



Executive Excellence Program

Paris, 8-12 June 2020

PROGRAM OVERVIEW

The Executive Excellence Program is a five-day luxury experience set in the heart of Paris. The certified program is offered by the Professional Business Solutions Institute, under the patronage of the Union of Investment Companies in Kuwait and in collaboration with the Paris Graduate School. Executives from different industries will further their skills, enabling them to master key attributes needed to grow their companies exponentially.

The partnership between the most prestigious firms and world renowned speakers makes this experience unique. Look to hone your expertise and acquire concrete solutions to problems hindering the development of your businesses with a team of experts all in an exclusive setting.

SPEAKERS



Caroline Echo

Financial and Wealth Management Specialist

She is a multi-disciplined business and financial expert with broad and sound expertise, ranging from

C-suite general management, to private start-up, with lateral knowledge across industries.

She has a track record of success managing the wealth of big families in Lebanon and Nigeria. She is an expert in risk analysis, credit structuring, corporate finance, investment advisory and business strategic development.



Lachemi Siagh, Ph.D.

Strategic and Financial Expert

He has developed a cutting edge expertise in the field of strategy, economics, and international finance practices.

He has held very senior positions in the international finance industry throughout his career in North America, Europe, the Middle East and North Africa, with firms including Skylar Investment Bank, Deutsche Bank and Exim Bank of Canada and Inter Arab Investment Guarantee Corporation in Kuwait among others.

SPEAKERS



Claire de Truchis-Lauriston

Heritage Director - Boucheron

She is a world-renowned gemologist and jewelry expert and has been working for more than 15 years for some of the biggest names in the jewelry market such as Christies, Pierre Bergé, Yves Saint Laurent and auction house Sotheby's.

She heads today the Heritage department at Boucheron, the first jeweler at Place Vendome. She is responsible for 160 years of archives, the Museum, international exhibitions, expertise and authentication.



Geoffroy Ader

Luxury Watch Expert

He is an active player on the auction market, participating at watch auctions worldwide in London, Hong Kong, New York and Monaco.

He has acted as the European Head of Watches at Sotheby's Geneva, where he has set important records for historical timepieces at auctions such as the Patek Philippe 'Trossi Leggenda', the Rolex 'Konrad Adenaueur' and the Panerai 'Birindelli', a world record for the brand.

DAY 1

Mastering Negotiation Techniques

Morning Session

- Understand your negotiation style, strengths and limitations
- Set the stage for the negotiation and build the framework; mastering BATNA
- The psychology of negotiations: understanding personalities
- Conflict mitigation to walking out

Afternoon Session

Participants engage in one of the most effective negotiation games to apply and test different techniques learnt.

DAY 2

Managing People, Designing Change

Morning Session

- Assessment gamification
- Design thinking
- Culture building
- High performance management

Afternoon Session

Dive into the world of Boucheron and discover how one of the world's oldest and finest brands has been able to navigate the changing business landscape, and maintain its position as a leader in the world of fine jewelry. Explore the hidden collection and tour the institution's private quarters.

DAY 3

Conventional and Non-Conventional Smart Investments

Morning Session

- Analysis of financial reports to assess customer, competitor, supplier and company performance
- Use of capital budgeting, accounting and financial tools to make better business decisions
- Maximize shareholder value
- Use the Balanced Scorecard to create a high performance organization
- Learn about non-conventional smart investments

Afternoon Session

Visit one of the most exclusive watch collections to be auctioned in Monaco late in July 2020 by the French auction house Artcurial and learn from one of the most recognized watch experts key attributes of non-conventional financial placements and on how to invest in luxury items and specifically watches.

DAY 4

Strategic Outlook and Sustainable Development

Morning Session

- Understand your company's business models, comparative advantages and strategic challenges and opportunities
- Enhance communication techniques
- Master your business landscape
- Operationalize strategy

Afternoon Session

Tackle one major issue hindering the development of your company. Be part of the solution generating process, and establish a concrete plan of action. This session will enable participants to go back to their companies with concrete solutions to overcome their main obstacles.

DAY 5

Marketing Trends in the 21st Century

Morning Session

- Digital marketing techniques
- Understanding big data and data driven marketing
- Advanced market segmentation
- Positioning your product in a rapidly evolving context

Afternoon Session

Explore the reasons behind the commercial success of the biggest multinationals. Discover the world of big data and their growing impact on the business, economic and political scenes and learn how to capitalize on the changes in marketing trends to effectively grow your business.

VENUE & ACCOMMODATION



 Châteaufort' City – Les Jardins de Saint Dominique
Hotel de Varenne**** – Paris Rive Gauche

REGISTRATION & INFORMATION

Course Details & Registration

<http://unioninvest.org/upcomingevents.aspx>

Registration Fees

9000 USD *(all-inclusive except airline fees)*

Information & Reservation

Phone: 965-22280370 Ext. 310-312

Email: uic@unioninvest.org



PARIS GRADUATE SCHOOL
Innovative Knowledge Institute



اتحاد شركات الاستثمار
UNION OF INVESTMENT COMPANIES

PROGRAM OVERVIEW

The Executive Excellence Program is a certified experience combining the most prestigious teaching tools in leadership, finance and strategy, and visits to world-renowned industry leaders, all in a luxurious setting.

The five-day program is set in the heart of Paris; participants will spend their days at the serene Châteaufort' City – Les Jardins de Saint-Dominique where they will learn through Harvard cases and simulations the latest trends in the business world.

The program will tackle core elements needed for excellence in the business world, and is developed around core pillars:

- World renowned speakers with experience spanning across different industries and proven track records in developing businesses and managing wealth.
- Sessions divided between interactive conferences in the morning and practical experience where participants will test the knowledge acquired.
- Visits to major players in the business world, where participants will interact with top executives and learn about how some of the oldest and most renowned companies in the world were able to maintain their leadership positions in a globalized and rapidly evolving context.
- Tackle some of the key hindrances to the development of their companies with top business consultants and come up with innovative solutions and achievable action plans.

Participants will also look to visit the private collection of Boucheron, a 160-year-old jewelry house and the oldest in place Vendôme, and view, with one of the most recognized watch experts, the exclusive watch collection to be auctioned in Monaco in July 2020 by the French auction house Artcurial.

Themes Covered

Day 1: Mastering negotiation techniques

Day 2: Managing people, designing change

Day 3: Conventional and non-conventional smart investments

Day 4: Strategic outlook and sustainable growth

Day 5: Marketing trends in the 21st century

SPEAKERS



Caroline Echo - *Financial and Wealth Management Specialist*

Caroline is a multi-disciplined business and financial expert with broad and sound expertise, ranging from C-suite general management, to private start-up, with lateral knowledge across industries.

The roles she has held allowed her to demonstrate her ability to influence, direct and shape organizational direction and spearhead initiatives that enable the organizations to improve and innovate. The common thread throughout is her ability to lead with full ownership across multiple areas including corporate finance, audit, tax, legal, while demonstrating high work ethics. Caroline has a track record of success managing the wealth and businesses of big families in Lebanon and Nigeria, is an expert in risk analysis, credit structuring, corporate finance, investment advisory and business strategic development.



Lachemi Siagh - *Strategic and Financial Expert*

Lachemi Siagh holds a PhD in strategic management and an MBA from HEC the business school of the University of Montréal. He also holds management degrees from ESSEC Paris and Sciences Po.

Lachemi Siagh has developed cutting edge expertise in the field of strategy, economics, and international finance practices. He has held very senior positions in the international finance industry throughout his career in North America, Europe, the Middle East and North Africa, in particular with: Skylar Investment bank (Group Chairman and managing partner), Ethical Finance Network in Paris (President), and Inter Arab Investment Guarantee Corporation in Kuwait (Head of the investment and loan guarantee division) among others.

He authored and co-authored several books including in particular the best seller "l'islam et le monde des affaires" and "les arcanes de la finance islamique".



Claire de Truchis-Lauriston - *Heritage Director - Boucheron*

Claire de Truchis-Lauriston, a world-renowned gemologist and jewelry expert, has been working for more than 15 years for some of the biggest names in the jewelry market such as Christies, Pierre Bergé, and Yves Saint Laurent and the auction house Sotheby's.

Claire heads today the Heritage department at Boucheron, the 1st jeweler place Vendome. She is responsible for 160 years of archives, the Museum, international exhibitions, expertise, authentications and internal trainings for all new comers. She works on a daily basis with the marketing and the communication teams for the story telling of the Maison, and closely with the creation team for all new collections.



Geoffroy Ader - *Luxury Watch Expert*

Geoffroy Ader spent most of his career between Paris and Geneva as an active player on the auction market, participating at watch auctions worldwide in London, Hong Kong, New York and Monaco. He has acted as the European Head of Watches at Sotheby's Geneva, where he has set important records for historical timepieces at auctions throughout the years, such as the Patek Philippe 'Trossi Leggenda', the Rolex 'Konrad Adenauer' and the Panerai 'Birindelli', a world record for the brand.

Geoffroy Ader was nominated Expert at the Court of Appeal in Paris and is as well an active member of the Biennale des Antiquaires since 2017. He was appointed this year as one of the members of the GPHG Academy in Geneva. He taught art market studies at Zurich University, Université de la Sorbonne, Ecole du Louvre, and finally conferences with Artcurial for the DJWE Show in Doha.

DETAILED PROGRAM

Day 1: Mastering negotiation techniques

Mastering negotiation technique is a core skill industry leaders share. This session will help participants identify their current negotiation style, strength and limitations, and adapt their capacities to the requirements of effective and sustainable negotiations.

Morning Session (9AM-1PM)

- 1- Understand your negotiation style, strength and limitations
- 2- Set the stage for the negotiation and build the framework; mastering BATNA
- 3- The psychology of negotiations: understanding personalities
- 4- Conflict mitigation to walking out

Afternoon Session (2:30PM-6:30PM)

Serious games are emerging as one of the most effective tools in training and development. They engage participants through real life simulations and allow them to test efficiently the knowledge they have acquired.

Day 2: Managing people, designing change

Beyond conventional HR concepts we look to develop decision making capacities of executives in order to better manage people and lead to efficient change in the organization. The participants, through the experience of assessment gamification, and using psychometric tests, can better understand their competencies, skills and personality characteristics and apply them to enhance their leadership. Participants will also look to further their decision-making skills by practicing design thinking which teaches solution based approaches to the most complex scenarios

Morning Session (9AM-1PM)

- 1- Assessment gamification
- 2- Design thinking
- 3- Culture building
- 4- High performance management

Afternoon Session (2:30PM-6:30PM)

Dive into the world of Boucheron and discover how one of the world's oldest brands has been able to navigate the changing business landscape, and maintain its position as a leader in the world of fine jewelry by capitalizing on one of its main assets, its Human capital. Explore the collection of Boucheron in its museum and tour the institution's private quarters.

Day 3: Conventional and non-conventional smart investments

Sound decision making processes are directly linked to a good understanding of relevant financial variables. This session aims at exposing participants to techniques that will enable them to make sound investments using both conventional and non-conventional financial techniques.

Morning Session (9AM-1PM)

- 1- Analysis of financial reports to assess customer, competitor, supplier and company performance
- 2- Use of capital budgeting, accounting and financial tools to make better business decisions
- 3- Maximize shareholder value
- 4- Use the Balanced Scorecard to create a high performance organization
- 5- Learn about non-conventional smart investments

Afternoon Session (2:30PM-6:30PM)

Visit one of the most exclusive watch collections to be auctioned in Monaco late in July 2020 by the French auction house Artcurial and learn from one of the most recognized watch experts key attributes of non-conventional financial placements and on how to invest in luxury items and specifically watches.

Day 4: Strategic outlook and sustainable development

Globalization and the evolution of communication tools has accelerated the pace of operations in the business world. Understanding a rapidly evolving landscape (competitors, product evolution, cultural changes, communication techniques...), positioning and repositioning the company in this changing landscape and operationalizing the right strategy is a key attribute of companies' success.

Morning Session (9AM-1PM)

- 1- Understand your company's business models, comparative advantages and strategic challenges and opportunities
- 2- Enhance communication techniques
- 3- Master your business landscape
- 4- Operationalize strategy

Afternoon Session (2:30PM-6:30PM)

Engage with a business consultants and tackle one major issue hindering the development of your company. Be part of the solution generating process, and establish a concrete plan of action. This session will be the compilation of added value of the program, after which the participants will be able to go back to their companies with advancement of their personal knowledge and concrete solutions for their companies' main obstacles.

Day 5: Marketing trends in the 21st century

Marketing trends are continuously shifting especially with the emergence of data analysis. New markets are becoming readily available and the need to understand those cultures and respond to their evolving need is critical to the survival of companies. Look to be introduced in this session to the latest marketing trends and the best ways to capitalize on digital and data techniques to better place your product around the globe.

Morning Session (9AM-1PM)

- 1- Digital marketing techniques
- 2- Understanding big data and data driven marketing
- 3- Advanced market segmentation
- 4- Positioning your product in a rapidly evolving context

Afternoon Session (2:30PM-6:30PM)

Engage in an interactive case study session and explore the reasons behind the commercial success of the biggest multinationals. Discover the world of big data and their growing impact on the business, economic and political scenes and learn on how to capitalize on the changes in marketing trends to effectively grow your business.

REGISTRATION AND INFORMATION

Course Details & Registration: <http://unioninvest.org/upcomingevents.aspx>

Registration Fees: 9000 USD (all-inclusive except airline fees)

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