

# Strategic and Crisis Management Bootcamp with Carlos Ghosn

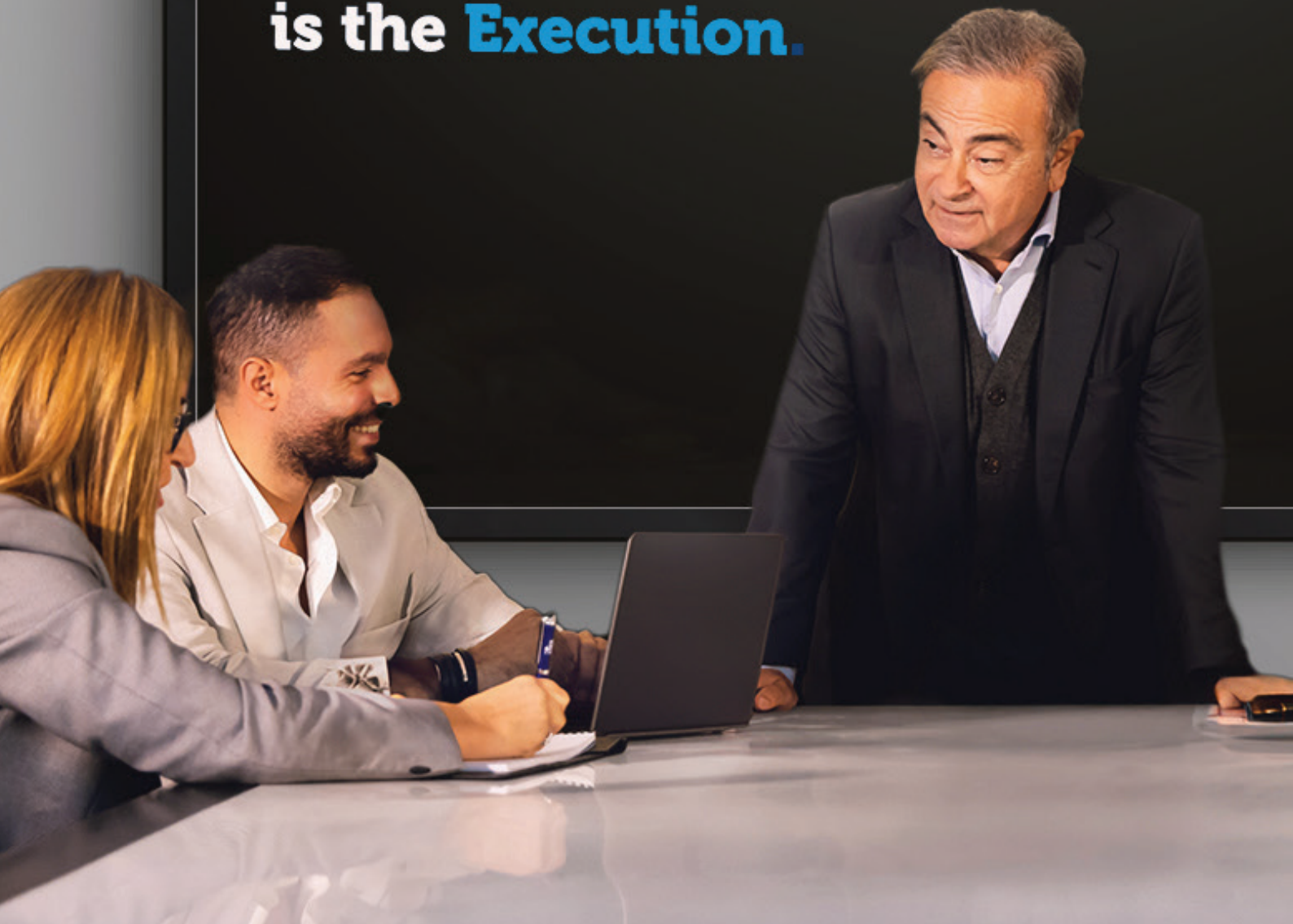
Executive Certificate

**5%**

of the Challenge is the **Strategy.**

**95%**

is the **Execution.**



## PROGRAM DESCRIPTION

This intensive, three-day bootcamp is designed to equip mid-level managers with advanced skills in strategic and crisis management. Led by world-renowned leader Carlos Ghosn and other industry experts, the program offers a unique opportunity to learn from real-world case studies and gain valuable insights into effective strategic and crisis management practices. Participants will also explore the role of AI in leadership and sustainable business strategies, ensuring they leave with a well-rounded skill set to address today's business challenges.



## TARGET AUDIENCE

- Mid-level managers with at least five years of experience

## REQUIREMENTS

- Proficiency in English

## LEARNING OBJECTIVES

### By the end of this program, participants will:

- Master crisis management strategies by analyzing real-life case studies and comparing them with the approaches taken by Carlos Ghosn during the Nissan revival.
- Develop strategic thinking skills to effectively navigate complex and uncertain environments.
- Understand the impact of AI on leadership and learn how to leverage AI tools for improved decision-making.
- Learn sustainable business management practices, particularly for family-owned businesses, to ensure long-term success.
- Enhance teamwork and leadership through collaborative group exercises and expert mentorship.

## PROGRAM STRUCTURE

 **3 Full Days**

 **May 22, 23, & 24, 2025**

 **9:00 am to 5:00 pm daily**

 **Building D, Kaslik Campus**

## SUMMARY STRUCTURE

Time	May 22	Time	May 23	May 24
9:00 am – 9:30 am	Arrival	9:00 am – 9:30 am	Arrival	Arrival
9:30 am – 9:45 am	Opening Words	9:30 am – 12:30 pm	<b>Module 3</b>	<b>Module 5</b>
9:45 am – 12:45 pm	<b>Module 1</b>	12:30 pm – 2:00 pm	Networking Lunch	Networking Lunch
12:45 pm – 2:00 pm	Networking Lunch	2:00 pm – 5:00 pm	<b>Module 4</b>	<b>Module 6</b>
2:00 pm – 5:00 pm	<b>Module 2</b>	5:00 pm – 6:30 pm		Closing Session

## MODULES

### Module 1: Nissan Revival Case Study & Group Exercise

- Objective: Develop a comprehensive plan addressing the Nissan revival crisis.
- Work in teams, guided by mentors, to analyze and create solutions for internal crisis management scenarios. Teams will present their findings and compare their approaches to Carlos Ghosn's real-life strategies.

### Module 2: Mastering Internal Crises

- Led by: Mr. Carlos Ghosn
- Acquire the best techniques for managing internal organizational crises, featuring practical examples from Ghosn's leadership experiences.

### Module 3: Leadership in the Age of AI

- Led by: Mr. Pierre Daher, Head of Google Workspace – Emerging Markets
- Explore how AI is transforming leadership and decision-making processes in modern organizations.

