


HUMAN RESOURCES



CS & Clarks

*FROM CLUELESS TO
CAPABLE*

HUMAN RESOURCES LEARN WHAT REALLY MATTERS



This program is unlike
anything
else available in the market.

A One-of-a-Kind Training Experience

The goal is simple: to transform you into a
confident, capable
HR Manager
→ in just **five** days.



BY:
CHARBEL EL
FAKHRY

LINKEDIN PROFILE



What makes it possible is the rare combination of elements behind it: A seasoned expert with over 20 years of hands-on **experience** in real-world HR, a highly **experienced trainer** with a unique skill to deliver powerful trainings, and the **will** to transfer that expertise to you.

CHARBEL EL FAKHRY



HR PROFESSIONAL
20 YEARS IN DUBAI

SEASONED TRAINER

WORKED IN MAJOR
COMPANIES AND
INTERNATIONAL GROUPS

DELIVERED HR PROJECTS
WITH THE BIG 4

Charbel El Fakhry is a seasoned Human Resources professional with over two decades of leadership experience in HR, specializing in talent development, strategic leadership, and professional training.

With more than 1,200 hours of certified training delivered, **Charbel** has empowered professionals across the GCC, Southeast Asia (including Singapore, Seoul, and Jakarta), and Africa. His expertise stems from 20 years at the **helm of HR functions**, during which he led major transformation projects in partnership with renowned global consultancy firms, including members of the **Big Four**.

Beyond HR, **Charbel** has designed and conducted comprehensive training programs in sales, focusing on consultative selling, negotiation techniques, and customer engagement strategies. His approach blends behavioral psychology with performance-driven methodologies to help organizations build high-impact, results-oriented teams.

He has also contributed to academia through workshops at **universities in Lebanon and the UAE**, sharing practical knowledge in HR, career development, leadership, and modern business practices.

Charbel is regularly consulted by local media for his insights on HR trends and challenges, and he has been a featured guest on several podcasts discussing the evolving role of HR in today's workplace.



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His most recent corporate role was as Human Resources Director at SolitAir Holding, where he played a pivotal role in building the multibillion-dollar cargo airline through strategic HR initiatives.

Prior to that, **Charbel** oversaw HR and sales enablement functions across a diverse portfolio of companies in Real Estate, Shipping, FMCG, Logistics, Construction, Education, and Industrial Farming.

Charbel holds an MBA from Université Paris-Sorbonne, specializing in Management of International Firms, and a Master's in Business Administration from Saint Joseph University of Beirut. He is a certified Public Speaker by the Public Speakers Association.

A recognized thought leader, **Charbel** actively contributes to the HR and sales training community, sharing insights on job market trends, recruitment technologies, sales strategies, and career development through his LinkedIn posts.

His expert opinions have been featured multiple times in Dubai-based newspapers on HR and workforce transformation topics.



WORLD HR SUMMIT 2023 DUBAI

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OBJECTIVES



This program is meticulously crafted to empower **non-HR professionals** and equip them with knowledge and practical insight rarely found in typical training programs. It's built for individuals who have the will, but never had the chance – until now.

Many aspiring professionals dream of a career in HR, often after years spent in service industries like aviation, hospitality, or managing home responsibilities. Whether life paused your career or redirected it, the opportunity is still here. **The train hasn't left the station – this program is for you.**

Starting a new career at 35, 40, or beyond is not only possible, it's powerful – especially when someone like **Charbel El Fakhry**, with over 20 years of solid, hands-on HR experience, is committed to transferring his real-world knowledge to you.

After this training, questions like these, won't worry you anymore, because you will master the skills:

- Can you set KPIs for the accounting team derived from the MBOs?
- Can you build a payroll sheet capturing the accruals and provisions?
- What does integrating a TAS into an HRIS actually mean?
- What are KSF? KRA? JDs? PMS? LMS? TNA?
- What's the real difference between coaching, learning, training programs?
- How do you prepare and implement the training needs of the sales team?
- How do you budget HR operations for the next 3 years?
- What does it mean when accruals are booked monthly in the GL?
- So many more...



This program answers the real questions. **Not theory. Not fluff.** Just the actual tools, frameworks, and understanding you need to walk away thinking and working like an HR Manager. Keep in mind, many of the HR professionals can't answer all the above ! ... But you will.

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WHO SHOULD ATTEND



This training is for **anyone** who wants a **career in HR** but never got the chance – because of life, circumstances, or early decisions that didn't lead where you hoped they would.

Do any of these situations sound like you? If yes, this training was made for you.

It could be that...

- You chose to travel the world and work as a flight attendant. Now, years later, you're ready for something more grounded and aligned with who you've become – assertive, ambitious, and done with living out of a suitcase.

Or simply...

- You got married young, raised a family, and now that your children are in school, you're wondering what comes next. That master's you spent endless nights studying for, feel like they've gone to waste. You're ready to reclaim your career.

Or even...

- You're a people's person. You love to support, guide, mediate, lead, and care – and deep down, you know you have the personality and emotional intelligence for HR. You just never got the chance.

We keep saying it because it's true – this is a unique training, and it can change your life.



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OUTCOME



Participants will complete this training with a **clear, practical, and in-depth understanding** of how the HR function truly works. The knowledge shared is not theoretical. It is transferred directly from the trainer's two decades of real-world experience – shaped by challenges, failures, solutions, and success.

You'll be exposed to real cases, tough decisions, and the day-to-day complexities that HR professionals face. This is not textbook learning. It is raw, practical, and grounded in actual fieldwork.

You won't be buried in academic jargon or conceptual overload. Instead, you'll engage with the material in a way that's immersive, hands-on, and relevant.

You will see, feel, and live the training – and leave with the confidence to apply what you've learned immediately.

You will leave not only with the confidence that now you know HR, you will leave not only feeling that you can go to the next step of your career and effectively run an HR department, you will leave knowing that 20 years of on the ground experience has been transferred to you.

You will be issued a **Certificate of Completion from CS & Clarks** with a verification code for future reference and background check.



**YOU ARE A DOOR
KICK AWAY**



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SCHEDULE



DAY 1

GETTING STARTED

Morning Session: The Real Role of HR Let's cover the basics – but not the textbook version.

- What is HR, really? Not the theory, but the day-to-day engine of people management.
- Why companies need HR – and what happens when they don't have it.
- What do people expect from an HR Manager?
 - Expectations of the employees
 - Expectations of the management
- What does an HR Manager's typical day look like, the decisions he/she needs to take? The work that needs to be processed daily
- The evolution of HR role, and how it was perceived in the past 100 years.
 - From Personnel ...To Human Resources (structure and systems)...To People & Programs (strategy and growth)

Afternoon Session: Let's Get Practical – Payroll, People, and Paperwork We dive into the engine room – the systems and processes that HR manages every day.

- Payroll Management:
 - What it really means to run payroll, understand salary structures, avoid mistakes, and stay compliant. Let's build a salary sheet together, let's see how to open and carry forward balances... Let's discuss cut-off dates and reporting to the next exercise post happenings !
- Policies, procedures, and documentation:
 - What must exist in every company – from employee handbooks to onboarding forms. What's a form? Who signs it? How many we need?
- Leave Management:
 - Annual leave, sick leave, maternity, emergencies – how to organize, track, and stay fair

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DAY 2

DAILY HR OPERATIONS

All day Session:

- Leave Management Deep Dive:
 - How to calculate leave balances Annual, Medical, Maternity, Hajj, Compassionate, parents... How do we value each day? Their impact on the payroll
 - Common leave mistakes and how to fix them
- Beyond the basics:
 - Managing employee benefits like airfare entitlements, insurance coverage, uniforms, and assets (laptops, phones, IT equipment). How to negotiate, and include them in the HR budget.
 - How to organize, track, and maintain employee records.
 - How to face auditors and inspections.
- Understanding concepts such as: Per Diem, budgeting, shift working hours, OT (Overtime)... etc
- We will address acronyms: KPIs, KRAs, PMS, ATS, C&B, L&D... Let's cover them all.

Practical exercises are sprinkled during the entire day



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DAY 3

HR MANAGEMENT

All day Session: Designing Programs That Shape Culture and Performance

Programs are not just checkboxes – they're the architecture behind a healthy, productive, and growing team.

In this session, we'll break down what "programs" actually mean in HR, and how to build them from scratch, even in small or fast-moving companies.

We will discover what would your typical day looks like when you are the HR Manager

- What are HR programs, and why do they matter? We will cover too many, but here is an example:
- Training & Development Programs:
 - How to assess needs, structure content, measure effectiveness
- Retention Programs:
 - How to keep your talent from walking out the door – especially in competitive markets
- Performance Programs:
 - Laying the foundation for accountability, feedback, and growth
- How to build an HR program step-by-step – even when you've never done it before

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DAY 4

COMPENSATION, BENEFITS, & ER

Morning Session: Understanding Compensation and Benefits - Beyond Just Numbers

People don't stay because you pay them more. But they will leave if they feel underpaid, undervalued, or unseen. Compensation is more than salary – it's a strategy.

- How to benchmark salaries in your industry and region
- Structuring compensation that's fair, competitive, and sustainable
- Budgeting for HR: how to build a comp & ben model that supports growth
- What makes a benefits package truly attractive?
- Attraction & Retention: Crafting the right offer to bring in and keep top talent

Afternoon session: Managing your employees from joining to exit

- The employee lifecycle:
 - Onboarding: How to properly welcome and integrate new employees
 - Exiting: When it's time to part ways – doing it legally, professionally, and respectfully
- Handling a difficult situation between an employee and his manager
- Handling harassment and other complaints
- Creating culture... How to get employee engagement ?

What types of events to organize, how many? how to get the budget approved, how to prove their efficiency?

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DAY 5

WRAPPING UP

Legal & Compliance in HR

Local labor law essentials (especially UAE/GCC)

Termination rules and warnings

Documentation and audit readiness

HR Systems & Digital Tools

Overview of HRIS tools (SAP, Workday, Oracle, Zoho People)

Digital transformation in HR

Integration with ERP

Mock Project or Simulation

