

Leading the Shift

Leadership, Strategy & AI for the Next Era of Banking

A connected executive education series for the leaders carrying the bank through the influence, inclusion, AI and execution shifts.



HAYWARD

Professor Simon Hayward
Alliance Manchester Business School



ELHAJJ

Tima Elhajj
CEO & Founder, Tima Elhajj Media



SPECULAND

Professor Robin Speculand
CEO, Bridges Business Consultancy



Banks are going through four shifts at once.



The influence shift

Big decisions now cross risk, technology, operations and the branch network. No single leader controls the outcome.



The inclusion shift

Succession depends on a pipeline that must bring more women into executive and board roles.



The AI shift

Buying AI tools is easy. Changing the operating model around them is not. Without that, AI only speeds up old processes.



The execution shift

Strategies stall between the boardroom and the branch without ownership, measures and a review rhythm.

› Each shift is carried by leaders. This series develops them.



The pressure is regional.



Central banks

Rising expectations on governance, conduct, AI accountability and board diversity.



Digital competition

Digital-first banks and fintechs compete for the same customers, and they move faster.



National visions

Egypt Vision 2030 and Saudi Vision 2030 raise the bar on inclusion, productivity and digital finance.

Adoption is nearly universal. Value, voice and accountability are not.

AI

84%

of GCC organizations use AI in at least one function. Only 31% have scaled it; 11% earn 5%+ of earnings from it.

INCLUSION

22.1%

of bank board seats in Egypt were held by women in 2025, below the 24.8% average across sectors tracked.

REGULATION

2026

The UAE Central Bank's AI guidance makes senior management and the board accountable for AI systems and outcomes.

EXECUTION

67%

of good strategies fail in execution, not in design, and McKinsey found that even high-performing companies miss out on about 30% of their strategy's potential value.

The gap isn't strategy. It's leadership across all four shifts at once.



Built for the leaders who carry the shift.

ROLE	01 INFLUENCE	ELECTIVE	02 WOMEN WHO LEAD BANKS	03 AI BANK	04 STRATEGY TO RESULTS
ExCo members			—		
Senior leaders (heads of function, regional heads)					
Women in the succession plan					
Strategy and PMO leads		—	—		
Business unit owners			—		

Core fit Recommended

Typical cohort: 45–50 leaders, ExCo and one to two levels below.



Four shifts. Five programs. One leadership journey.



ONE JOURNEY Each program stands alone. Taken together, they develop leaders across all four shifts.

Read top to bottom: the shift, the program that develops it, and what leaders leave with.



Three faculty, one journey



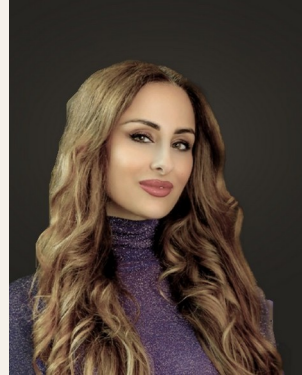
Professor Simon Hayward

Professor of Leadership Practice, Alliance Manchester Business School

TEACHES

Leading with Influence

- Author, Connected Leadership and The Agile Leader, in multiple translations
- Built and sold two award-winning international consultancies
- Fellow of the RSA and the Chartered Management Institute



Tima Elhajj

CEO and Founder, Tima Elhajj Media

TEACHES

Leading with Influence · The Visible Leader · Women Who Lead Banks

- Specialist in leadership identity, executive presence and media readiness
- Host of the Deconstructing Success podcast
- 16 years as a financial planner before founding Tima Media



Professor Robin Speculand

CEO, Bridges Business Consultancy · strategy implementation specialist

TEACHES

Leading the AI Bank · Leading Strategy to Results

- Nine books, including World's Best Bank on the DBS transformation, in seven languages
- Featured on BBC World, Forbes and CNBC
- Speaker at the Global Peter Drucker Forum; advisor to C-suites and boards



PROGRAM 01

Leading with Influence

Bank decisions cross risk, technology, operations and branches. Leaders must move people who do not report to them and keep trust intact.

THE INFLUENCE SHIFT

AUDIENCE

Senior leaders whose priorities cross functions they do not control

OBJECTIVES

- Clarify your purpose and practise your leadership story
- Map who can stop or speed up your priorities
- Resolve conflict and build agreement without positional power
- Build trust and psychological safety across functions

AGENDA

Day 1 · Connected leadership and trust
Day 2 · Stakeholder mapping, conflict and agreement
Day 3 · Leadership narrative lab with peer rehearsal

YOU LEAVE WITH

- A stakeholder influence strategy: named decision-makers and the next three moves for each
- A leadership narrative, peer-tested and refined for board-level delivery
- A 90-day internal reputation plan with two measurable trust indicators

FACULTY **Professor Simon Hayward and Tima Elhajj**

3 DAYS · EIN SOKHNA · 50 PARTICIPANTS ONLY · 30 NOV – 2 DEC · EARLY BIRD USD 1,000



ELECTIVE

The Visible Leader

A senior banker's public voice shapes the bank's reputation, its strategy and trust in its judgment. Presence is now part of the job.

THE VISIBILITY SHIFT

AUDIENCE

Leaders who speak for the bank to boards, media, regulators and clients

OBJECTIVES

- Define your Leadership Brand DNA and executive message architecture
- Answer hard board, media and regulator questions under pressure
- Tell the bank's strategy story externally, within bank policy

AGENDA

Leadership Brand DNA and message architecture

The leadership Brand Blueprint

YOU LEAVE WITH

- A one-page Leadership Brand Blueprint
- Five rehearsed answers to your role's hardest questions, and reviewed
- A 90-day visibility plan, pre-cleared with Compliance and Communications

FACULTY **Tima Elhadj**

2-DAY WORKSHOP · LE MÉRIDIEN CAIRO AIRPORT · 50+ PARTICIPANTS · 3-4 DEC · EARLY BIRD USD 750



PROGRAM 02

Women Who Lead Banks

Sponsorship is informal, voice is uneven where decisions are made, and succession lists name people without building readiness. That is a system gap with a performance cost.

THE INCLUSION SHIFT

AUDIENCE

Women in senior roles and in the succession plan

OBJECTIVES

- Say the view you hold but have not yet said out loud
- Hold authority and a point of view under pushback
- Take visible ownership of a strategic priority
- Build a personal visibility plan to carry forward

AGENDA

Leadership voice and authority under pressure

Holding your ground and your visibility plan

YOU LEAVE WITH

- Clarity on your point of view, separate from your title, role or results
- A practical framework for holding your ground when your authority is questioned
- A personal visibility plan that continues after the masterclass

FACULTY **Tima Elhadj**

1-DAY MASTERCLASS · LE MÉRIDIEN CAIRO AIRPORT · 50+ PARTICIPANTS · SAT 5 DEC · EARLY BIRD USD 400



PROGRAM 03

Leading the AI Bank

A digital strategy does not change the bank by itself. Operating model, data, customers, culture and AI decisions must move together.

THE AI SHIFT

AUDIENCE

ExCo members and owners of the bank's innovation, digital and AI roadmap

OBJECTIVES

- Learn from DBS what separates banks that scale AI from banks that pilot it
- Place your bank on the Digital Maturity Index®
- Assess your bank on the Ticking Clock® steps
- Draft 90-day digital and AI priorities

AGENDA

The DBS case and the Ticking Clock®
Digital Maturity Index® results
Bank assessment and draft 90-day plan

YOU LEAVE WITH

- Your Digital Maturity Index® score and the three gaps that matter most
- A Digital Transformation Assessment of your bank against eleven operational steps
- A draft 90-day digital and AI plan

FACULTY **Professor Robin Speculand**

1-DAY MASTERCLASS · LE MÉRIDIEN CAIRO AIRPORT · 100 PARTICIPANTS · 8 DEC · EARLY BIRD USD 500



PROGRAM 04

Leading Strategy to Results

Strategy fails between the board decision and daily work: ownership blurs, measures arrive late and priorities compete for capacity.

THE EXECUTION SHIFT

AUDIENCE

ExCo members, strategy and PMO leads, business unit owners

OBJECTIVES

- Find where strategy stalls with the Implementation Compass™
- Test team readiness with Readiness2Execute
- Assign owners and a KPI set to a strategic priority
- Set a review rhythm that surfaces problems early

AGENDA

Day 1 · Diagnose: Implementation Compass™, Readiness2Execute, root causes

Day 2 · Build: 90-day plan, KPIs, review cadence, peer review

YOU LEAVE WITH

- A 90-day execution plan with named owners, milestones and decision rights
- A KPI framework of no more than six measures, each with a data owner
- A 30-minute monthly review template your ExCo can run next month

FACULTY **Professor Robin Speculand**

2-DAY WORKSHOP · LE MÉRIDIEN CAIRO AIRPORT · 50+ PARTICIPANTS · 9-10 DEC · EARLY BIRD USD 750



The diagnostics behind the programs.

TOOL	PROGRAM	WHAT IT DIAGNOSES	WHAT PARTICIPANTS RECEIVE
Voice and Visibility Check	02	How consistently a leader is heard in decision forums	Voice map and sponsor gaps
Digital Maturity Index®	03	The bank's digital and AI maturity	Bank score and priority gaps
Ticking Clock®	03	The bank's position on the steps of digital transformation	Step-by-step position
Implementation Compass™	04	Where strategy execution is breaking down	Diagnostic report
Readiness2Execute	04	Team readiness to deliver	Readiness score
Execution Health Check	04	Current delivery rhythm and ownership	Health snapshot



Four measures any L&D team can run.

01

Reaction

Was it relevant and useful?

- Post-program survey on relevance and delivery
- Would participants recommend it to a peer?

WHEN**End of each program**

02

Learning

What do they now know and can do?

- Pre- and post-program self-assessment
- Short check on the key concepts

WHEN**Before and after**

03

Behaviour

What are they doing differently?

- Manager check-in on applied behaviours

WHEN**At 3 and 6 months**

04

Results

What moved for the organisation?

- Engagement scores of participants' teams
- Retention and internal promotion of participants
- Progress on the KPIs each leader owns

WHEN**At 6 and 12 months**

BASELINE before the first program → **CHECK** after each program → **IMPACT REVIEW** at 6 and 12 months

What leaders say about our faculty.



ON SIMON HAYWARD

I have worked with Simon Hayward in various different formats and have found his insights on leadership to be enormously valuable.

Professor Dame Nancy Rothwell
President and Vice-Chancellor, The University of Manchester



ON TIMA ELHAJJ

Tima has a remarkable, powerful yet welcoming on stage presence.

Elinor Moshe
Founder, The Construction Coach



ON ROBIN SPECULAND

Robin Speculand is a gamechanger and an inspirational leader. This program should be conducted in every bank.

Senior banking leader
Dubai



Four ways to work with the series



RECOMMENDED

Full series

Four core programs and one elective

LENGTH

9 days



Single program

Any program on its own. Strategy to Results also runs as an open program.

LENGTH

1 to 3 days



The elective

The Visible Leader, straight after Leading with Influence.

LENGTH

2 days



In-house

The series for one team: your priorities, your context, co-branded.

LENGTH

Tailored to your bank

Fees, offers and terms are on the pages that follow. →



Fees and ways to save.

PROGRAM	LENGTH AND FORMAT	FEE (USD)
01 Leading with Influence	3 days	1,000 / 1,400
EL The Visible Leader (elective)	2-day workshop	750 / 1,000
02 Women Who Lead Banks	1-day masterclass	400 / 500
03 Leading the AI Bank	1-day masterclass	500 / 600
04 Leading Strategy to Results	2-day workshop	750 / 1,000
Full series: 4 core programs + elective	9 days	Bundle USD 3,000
In-house for one bank	Tailored	On proposal

Fees are early bird / standard, per participant, in USD, and include tuition and program materials. Cairo programs include lunch and refreshments; Leading with Influence includes the cruise.

WAYS TO SAVE

Early bird

Register by 15 November 2026 to secure the early-bird fee.

6 + 1

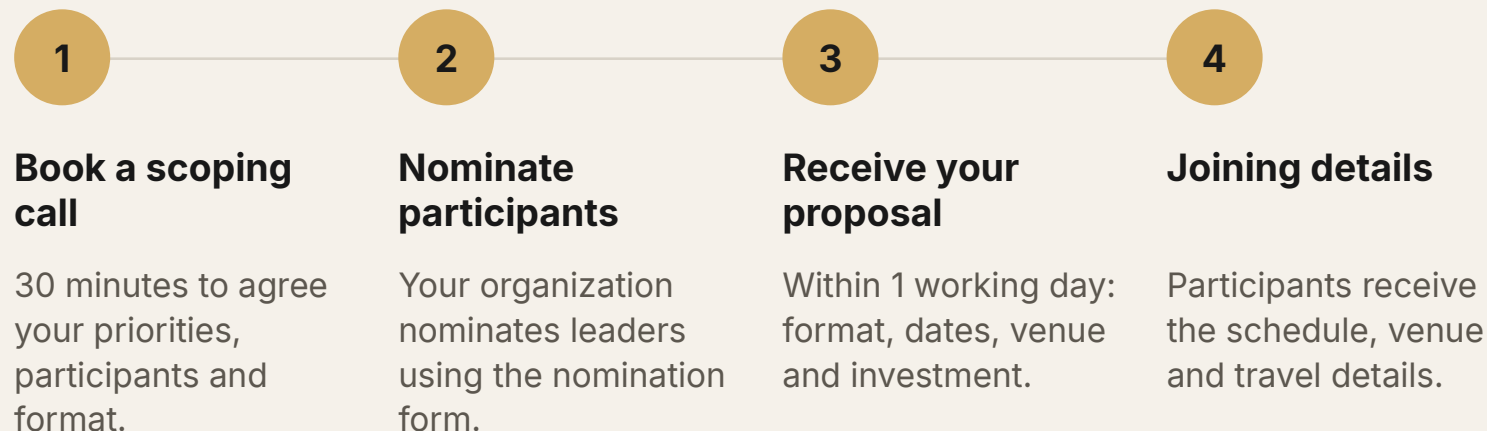
Register six leaders from one bank and the seventh attends free.

Series bundle

Book all five programs together: USD 3,000 instead of USD 3,400 at early-bird rates.



Request a proposal in four steps.



KEY DATES

SERIES DATES

30 Nov – 10 Dec 2026

EARLY-BIRD DEADLINE

15 November 2026

FIRST PROGRAM

30 Nov – 2 Dec, Ein Sokhna

VENUES

**Ein Sokhna · Le Méridien Cairo
Airport**

Request a proposal → info@gotonexus.com

or call / WhatsApp +20 105 053 7711



Terms, refunds and cancellation.

CANCELLATION AND REFUNDS

30 DAYS OR MORE BEFORE THE START

100%

refund, minus a 5% admin fee

15 TO 29 DAYS BEFORE

50%

refund

14 DAYS OR FEWER

No refund

Substitutes are still welcome

REGISTRATION AND CHANGES

- Registration is confirmed on full payment or an approved corporate purchase order.
- Substitutions are allowed at no extra charge.
- NEXUS may adjust speakers or venue due to unforeseen events.
- Force majeure: registrations transfer to a future date or program.

SERIES AND IN-HOUSE BOOKINGS

- Series bookings: refund terms apply per module, from its start date.
- A missed module can be taken with the next cohort, subject to seats.
- In-house dates can move once, free, with 30 days' notice.
- Offers apply one at a time and cannot be combined.

Booking and enquiries: info@gotonexus.com · +20 105 053 7711 · +20 105 053 7722

LEADING THE SHIFT

The shift is already happening. The question is who leads it.

Develop the leaders who carry your bank through the shift.

Register by 15 November 2026 for the early-bird fee.

✉ info@gotonexus.com

☎ +20 105 053 7711 · +20 105 053 7722 (call or WhatsApp)

🌐 www.gotonexus.com



NEXUS

Premium executive training and coaching