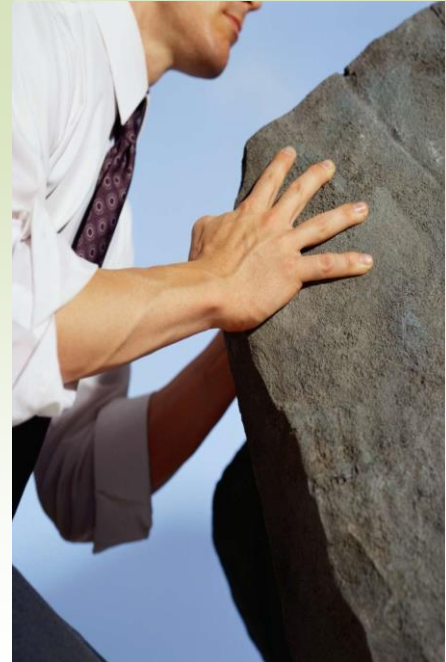


Business Chats

Monthly Newsletter Prepared by the Business Faculty



Persistence

“Success is the result of perfection, hard work, learning from failure, loyalty, and persistence.” Colin Powell

What is persistence? It mainly involves a psychological commitment; that is, the motivation to actively engage in and the decision to continue business activities irrespective of circumstances.

Why persistence is so important? It is a fundamental trait to develop in life because it is closely related to personal improvement. You will only improve when you fail, when you can learn from those experiences and move on, having enough persistence or determination to go on and not give up.

How does persistence lead to success? Eventually, it will lead to achievements, which are a direct result of hard work and the desire to continue to push until you have reached it.

Is being persistent a skill? It is a soft skill every person needs because they cannot give up every time adversity strikes. Soft skills are traits that shape work habits. They influence how a person completes a task, interacts with others, and resolves conflicts.

And now, are you truly and seriously working on improving your persistence skills?

N.B. If you feel like sharing and contributing in any of the sections, you only have to send an email to businesschats@auce.edu.lb. Your input is highly welcomed!

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الجامعة الأميركية
للثقافة والتعليم
AMERICAN UNIVERSITY
OF CULTURE & EDUCATION



What is Apprenticeship?



Apprenticeship is a system for training a new generation of practitioners of a trade or profession with on-the-job training and often some accompanying study (classroom work and reading). Apprenticeships can also enable practitioners to gain a license to practice in a regulated occupation. Most of their training is done while working for an employer who helps the apprentices learn their trade or profession, in exchange for their continued labor for an agreed period after they have achieved measurable competencies. People who successfully complete an apprenticeship can reach professional certification level of competence. They can also be offered a permanent job at the company that provided the placement. A business management apprenticeship will train you in managing a business well, including overseeing teams of people; keeping customers happy; giving feedback to colleagues; supporting your team members; or finding ways to solve problems.

If you can't fly, then run; if you can't run, then walk; if you can't walk, then crawl; but whatever you do, you have to keep moving forward."

Martin Luther King Jr.

Assertiveness

Assertiveness is a key skill that can help you to better manage yourself, people and situations. It can help you to influence others in order to gain acceptance, agreement or behavior change. It is the ability to express your opinions positively and with confidence. Assertive people are in control of themselves and are honest with themselves and others. Our environment can make it difficult for us to be assertive. Sometimes we hold unhelpful beliefs and assumptions about ourselves, other people and the world that can make it difficult for us to be assertive.



8 Tips to Become More Assertive

- ✓ State your point of view or request clearly.
- ✓ Tell the other person how you feel as honestly as you can, and remember to listen to what they say as well.
- ✓ Think about the tone and volume of your voice – how you say it is as important as what you say. Speak at a normal conversation volume, and make sure that you sound firm but not aggressive.
- ✓ Make sure your body language matches – your listener will get mixed messages if you are speaking firmly while looking at the floor. Try to look the other person in the eye, and relax your face.
- ✓ Try to avoid exaggerating with words like always and never.
- ✓ Try to speak with facts rather than judgements. For example, "This report has important information missing" rather than "You have done a bad job again".
- ✓ Use 'I statements' as much as possible, to tell the other person how you feel, rather than be accusing.
- ✓ Practice often – assertiveness is a skill which requires you to practice in many different situations. Don't forget to praise yourself for your good efforts.

What Our Graduates Are Doing Now?



I am **Joe Semaan**. I am 32 years old. In 2014, I graduated from AUCE Koura campus with a Business Management degree. With the help of all my doctors, I managed to run my own business with full confidence and with a bunch of knowledge. I truly believe that "Success is not final; Failure is not fatal; It is the courage to continue that counts."

I am **Salma Rashdan**. I have graduated from the American University of Culture and Education with a BA degree in Human Resources Management. I am currently working as Human Resources Manager, and at the same time as Logistics and Procurement Officer, at the Dreams of Refugees Association, which is a non-governmental organization that works in all camps with various development projects.



I am **Miled Horkos**. I am 23 years old. I hold a BA in Accounting Management from AUCE Koura Campus. Lately, I was working as an accounting assistant. Now, I am a Master's student at the Université Catholique de Lille in France. My inspiration in life is "Self-belief and hard work will always earn you success."

I am **Eilma El Murr**. I have proudly graduated with an MBA degree from AUCE Baouchrieh Campus. I have worked in different sectors, from retailing to F&B, and currently in health care. I was recently promoted to Director of Recruiting, overseeing 5 team members in an offshore company handling the recruitment of our branches located in 3 continents. I am a very positive person, and I see opportunities in everything. I adapt easily to any change. Serving others and spreading love is my moto. My dream is to change the mentality of the HR departments in the Lebanese organizations into a more "Human" Resources department.



Communication Skills

How to Resolve Conflicts

A unique approach to the management of conflicts

Evaluates the role of constructive listening in resolving issues

Highlights specific techniques to overcome barriers to interpersonal communication

Helps develop effective listening habits



A Must-Read Book

Few people realize that listening is such a difficult process. Every day we are faced with misunderstanding leading to serious conflicts because of our poor listening habits. The skill of listening has a crucial role in the areas of business, in general, and in conflict resolution, in particular.

In *How to Resolve Conflicts – A Unique Approach to the Management of Conflicts*, the 3 authors, Pramila, G.C., and Amita Ahuja confirm that resolving conflicts constructively requires that you listen to the other person's thoughts, feelings and requirements from his/her angle. There is nothing more important in resolving conflicts than understanding how the other person views the conflict. The more skilled you are in listening from other's point of view, the more skilled you will be in resolving conflicts constructively.

Did You Know?

Most Environmentally Friendly Countries in 2022

Environmentally friendly countries are those that engage in processes and practices that minimize harm to ecosystems and the environment. The most desirable environmentally friendly practices are sustainable, meaning they can be carried out on an ongoing basis with little to no negative impact upon the world around them. Environmentally friendly products, processes, and practices impose no harm to the natural environment, help conserve resources, and do not contribute to pollution. The Environmental Performance Index (EPI) is a statistical method of computing the collective environmental impact of all of a country's policies combined. Below are the top 10 most environmentally friendly countries in the world with EPI scores:

1. Denmark — 82.5
2. Luxembourg — 82.3
3. Switzerland — 81.5
4. United Kingdom — 81/3
5. France — 80
6. Austria — 79.6
7. Finland — 78.9
8. Sweden — 78.7
9. Norway — 77.7
10. Germany — 77.2



<https://worldpopulationreview.com/country-rankings/most-environmentally-friendly-countries>

Meet Your Instructors



I am **Mohamed Balouza**. I received my Ph.D. in Business Administration in 2017 from BAU. I received also, a Ph.D. in Economic Sciences from the Doctoral School of Law, a Master in Public Law from LU, in 2020 and 2022, respectively. In 2019, I became an assistant professor at the Faculty of Business in LU. I am the author/coauthor for several papers in international refereed journals. I have been accepted for the Fulbright Junior Faculty Development Program at the University of Illinois at Urbana-Champaign, USA. My research interests are mainly in Macroeconomics and International Economics. I am also an economic writer in several Lebanese newspapers. My inspiration is: ***“Never regret a day in your life. Good days give you happiness, and bad days give you experience.”***

My name is **Zahra Fahs**. I live in Nabatieh, South Lebanon and I am a Certified Public Accountant with ten years of experience, member at LACPA (Lebanese Association of Certified Public Accountants). I work at my own office rendering accounting, auditing, and taxation services. I got my master's degree in Accounting and Auditing in 2013. I am also an instructor at AUCE, Nabatieh Campus. In my free time, I like to explore new regions in my country and go swimming with my children who inspire me daily. ***I am also inspired with helping people who need help, not giving up no matter how many times we fail, being kind and respectful with others.***



I am **Rawad Hammoud**, holder of a BS in Management and a Master in Business Law with years of experience in financial analysis and compliance. I always wanted to help share my expertise with younger generations. Many international workshops, and tens of AML/CFT certifications helped to better shape my understanding of modern day issues. In addition to all the professional experience in the anti-money laundering field and the internships provided to college students as part of BDL internship program which I had the privilege to lecture, my personal interest in reading and following up to date economic theories better shaped my desire to learn more and always engage in new experiences. ***Always remember that hard work eventually pays off and no matter what you go through. “Fall down 7 times; Stand up 8.”***