training & Development Manager
FATTAL HOLDING

emploi@esa.edu.lb
HOW TO SELL YOURSELF?

THIS WORKSHOP IS FOR YOU IF:
• You wish to negotiate or renegotiate a contract
• You wish to enhance your profile in the job market

OBJECTIVES
• Use of self-marketing
• How to stand out from others
• Building a pitch

PROGRAM
• Best practices and how to avoid the wrong reflexes
• Experience sharing
• Role playing and simulations

Target: Senior (+5 years of managerial experience)
Language: English
Number of participants: Maximum 12 [workshop confirmed as of 6 registered participants]
Date: Tuesday June 2nd, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
30$ ESA Graduates
50$ Non ESA

A coffee break is offered to the attendants

Moderator:
Georges SAAB [ESA-EXECUTIVE MBA1999]

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THIS WORKSHOP IS FOR YOU IF:

- You want to know more about Assessment & Development Centers, an internationally recognized methodology as the most valid predictor of performance on the job and an excellent professional development tool
- As an employment seeker, you wish to have a preview about what to expect when you apply to top notch companies, namely multinationals, who use the Assessment Centers tools to recruit the best candidates
- As an individual, you need clarification about your career orientation or you are considering a drastic change and want to assess your competencies
- As a manager or employer, you would like to select the most qualified applicants, retain and develop your talent pool.

OBJECTIVES

- Introducing the Methodology of Assessment & Development Centers
- Products used
- Situations suited for Assessment & Development Centers
- Benefits to the Individual and to the Company

PROGRAM

1. PowerPoint Presentation on the subject
2. Examples of Assessment Center Situations
3. Q & A session

Target:  
A) Seniors and Job seekers at all levels  
B) Company recruiters of graduates, middle and senior management

Language:  
English

Number of participants:  
Maximum 20 (workshop confirmed as of 8 registered participants)

Date:  
Thursday June 16th, 2016

Time:  
From 6:00 to 8:00 pm

Location:  
Centre des Métiers (CEDIM)

Registration fees:  
20$ ESA Students  
30$ ESA Graduates  
50$ Non ESA

A coffee break is offered to the attendants

Moderator:  
Basile ZALOUM  
Assessment Center Director  
NEAR EAST CONSULTING GROUP

Patricia ZAHR  
Executive Search Manager/Certified Assessor  
NEAR EAST CONSULTING GROUP
HR PROFESSIONAL GUIDE
TO INTERVIEWING (CBI)

THIS WORKSHOP IS FOR YOU IF:
• You are in HR and you would like to gain insight into interviewing or refresh your knowledge
• You are a manager, supervisor or team leader and your job requires frequent interviews and recruitment activities

OBJECTIVES
• Define Competency Based Interviewing
• Explain the STAR Technique
• Cover the different components of an interview
• Provide questions sample
• Understand the questions to avoid
• Practice CBI

PROGRAM
An interactive workshop including comprehensive presentation, short exercises and active discussions

Target: Everyone
Language: English
Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Tuesady June 30th, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
30$ ESA Graduates
50$ Non ESA
A coffee break is offered to the attendants

Moderator:
Jacqueline MOUKHEIBER
HR Director
FATTAL HOLDING

Pamela SAAD
Head of Recruitment & Selection
FATTAL HOLDING

Lea FEGHALI
Training & Development Manager
FATTAL HOLDING

emploi@esa.edu.lb
MANAGE YOUR CULTURE TO DRIVE YOUR BUSINESS PERFORMANCE

THIS WORKSHOP IS FOR YOU IF:
You would like:
• To promote awareness, warrant understanding, and arouse the engagement of the staff to entice them to embrace the forward looking company’s vision, mission and core values.
• To discover the methodologies and tools that can help you lead and sustain your organizational culture.

OBJECTIVES
The objective of this course is to provide managers with specific ideas about what they can do, and what they can influence colleagues and subordinates to do, in order to enable the day-to-day practices and procedures of their unit to be more aligned with the cultural values it claims to have.

To pave the way for that outcome, managers need an understanding of “culture,” and specifically of “organizational culture.” As well, they need knowledge and techniques for diagnosing the culture of their unit; these are learned during the first training day and part of the second.

PROGRAM
• The relationship between a company’s leadership, its brand and its culture
• Corporate culture as a concrete and precise analytical concept
• Anatomy of a corporate culture, and its impact on all business activities
• Should your company be focused on the shareholders, customers or employees?
• Is your people-culture based on loyalty, performance, competition or lifestyle?
• What is a value driven culture
• How can you link productivity to collective performance & behavior

Target: Senior (+5 years of managerial experience)
Language: English

Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Thursday July 21st, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
                    30$ ESA Graduates
                    50$ Non ESA
A coffee break is offered to the attendants
Moderator:
Khaled TAYARA [ESA – EXECUTIVE MBA 2002]
LINKEDIN FOR MARKETING & SALES MANAGERS

THIS WORKSHOP IS FOR YOU IF:
You belong to one of these categories: Sales managers/professionals, Marketing managers/professionals, business owners, upper management.

OBJECTIVES
• How to build-up a marketing and sales strategy using LinkedIn
• How to prepare your LinkedIn marketing mix.
• How to engage the target market and create digital sales funnels.

PROGRAM
• Optimizing your LinkedIn profile.
• Optimizing your IN company page.
• Plan your marketing & sales strategy.
• Plan your content strategy and how you will engage your target market.
• How to plan your budget for LinkedIn marketing.

GIVE-AWAY
All participants will benefit from a one-on-one digital assessment for their business after the workshop.

Target: Everyone
Language: English
Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Thursday September 29th, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
30$ ESA Graduates
50$ Non ESA

A coffee break is offered to the attendants

Moderator:
Roland AOUN (ESA – MS MARKETING 2011)
Digital Marketing Consultant
Founder of Blue Grapes Marketing

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APPLYING TALENT MATRIX IN CAREER DEVELOPMENT (PERFORMANCE, CAREER PATH, DEVELOPMENT)

THIS WORKSHOP IS FOR YOU IF:
- You are in HR and you wish to strengthen your knowledge in Talent Assessment and Development
- You are in a managerial position and you would like to enhance employees’ engagement and motivation through recognition, assessment and advancement

OBJECTIVES
- Have an overview on the latest trends and practices
- Understand Talent Assessment Process and Matrix
- Clarify Performance Management cycle and how to give feedback
- Review Career Development options and discussion
- Identify enablers and challenges to Career Development

PROGRAM
An interactive workshop including comprehensive presentation, short exercises and active discussions

Target: Everyone
Language: English
Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Tuesday October 13th, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees:
- 20$ ESA Students
- 30$ ESA Graduates
- 50$ Non ESA
A coffee break is offered to the attendants

Moderator:
Jacqueline MOUKHEIBER
HR Director
FATTAL HOLDING

Pamela SAAD
Head of Recruitment & Selection
FATTAL HOLDING

Lea FEGHALI
Training & Development Manager
FATTAL HOLDING

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OBJECTIVES
Provide managers with practical tools for coaching in the workplace

PROGRAM
• Understand how good coaches “think”
• Understand what good coaches “do”
• Identify appropriate situations for Coaching vs. Directing
• Practice coaching

Target: Everyone
Language: English

Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Tuesday October 27th, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
30$ ESA Graduates
50$ Non ESA

A coffee break is offered to the attendants

Moderator:
Joyce ABI NADER
HR Director
SANOFI

emplois@esa.edu.lb
PREPARE YOURSELF FOR A SUCCESSFUL ANNUAL PERFORMANCE REVIEW MEETING

THIS WORKSHOP IS FOR YOU:
• If you wish to succeed in your annual performance review meeting with your manager
• If you would like to learn how to give and receive constructive feedback
• To provide an opportunity for a frank, open but non-threatening discussion about your individual’s performance and learning and development needs;
• To learn how to discuss your aspirations and your work problems;

OBJECTIVES
• To be able to do your self-assessment of your performance before the annual meeting
• To develop the proper skills in giving and receiving feedback
• To enhance communication skills in a conflict scenario with your manager
• To analyze strengths and weaknesses of your performance, in order to contribute in identifying your adequate career development roadmap

PROGRAM
• How to prepare yourself and appraise yourself
• What are you going to be evaluated on: Objectives versus Competences – indicators and performances
• Communication of constructive feedback
• Analysis of key points in performance to be discussed with your manager
• Communication in difficult situations - coaching
• Judgement errors
• Development of a training & development plan / performance enhancement

Target: Everyone
Language: English
Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Thursday November 10th, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
30$ ESA Graduates
50$ Non ESA

A coffee break is offered to the attendants

Moderator:
Khaled TAYARA (ESA – EXECUTIVE MBA 2002)
PROMOTING YOURSELF

THIS WORKSHOP IS FOR YOU IF:
• You would like to learn how to better manage your career development through your professional network
• You would like to highlight your key strong points and your personality in addition to your expertise and professionalism

OBJECTIVES
• Understanding the new deal in career evolution
• Defining the key characteristics of the brand YOU
• Building your network

PROGRAM
• The new deal = a new dawn
• Being the CEO of YOU, Inc
• Networking dynamics
• The power of YOU

Target: Everyone
Language: English
Number of participants: Maximum 12 (workshop confirmed as of 6 registered participants)
Date: Thursday December 1st, 2016
Time: From 6:00 to 9:00 pm
Location: Centre des Métiers (CEDIM)
Registration fees: 20$ ESA Students
30$ ESA Graduates
50$ Non ESA
A coffee break is offered to the attendants

Moderator:
Carl BOU MALHAM (ESA – EXECUTIVE MBA 1999)
COACH INC

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CET ATELIER EST POUR VOUS SI :
• Vous êtes intéressé par une approche psychologique du management des personnes
• Vous souhaitez ajouter des compétences à votre panoplie de manager
• Vous souhaitez comprendre ce que l’on appelle « le paradigme clinique » des managers

OBJECTIFS
• Apprendre quelques modèles de l’intelligence émotionnelle
• Mettre en lien ces modèles et des cas de réussite ou d’échec de management
• Comprendre les limites du QI au travail et celles du management traditionnel
• Comprendre les limites de soi-même et des autres
• Apprendre à développer son intelligence émotionnelle

PROGRAMME
• Présentations de modèles et approches du management des personnes et de l’intelligence émotionnelle au travail
• Études de cas
• Discussions

Cible : Tous publics
Langue : English
Nombre de participants : 10 personnes maximum (Atelier garanti dès 6 personnes)
Date : Jeudi 15 septembre 2016
Horaire : De 18h à 21h
Lieu : Centre des Métiers (CEDIM)
Frais de participation : 20$ Étudiants
                      30$ Diplômés
                      50$ Non ESA

Une pause café est offerte aux participants

Animateur :
Nicole ABOUD BAKHACHE
Founder & Managing Director
UPTITUDE
A company specialized in HR Consulting, Managerial Leadership Training and Managerial Counseling since April 2011

emploi@esa.edu.lb