

LEADING THE SHIFT · ELECTIVE

The Visible Leader

Credibility, presence and voice for the leaders who speak for the bank.



ELHAJJ

A two-day workshop on how senior bankers are seen outside the bank, by boards, media, regulators and clients, online and in person.

Tima Elhajj

CEO & Founder, Tima Elhajj Media



2-DAY WORKSHOP · LE MÉRIDIEN CAIRO AIRPORT · 3-4 DECEMBER 2026 · 50+ PARTICIPANTS



A senior banker's public voice shapes the bank's reputation.

It shapes how people read the bank's strategy and how far they trust its judgment. Presence is now part of the job.



Visibility has become a commodity. Executive presence is the premium asset, and personal branding is how leaders convert one into the other.

Tima Elhajj

WHERE SENIOR BANKERS ARE SEEN



Online

Clients and peers often form a view on LinkedIn before they meet you.



In the media

Interviews, public speaking and difficult questions, handled without losing the message.



With boards and regulators

Hard questions under pressure, answered with a clear point of view.



In the bank's name

Telling the bank's strategy story externally, within bank policy.

INSIDE, THEN OUTSIDE

Leading with Influence works on moving people inside the bank. The Visible Leader works on how you are seen outside it.



For leaders whose presence in the market reflects on the bank.

WHO SHOULD ATTEND



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



Executives and senior managers preparing for higher-visibility roles



Corporate spokespersons and client-facing leaders



Senior leaders building credibility in the industry, not only inside the bank

COHORT

50+ participants

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

FORMAT

Two-day workshop

3–4 December 2026 at Le Méridien Cairo Airport, led by Tima Elhajj.

YOU LEAVE WITH

01 Your Leadership Brand DNA

Values, positioning, audience and differentiators, defined in writing.

02 A one-page Brand Blueprint

Your values, messaging pillars and audience positioning.

03 A message architecture

Purpose, brand statement, value proposition and communication pillars.

04 Media and interview practice

Interviews, public speaking and difficult questions.

05 An optimised LinkedIn profile

Headline, About and Experience rewritten to attract, not just inform.

06 A 90-day plan and toolkit

Milestones, a content calendar, templates and AI prompts.

HOW THE TWO DAYS WORK



Faculty sessions

Input and frameworks from Tima Elhajj.



Practical exercises

Your brand statement, profile and content, written in the room.



Media practice

Rehearsing interviews and difficult questions.



Templates and tools

Content templates, Canva assets and AI prompts.



Who you are, then how you show up.

Led by Tima Elhajj. Day 1 builds the foundation: what you stand for and how you say it. Day 2 is the practical layer, online and in person.

DAY 1 · 3 DECEMBER

Leadership Brand DNA and message architecture

01 Leadership identity and Brand DNA

Values, personality, positioning, audience and differentiators, and why a personal brand is not self-promotion.

02 Your point of view

The perspective you bring that others don't, and the topics you own.

03 Message architecture

Purpose, brand statement, value proposition and communication pillars.

04 Executive presence

Practical tools for credibility, clarity, storytelling and influence.

05 Media readiness

Interviews, public speaking, crises and reputation, including the hard questions boards, media and regulators ask.

DAY 2 · 4 DECEMBER

The leadership Brand Blueprint

06 Your LinkedIn profile

Headline, About and Experience rewritten, and how LinkedIn decides what gets seen.

07 Content that sounds like you

Formats and frameworks for posts that read like you, within your bank's policy.

08 Signature look and style

Visual consistency across corporate touchpoints and social platforms.

09 High-value networking

Tools, scripts and systems to widen your influence.

10 Your 90-day plan

Milestones, routines, a content calendar and templates, so the work continues.



Tima Elhajj



ELHAJJ

CEO AND FOUNDER, TIMA ELHAJJ MEDIA

International speaker on personal branding, leadership and high-performance mindset

Tima helps leaders turn expertise into a clear professional reputation. Her work covers leadership identity, executive presence, storytelling, media readiness and consistent digital influence. Before founding Tima Elhajj Media she spent 16 years as a financial planner.

- Host of the Deconstructing Success podcast
- Specialist in leadership identity, executive presence and media readiness



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

Elinor Moshe, Founder, The Construction Coach

TIMA ALSO TEACHES IN THE SERIES

01

Leading with Influence

Day 3 · Leadership narrative lab · 2 Dec

02

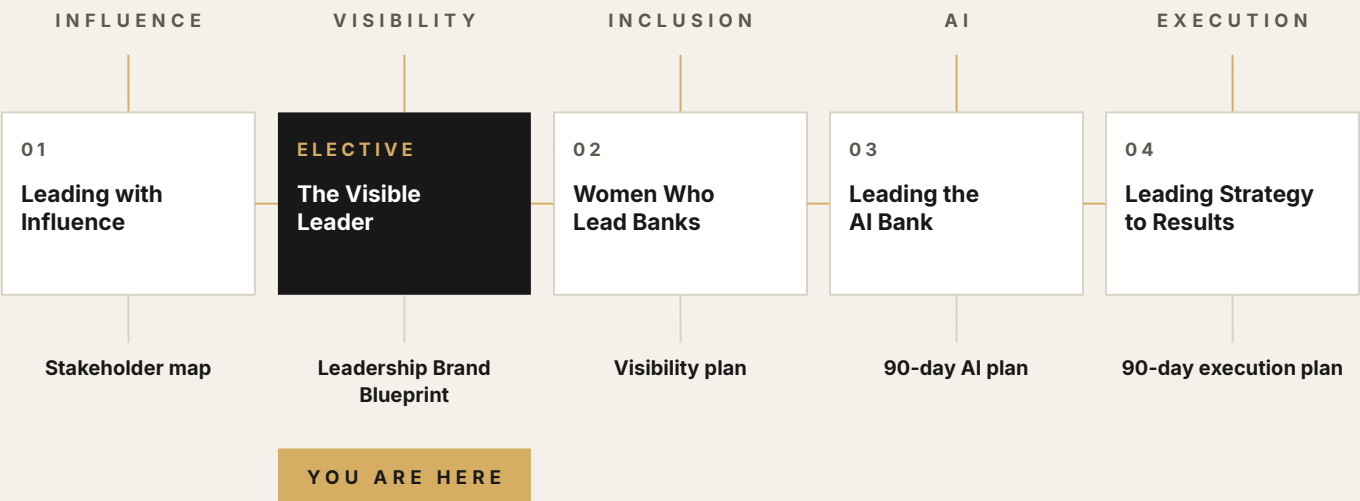
Women Who Lead Banks

One-day masterclass · 5 Dec



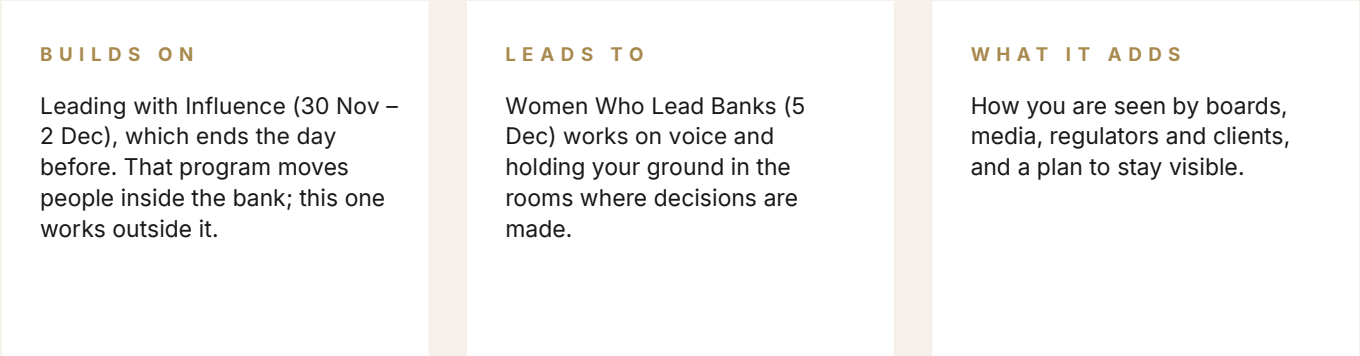


Four shifts. Five programs. One leadership journey.

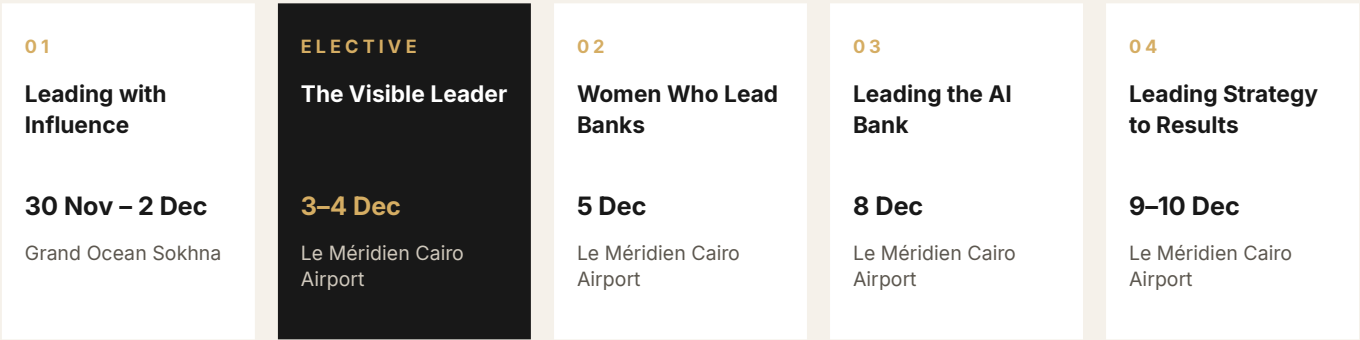


ONE JOURNEY Each program stands alone. Taken together, they develop leaders across all four shifts.

HOW THIS PROGRAM CONNECTS



THE SERIES CALENDAR



All dates 2026. Book all five programs together for USD 3,000 instead of USD 3,400 at early-bird rates.



Fees, dates and booking.

THE VISIBLE LEADER

USD 750

Early-bird fee, per participant · 2 days
Standard fee USD 1,000

Includes tuition, program materials, lunch and refreshments.

Early bird

Register by 15 November 2026 and pay USD 750 instead of USD 1,000.

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.



DATE

3–4 December 2026



TIMING

9:30–17:00



VENUE

Le Méridien Cairo Airport



FORMAT

Two-day workshop



COHORT

50+ participants



CANCELLATION AND REFUNDS

30 DAYS OR MORE BEFORE

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.

LEADING THE SHIFT

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

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



THE VISIBLE LEADER · 3-4 DECEMBER 2026 · LE MÉRIDIEN CAIRO AIRPORT

Register by 15 November 2026 for the early-bird fee of USD 750.

✉ info@gotonexus.com

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

🌐 www.gotonexus.com