



LEADING THE SHIFT · PROGRAM 01

Leading with Influence

Lead with more clarity. Build trust that holds.

For senior leaders whose priorities cross functions they do not control.

Professor Simon Hayward

Alliance Manchester Business School

Tima Elhajj

CEO & Founder, Tima Elhajj Media



3 DAYS · GRAND OCEAN SOKHNA · 30 NOVEMBER – 2 DECEMBER 2026 · 50 PARTICIPANTS ONLY



Expertise earns the seat. Influence decides what happens next.

Big decisions in a bank now cross risk, technology, operations and the branch network. No single leader controls the outcome, so senior leaders have to win support from people who do not report to them.

WHAT SENIOR ROLES NOW ASK OF YOU

01

Composure under scrutiny

When the CEO or the board pushes back, the room learns more from the next thirty seconds than from a year of reports.

02

Decisions that travel

People outside the room must understand the recommendation, its trade-offs and the decision you need from them.

03

Support without authority

Risk, IT and business heads may not report to you. Their commitment depends on how you involve and influence them.

04

Credibility beyond the room

Your reputation forms in conversations you do not hear, as others pass on what they think of your judgment.

THE PRESSURE IS REGIONAL



Central banks

Rising expectations on governance and conduct put senior leaders' decisions under closer review.



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 productivity, inclusion and digital finance.

Executive presence is how your judgment, conduct and communication help others decide whether to trust you with responsibility. This program develops it through faculty sessions, practical activities and case study discussions.



Built for leaders whose priorities cross functions they do not control.

WHO SHOULD ATTEND

-  ExCo members and heads of function
-  Regional and business unit heads
-  Senior managers moving into broader responsibility
-  High-potential leaders in the succession plan
-  Risk, technology and compliance leads whose next level depends on influence beyond formal authority

COHORT

50 participants only

We recommend at least seven leaders per bank, so colleagues apply the learning together.

FORMAT

Residential executive retreat

Three training days at Grand Ocean Sokhna, with an arrival day and cruise on 29 November. Delivered in English, 9:30–16:00.

YOU LEAVE WITH

01 Your leadership purpose and story

What you want to be known for, and a short personal story you have practised out loud with peers.

02 A way to read the conversation

The Supercommunicators lens: tell practical, emotional and social conversations apart, and respond to the one you are in.

03 A stakeholder map

For one of your own priorities: who can stop it, who can speed it up, and what each of them needs.

04 Tools for conflict and agreement

How to separate the issue from the person and steer a difficult discussion to a decision, tried out in a practical simulation.

05 Your leadership message

Message pillars and proof points you can use in ExCo papers, committees and one-to-one conversations.

06 A network of senior peers

Four days with leaders facing the same pressures, in the training room and on the retreat.

How it is taught: faculty sessions, practical activities and case study discussions, with shared activities outside the room each day.



Three days. Two faculty. One progression.

From how you show up, to how you build trust and agreement, to how others understand and repeat your leadership.



SCHEDULE Arrival and cruise on 29 November. Training 30 November – 2 December, 9:30–16:00.

DAY 1 · 30 NOV

Connected leadership and trust

Led by Professor Simon Hayward

- Purpose and executive presence
- Your leadership story
- The right conversation
- Psychological safety and trust

YOU TAKE AWAY

A clear purpose statement and a leadership story you have practised out loud.

DAY 2 · 1 DEC

Stakeholder mapping, conflict and agreement

Led by Professor Simon Hayward

- Stakeholder mapping
- Working through conflict
- Facilitating a good outcome
- Interests and agreement

YOU TAKE AWAY

A stakeholder map for one priority and an approach to one difficult conversation.

DAY 3 · 2 DEC

Leadership narrative lab

Led by Tima Elhajj

- Leadership identity inside the bank
- Message architecture
- Narrative under challenge
- Internal reputation

YOU TAKE AWAY

Your core leadership message and a short narrative you can use at ExCo.

HOW THE THREE DAYS WORK



Faculty sessions

Input from Professor Simon Hayward and Tima Elhajj.



Practical activities

Practising your story, a practical simulation and peer rehearsal.



Case studies

Case study discussions in small groups.



Outside the room

A cruise, morning sessions and evening activities at the resort.



Presence, trust and agreement.

Led by Professor Simon Hayward, drawing on his Connected Leadership work.

DAY 1 · 30 NOVEMBER 2026

Connected leadership and trust

01 Purpose and executive presence

Clarify the contribution you want to be known for. Connect it to how you enter a room, frame a position and hold attention.

02 Your leadership story

Build and practise a concise story that explains what shaped your leadership and why others should trust your judgment.

03 The right conversation

Use the Supercommunicators lens to tell practical, emotional and social conversations apart, and respond to what the other person needs.

04 Psychological safety and trust

Create the conditions for candour without lowering standards. Notice the behaviours that invite challenge or close it down.

YOU TAKE AWAY

A clear purpose statement and a leadership story you have practised out loud.

DAY 2 · 1 DECEMBER 2026

Stakeholder mapping, conflict and agreement

01 Stakeholder mapping

Map who can stop or speed up your priority across risk, technology, operations and the business.

02 Working through conflict

Separate the issue from the person, surface tension earlier and protect both progress and the relationship.

03 Facilitating a good outcome

Structure difficult discussions so stakeholders contribute, test assumptions and move to a clear decision.

04 Interests and agreement

A practical simulation: uncover what each party needs, find room to move and build an agreement that holds.

YOU TAKE AWAY

A stakeholder map for one priority and an approach to one difficult conversation.



DAY 3 · 2 DECEMBER 2026

Leadership narrative lab

Led by Tima Elhajj. Turn your experience into a clear point of view that colleagues understand and repeat.

01 Leadership identity inside the bank

The values, contribution and differentiators that shape how colleagues and ExCo read your leadership.

02 Message architecture

Message pillars and proof points that work in ExCo papers, committees and stakeholder conversations.

03 Narrative under challenge

Concise stories, difficult questions and a clear point of view, rehearsed with peers.

04 Internal reputation

The forums and habits that make your contribution visible inside the bank.

YOU TAKE AWAY Your core leadership message and a short narrative you can use at ExCo.

THE ELECTIVE · 3-4 DEC 2026

Next: The Visible Leader

Leading with Influence works inside the bank. The Visible Leader, also led by Tima Elhajj, covers how senior bankers are seen outside it, by boards, media, regulators and clients. It runs the day after this program ends.

WHAT IT COVERS

- 01 Your Leadership Brand DNA and executive message architecture**
- 02 Answering hard board, media and regulator questions under pressure**
- 03 Telling the bank's strategy story externally, within bank policy**

2-DAY WORKSHOP · LE MÉRIDIEN CAIRO AIRPORT · FEE USD 750



Two faculty, one progression.



HAYWARD

TEACHES DAYS 1 AND 2

Professor Simon Hayward

Professor of Leadership Practice, Alliance Manchester Business School

An author, leadership consultant and executive educator whose work centres on leadership behaviour, trust, agility and responsible management. He built and sold two award-winning international consultancies and has worked with leadership teams across sectors and regions.

- Author of Connected Leadership and The Agile Leader, published in multiple translations
- Fellow of the Royal Society of Arts and the Chartered Management Institute



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



ELHAJJ

TEACHES DAY 3

Tima Elhajj

CEO and Founder, Tima Elhajj Media · International personal branding expert and speaker

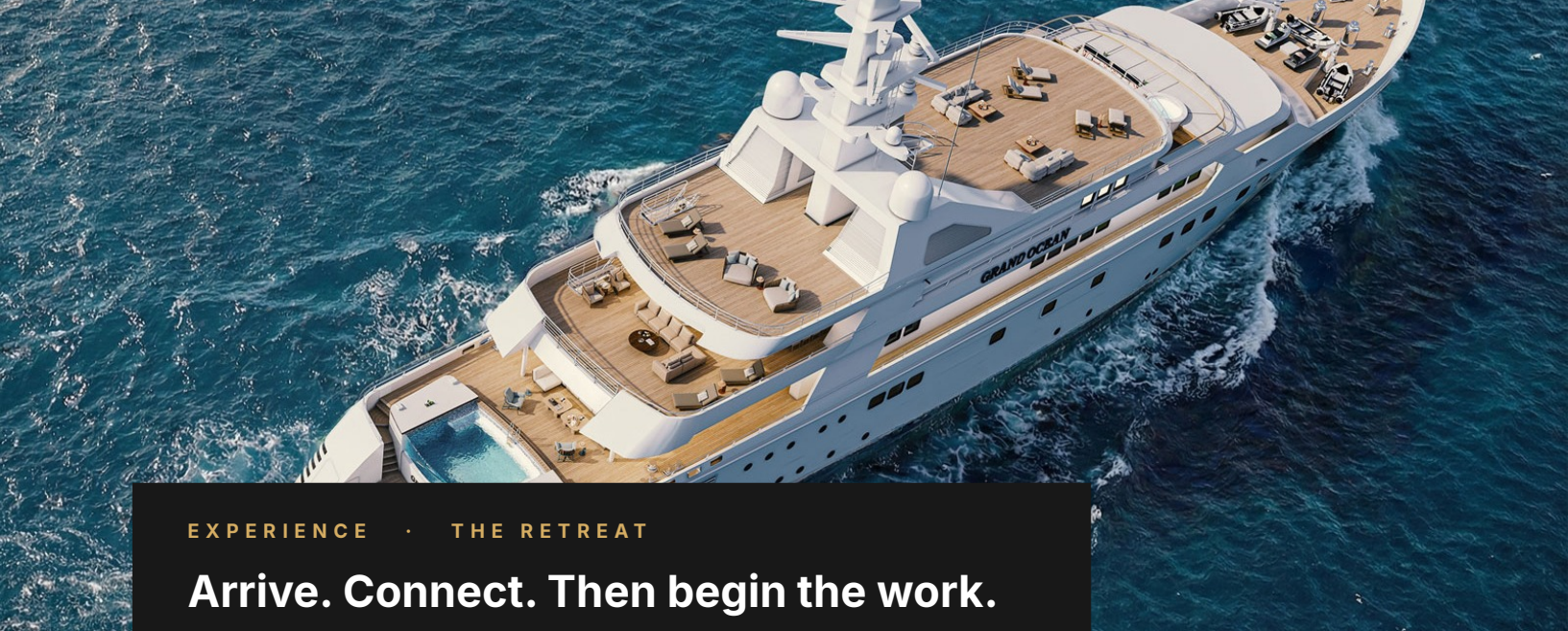
Tima helps leaders translate expertise into a clear professional reputation. Her work covers leadership identity, executive presence, storytelling, media readiness and consistent influence, for executives who need their contribution recognised beyond the room.

- Host of the Deconstructing Success podcast
- 16 years as a financial planner before founding Tima Elhajj Media



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

Elinor Moshe, Founder, The Construction Coach



EXPERIENCE · THE RETREAT

Arrive. Connect. Then begin the work.

29 NOV	30 NOV	1 DEC	2 DEC
Arrival and cruise	Day 1 · Simon Hayward	Day 2 · Simon Hayward	Day 3 · Tima Elhajj
Morning arrival. Cruise 12:00–16:30, then check-in and free time.	Connected leadership and trust.	Stakeholder mapping, conflict and agreement.	Leadership narrative lab. Departure after 16:00.

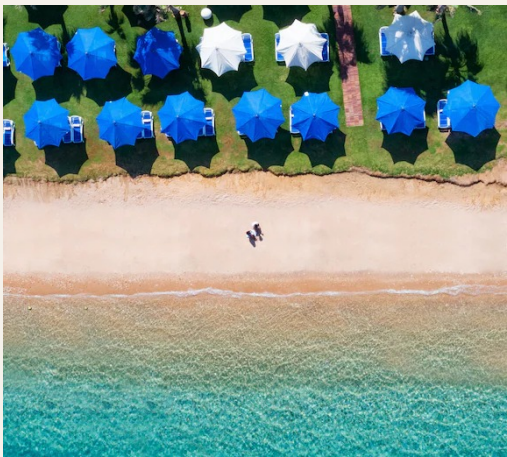
Three ways to start the day

Optional, short morning sessions before the training room opens. Designed for senior participants and adapted to every mobility and fitness level.

30 NOV	1 DEC	2 DEC
Mindful Movement	Beach Circuit Reset	Energy and Focus Flow
Guided movement, breathing and light stretching. No experience needed.	Low-impact walking intervals and mobility, at your own pace.	Coordination, posture and attention exercises for the final day.

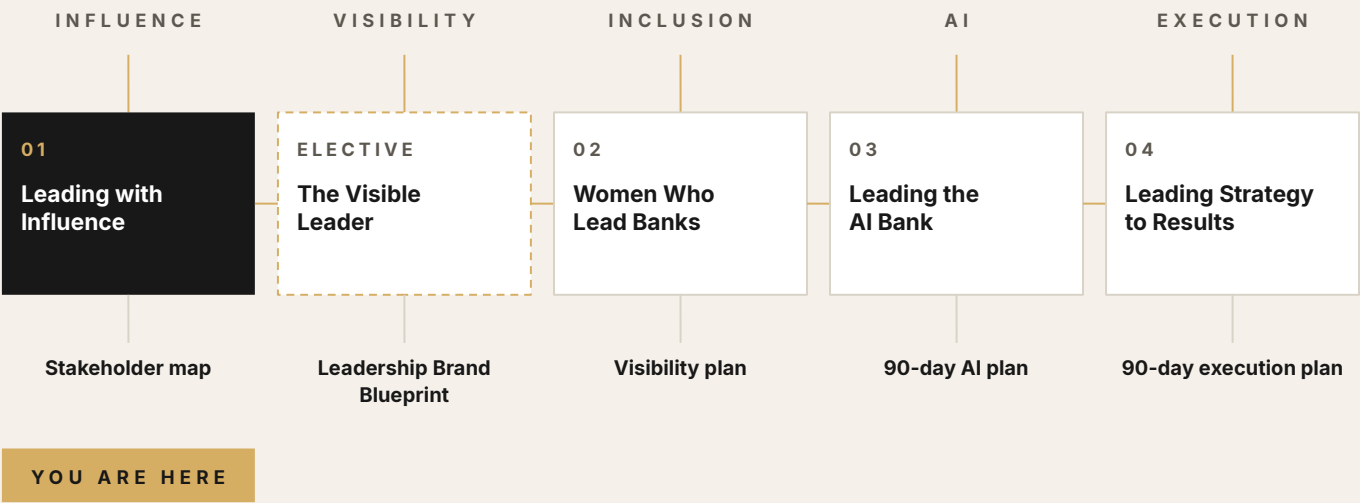
Five shared experiences

29 NOV	Horizon Exchange	Paired conversations on the cruise, beyond titles.
30 NOV	The Common Chord	A guided group vocal session on rhythm and timing. No singing experience needed.
30 NOV	Quick Fire	Fast improvisation: read teammates, communicate under light pressure.
1 DEC	Signal and Response	A timed team challenge with limited information.
1 DEC	Stories by the Sea	One short leadership story each, with feedback on clarity and credibility.



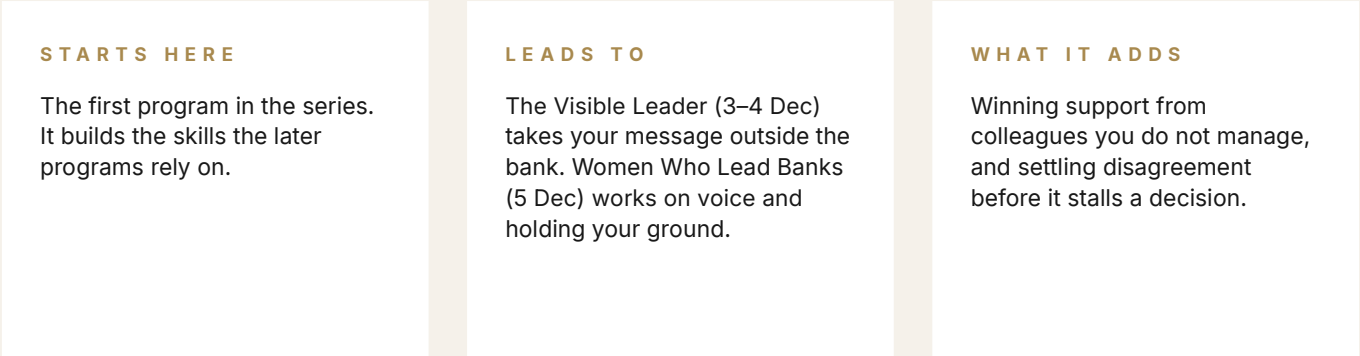


Four shifts. Five programs. One leadership journey.



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

HOW THIS PROGRAM CONNECTS



THE SERIES CALENDAR

01 Leading with Influence 30 Nov – 2 Dec Grand Ocean Sokhna	ELECTIVE The Visible Leader 3–4 Dec Le Méridien Cairo Airport	02 Women Who Lead Banks 5 Dec Le Méridien Cairo Airport	03 Leading the AI Bank 8 Dec Le Méridien Cairo Airport	04 Leading Strategy to Results 9–10 Dec Le Méridien Cairo Airport
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All dates 2026. Book all five programs together for USD 3,000 instead of USD 3,400 at early-bird rates.



Fees and ways to save.

LEADING WITH INFLUENCE

USD 1,000

Early-bird fee, per participant · 3 days

Standard fee USD 1,400

Includes tuition, program materials and the cruise.
Accommodation and transfers are booked separately.

Early bird

Register by 15 November 2026 and pay USD 1,000 instead of USD 1,400.

6 + 1

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

Series bundle

All five programs of Leading the Shift: USD 3,000 instead of USD 3,400 at early-bird rates.

Fees are per participant, in USD. Offers apply one at a time and cannot be combined.

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.

IN-HOUSE FOR ONE BANK Run Leading with Influence for your own leadership team, built around your priorities and co-branded.



Everything you need to plan.

	DATES	29 November – 2 December 2026
	ARRIVAL	29 November, morning · cruise 12:00–16:30
	TRAINING	30 November – 2 December · 9:30–16:00
	VENUE	Grand Ocean Hotel & Resort, Ein Sokhna
	LANGUAGE	English
	COHORT	50 participants only
	DEPARTURE	2 December, after 16:00



REQUEST A PROPOSAL IN FOUR STEPS



BOOKING AND ENQUIRIES

Nominate participants or book a scoping call.

 info@gotonexus.com

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 www.gotonexus.com

LEADING THE SHIFT

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

Develop the leaders who carry your bank through the influence shift.



LEADING WITH INFLUENCE · 30 NOVEMBER – 2 DECEMBER 2026 · GRAND OCEAN SOKHNA

Register by 15 November 2026 for the early-bird fee of USD 1,000.

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