



CVM TRAINING LIST

We CVM are involved in providing professional advice to both public and private sectors. Our experts are to answer the most multifaceted challenges and to cater for the utmost best of our customers. Our services range from turnkey operations to consulting, training, branding, and market surveys.

In order to meet the needs of our target audience, our experts have to assess, evaluate, customize and then propose deliverables.

We are hereby proposing a series of training to your respectful institution:

- 1- Leadership types and skills
- 2- Effective Negotiation skills
- 3- Ethics, corporate social responsibility, and sustainability
- 4- The Art of Communication
- 5- Change management and innovation
- 6- Critical thinking and Decision making
- 7- Motivation
- 8- Entrepreneurship and start-ups
- 9- Strategic Planning: Formulation and Execution
- 10- Essentials of Coaching and Mentoring
- 11- Operative and Successful Sales techniques
- 12- Talent Management and Capacity Building
- 13- Reengineering, Organizational Design and Structure
- 14- Fundamentals of Marketing
- 15- Branding, Brand Equity and Brand Management
- 16- Understanding and managing individual behavior
- 17- Managing the external environment and the organizational culture
- 18- Creating and managing Teams
- 19- Impact of technology management
- 20- Finance for non financial people
- 21- Project management
- 22- Staffing, recruitment and selection etc.

- Each Topic requires a minimum of 4 hours and a maximum of 8 hours.
- Flexibility pertaining the subjects, time, place and dates.
- The number of attendees should not exceed more than 15 participants in each session.
- Sessions will be supported by power points, videos and real case scenarios.
- Attached is a proposal for detailed topic.



SAMPLE OF TOPICS

The Art of Communication

1. Nature and function of communication.
2. Methods of interpersonal communication.
3. Barriers to effective interpersonal communication and how to overcome them.
4. Effective Communication in organizations.
5. Technology and communication in organizations.
6. Contemporary issues in communication.
7. Case application: E-mail ban.

Strategic Planning: Formulation and Execution

1. Strategic Management and its importance.
2. The steps of the Strategic Management Process.
3. Types of strategies and the derived competitive advantages.
4. Branding and its tools.
5. Competitive Positioning.
6. Value drivers and Differentiation Strategy.
7. Cost drivers and Cost-Leadership Strategy.
8. Michael Porter's five forces of competition.
9. Case application.
10. Implementation/execution of strategies.
11. Reengineering, Organizational Design and Structure.
12. Discuss current strategic management issues.
13. Case application: Fast fashion.

Critical Thinking and Decision Making

1. The steps in the Decision-making Process.
2. Types of Decision Making.
3. Decision-making conditions.
4. Biases affecting decision-making.
5. Current issues in Decision-making.



6. Case application: Underwater chaos.

Ethics, Corporate Social Responsibility, and Sustainability

1. Being socially responsible, its factors and influences.
2. Green management and how organizations can go green.
3. The factors that lead to ethical and unethical behavior.
4. Management's role in encouraging ethical behavior.
5. Current social responsibility and ethics issues.
6. Case application: Lessons from BAE - Saudi false accounting.

Measuring Individual Behavior and Motivation

1. Motivation: a definition.
2. Theories of motivation.
3. Attitude and job performance.
4. Personality, Perception and Learning.
5. Samples of Performance appraisals.
6. Contemporary theories of motivation.
7. Current issues in motivation.
8. Case application: Best practices at best buy.

Leadership Types and Skills

1. Leader and leadership.
2. Early theories of leadership.
3. Major contingency theories of leadership.
4. Contemporary views of leadership.
5. Contemporary issues affecting leadership.
6. An effective transition to a leadership position.
7. Case application and group exercise.





Entrepreneurship and Start-ups

1. Innovation and its role in the competitive process.
2. The competitive implications of different stages in the industry life cycle.
3. Application of strategic management concepts to entrepreneurship and innovation.
4. Types of innovation and their strategic implications.
5. The long-tail concept and its strategic implications.
6. Discontinuities and the dynamics of paradigm changes.
7. The process leading to hyper competition.
8. Competitive advantage sustained through continuous innovation.
9. Case application.

Change Management and Innovation

1. The two views of the change process.
2. Types of organizational change.
3. Managing resistance to change.
4. Contemporary issues in managing change.
5. Stimulating innovation.
6. Case application: Workplace stress can kill.

Talent Management and Capacity Building

1. The human resource management process.
2. Identifying and selecting competent employees.
3. Providing employees with needed skills and knowledge.
4. Retaining competent, high-performing employees.
5. Contemporary issues in managing human resources.
6. Case application: Spotting talent.

Managing Teams

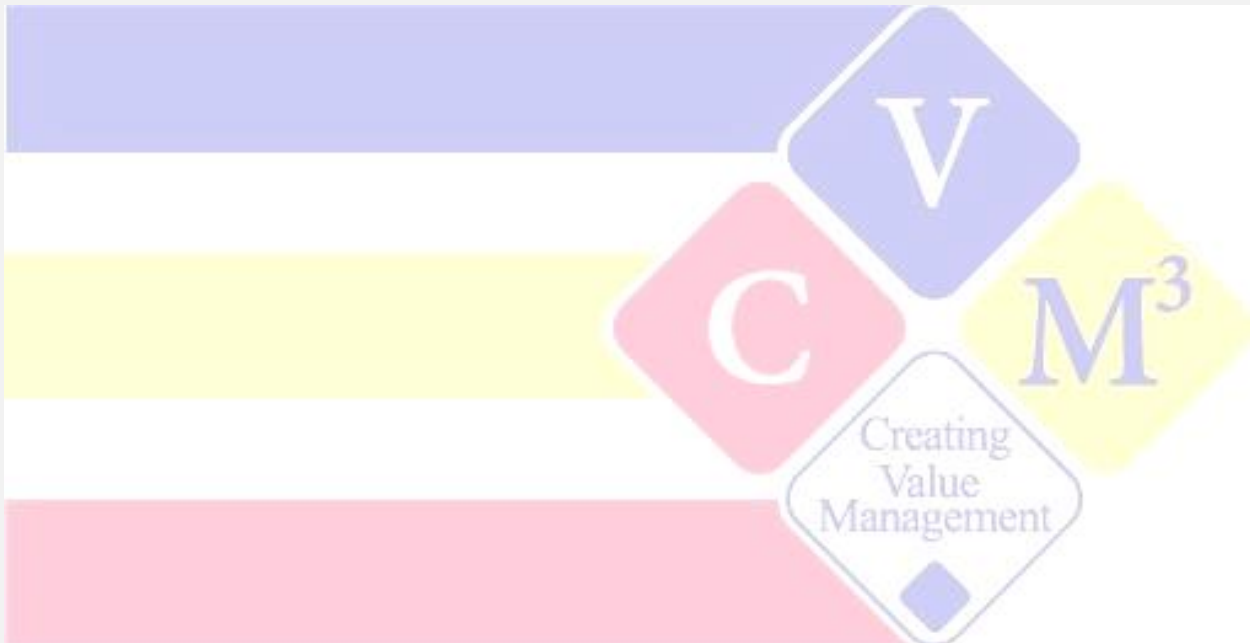
1. Groups and group development.
2. Work group performance and satisfaction.
3. Turning Groups into effective teams.
4. Current Challenges in managing teams.
5. Case application: Teaming up or take off.





Finance for non financial people:

1. Accounting as a language of business.
2. Key Financial statements (Income statement, Balance sheet and cash flow).
3. Financial health check.
4. Reading company annual report.
5. Investment appraisal and working capital investment.
6. Cost Accounting for decision making.
7. PBF as planning and controlling tool.





Appendix:

Who are we?

Viviane Nakhlé is the Director of Admissions and Senior Lecturer in the Department of Management and Marketing at the Faculty of Business Administration and Economics at Notre Dame University (NDU). She served as an Expert Panel Review Member – Arab World Edition Human Resources Books with Pearson Education – Prentice Hall. In 2011, she became a certified trainer with IFC/Business Edge – World Bank, and is qualified to work on several United Nations projects.

Prior to joining NDU, she worked in the United States and Lebanon in the industrial and service sectors specializing in Supply Chain Management and Human Resources Management where she held different managerial positions. Her main achievements were the development and implementation of cost killing and standardization projects in the Middle East for the detergent industry with Henkel KgaA. While employed in the United States of America, she deepened her interpersonal, negotiation and purchasing skills.

She holds a Master's Degree (MS) in Business Administration. However in the light of the boom of ISO certification in the Lebanese market during the 1990s, she received extensive training in ISO (9001; 27001; 25999; 17799) and was awarded related certificates.

Mrs. Nakhlé had the opportunity of traveling extensively in the Middle East region, Europe, Northern and Latin America given the nature of her work thus enhancing her knowledge about cultures and practices across the world.

Today, Mrs. Nakhlé academic mission is to prepare all the students to the various challenges that are yet to be faced and also to nurture them as seeds during her walk of all the fields. Besides recruiting and orienting students in Lebanon and the Arab region, her main domain of lecturing is in Management including Business Policy and Strategic Management, Business Negotiations, International Business Management, Ethics in Business, Entrepreneurship and Small Business, and Human Resources Management.

Melvine Zammar El Fadl graduated from the Lebanese American University (LAU), with a bachelor degree of science. She then pursued an MBA degree at LAU as well. She began her career as a showroom sales manager at Snaidero Middle East-Indevco group, then as a regional sales manager.



After ten years of sales, customer service experience, and exposure to the Middle East region and Europe, Melvine left Indevco group in 2006, to join Notre Dame University (NDU), as a part-time faculty instructor of management. She enjoyed teaching strategic management courses as well as many topics related to leadership, motivation, international business management and entrepreneurship.

Her 10 years of experience in coaching and mentoring students from different backgrounds gave her the ability to create a learning environment where students make progress on addressing their issues while gaining the ability to address their future challenges. She advises on and provides training and coaching in the strategic and operational aspects of management, change, marketing, sales and client relationship management. She is also known for her excellent analytical and communication skills.

With a profound ability to perform a variety of training tasks and a keen knowledge of latest training methodologies, Melvine assisted many start-ups and trained many small to medium enterprises.

Carole Assaf is a Senior Lecturer in the Faculty of Business Administration and Economics at Notre Dame University.

Mrs. Assaf offered extensive consulting, research and training in many industries. She shares her leadership skills in many fields and she is an expert in Hospitality management. Carol visits organizations to help with needs assessments, training grant applications, and to develop customized training programs that meet specific learning objectives. She is responsible for identifying, developing, implementing, and evaluating lifelong learning opportunities that meet the professional and developmental needs of the people we serve.

She is working with many NGO's and she was behind the development of many youth ideas, such as Skiing Society and Chabab Loubnan.