



American University of Beirut  
Regional External Programs  
Continuing Education Center

## Why Organizations Fail and How Can We Change That?

# OTR

## Organizational Transformation Readiness

### Course Objectives

The purpose of this course is to highlight the impact of the changes in work ecosystems on the wellbeing of the workplace and to propose a realistic approach to help organizations develop their abilities to adapt and survive.

### TARGET AUDIENCE

- Senior and middle managers
- Business owners/entrepreneurs
- Human resources professionals
- Students of HR Graduate Studies



### Course Content

- **Module 1 - Overview**  
Explains the importance of understanding change and of learning how to adapt to it. Introduces Work as the first component of the Transformation Model.
- **Module 2 - Requisite Organization Theory**  
Introduces the Requisite Organization Theory and explores the conceptual base of the Organizational Transformation Model.
- **Module 3 - Structure**  
Introduces Structure as the second component of the Organizational Transformation Model.
- **Module 4 - Leadership**  
Introduces Leadership as the third component of the Organizational Transformation Model.
- **Module 5 - Talent**  
Introduces People and their Talent as the fourth component of the Organizational Transformation Model.
- **Module 6 - Processes**  
Introduces Processes as the fifth component of the Organizational Transformation Model that allows building the organization's Readiness to undergo change.
- **Final Assessment**

### Lecturer

#### Nagib Choueiri

Nagib Choueiri has more than four decades of experience in the fields of:  
Human Resources, Business Development, Production,  
Marketing, Operations and HR Consultancy.

His career started at Kodak, until 2002 as its Operations Manager in Beirut. He then joined the American University of Beirut (AUB) Human Resources to retire as its Organizational Design Manager and lead HR consultant of its Regional External Program (REP).



Currently he is the head of organizational development in a leading regional consulting firm with a special interest in building organizational leadership.