In today’s highly competitive global market, corporate executives and business owners find themselves in constant need to secure growth for their organizations in a fast changing environment. That is why remaining abreast of the latest business topics and continuously sharpening one’s skills requires a leadership mindset and ongoing education. With that in mind, the EMBA Alumni Chapter and the Executive Education Program (ExEd) at the American University of Beirut (AUB), Olayan School of Business (OSB) launched the second successful Post EMBA Executive Education Program (PEMBA), initiated in 2013. “We at the EMBA Alumni Chapter are committed to creating value for our EMBA alumni community. We partnered once again with OSB ExEd and EMBA programs on this second PEMBA aiming at the pursuit of knowledge based on cutting edge market dynamics, economic challenges and opportunities, and global trends. We are looking at educational programs that drive action and have immediate functional value for our businesses and our careers.” said Ms. Wafa Saab, EMBA Alumni Chapter president and Tinol’s CEO.

This year’s PEMBA module themed “Advanced Negotiation” was delivered over three days from Thursday May 14, 2015 until Saturday May 16, 2015 by Mr. Armen Balian using the elicitive delivery method. The program concluded with one-on-one coaching sessions with each of the program participants. Mr. Balian has been lecturing on Corporate Conflict Management at AUB OSB EMBA program for the past eight years. He is the Executive Director of the Lebanon Conflict Resolution Network, a specialized conflict management consultancy firm operating in the MENA region. As an expert trainer and executive coach, Mr. Balian’s experience working with both government, NGOs and corporate entities brought a unique set of negotiation skills and strategies to the twelve PEMBA participants.

In his opening statement Mr. Balian referred to a series of historical events in which strategic negotiation were a “make-or-break-a-deal” securing the desired outcome despite all other variables. One example is the late Nelson Mandela’s pitch to secure the FIFA World Cup 2010 through nothing but successful negotiation strategies coupled with skillful maneuvering. The program covered the most up-to-date principles and skills associated with three of the major phases of a negotiation process; analysis and planning, discussion and deliberation, final agreements and implementation. The various aspects of negotiation were tackled through topics focusing on the process of negotiation, planning and strategy, integrative and distributive negotiation techniques among others.

These leading and highly specialized initiatives are a great resource to the EMBA alumni with their ever so present involvement as they return to their university and school to further their knowledge. “It was great, enriching, and challenging. I am eagerly waiting for the next PEMBA topic.” concluded Mr. Henri Helou, a Developer/Industrial after completing the three-day program.