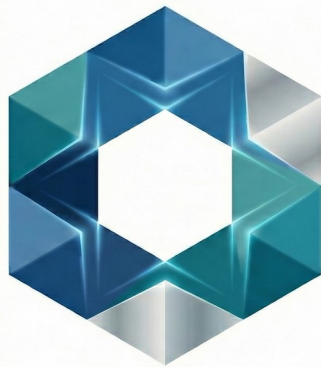




NEXUS
STRATEGY THAT CONNECTS

Strategy connecting growth, AI and people

Strategic advisory and practical accompaniment for businesses, organizations and local authorities ready to turn direction into action.

AI is artificial. Change is human.

When direction is clear but change does not happen

Many organizations know they need to grow, become more efficient or make use of AI. The difficulty begins with choosing priorities, connecting stakeholders and moving people into a new way of working.

Overload and lack of focus Too many ideas, tools and initiatives make it difficult to identify what will truly move the organization forward.	A gap between plan and execution Decisions are made, but action stalls between roles, teams and processes.	Technology exists, adoption does not A good tool is not enough. Change succeeds when people understand, believe and use it.
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The NEXUS promise

The NEXUS promise Connect strategy, people, technology and opportunity, then accompany the move from clear direction to action and results.

The outcome

Less distraction, sharper decisions, an executable plan and people who understand where the organization is going and what their role is.

What NEXUS connects

Strategy Focus, objectives, priorities and an actionable roadmap.	People Trust, leadership, momentum, adoption and behavior change.
Artificial Intelligence Opportunity mapping, policy and expanded capability.	Connections Partners, clients and decision-makers who open doors.

The difference is not more technology

NEXUS begins with the business objective and the human reality. Technology expands capability, but change leadership creates the result. The work therefore does not end with a diagnosis or document. It continues through focus, connection and practical accompaniment until the change becomes real work.

NEXUS - Strategy That Connects AI is artificial. Change is human.

Three principles

- Start with the business outcome, not the tool.
- Bring leadership and employees into the process early.
- Measure adoption and outcomes, not only documents.

AI-Augmented Strategic Advisory and Accompaniment

A senior partner to leadership teams pursuing growth, efficiency and business development, from diagnosis through execution. This is a standalone service and does not require an AI engagement.

- Business and organizational diagnosis.
- AI-enabled research, analysis and opportunity identification behind the scenes.
- New growth engines, services, audiences and partnerships.
- Improvement of business, organizational, operational and marketing processes.
- An actionable plan with metrics, ownership and milestones.
- Leadership mobilization and cross-organizational coordination.

AI as an internal lever for stronger advisory

More depth, speed and quality control

NEXUS uses AI behind the scenes for research, analysis, quality control and stronger deliverables. The human ability to build trust, mobilize leaders and employees and sustain commitment makes the work smarter, more practical and more productive, even when the client is not purchasing an AI engagement.

Engagement models

Focused session	Focused project	Monthly accompaniment
Define the problem, outcome and next move.	Diagnosis, roadmap and a defined deliverable.	Ongoing leadership through execution.
When this path is the right fit When the organization needs clearer direction, new growth engines, better processes or a way to turn leadership decisions into a program that moves.		

The result the accompaniment is designed to create

Sharper decisions	Growth engines	Consistent execution
Focus on what matters now and what can wait.	Opportunities, services and audiences becoming real initiatives.	Ownership, metrics and commitment sustaining progress.

AI Strategy and External AI Leadership

A standalone path for clients seeking to apply AI to a real business need, from diagnosis and roadmap through external AI leadership and adoption.

- Diagnosis of processes, maturity, risks and opportunities.
- Prioritization by value, feasibility, effort and risk.
- Roadmap, objectives, success metrics and ownership.
- Usage policy, information classification, oversight and human-in-the-loop controls.
- Leadership and employee accompaniment as an external AI lead until adoption.

Where NEXUS stops

Strategy and change leadership

When deep technical implementation is required, NEXUS finds and coordinates the right professional partner while continuing to lead the business logic and change process.

Typical deliverables

- A prioritized opportunity map and 30/60/90 plan.
- Usage policy, governance, ownership and success metrics.
- An adoption plan for leadership and employees.

When this path is the right fit

When interest or experimentation in AI already exists, but priorities, roadmap, governance, ownership and adoption leadership are missing.

Three questions that determine the priorities

Where is the value?	What is the readiness?	Who leads adoption?
Which process affects time, service, sales or decisions?	Which data, systems, skills and permissions already exist?	Who owns the move and how will leaders and employees engage?

Strategic Connections and Partnerships

A standalone service that turns market research, relationships and door-opening ability into a structured business process that creates value.

Stage	Client value
Map	Define the required connection and map relevant players.
Identify	Find the precise organization and decision-maker.
Open the door	Initiate contact, prepare and lead a three-way meeting.
Protect value	Agree an upfront research fee, non-circumvention and success compensation.
Accompany	Support the move from introduction to a real commercial opportunity.

The principle

The value of the connection is defined and protected before the introduction takes place. Success compensation is upside, not a replacement for payment for research and preparation.

A precise connection, not a list of names

The work combines research, interest mapping, preparation and meeting leadership to increase the chance that an introduction becomes an opportunity. When the required partner, client, channel or delivery resource is understood, but precise identification, access and movement from introduction to opportunity are missing.

What turns a connection into a business move

Precise target	Mutual value	A next move
The right party and desired outcome are clearly defined.	Each side has a strong reason to meet and progress.	The meeting ends with a decision, test or defined action.

The Integrated NEXUS Program

The flagship and broadest NEXUS engagement, connecting business strategy, AI, human leadership and strategic partnerships in one program for deep growth and efficiency.

- Deep strategic diagnosis and clear direction, objectives and priorities.
- New growth engines, products, audiences, markets or business models.
- Process improvement and more capacity for business development and innovation.
- AI strategy, roadmap, policy and governance.
- External AI leadership and sustained adoption across leadership and employees.
- Precise strategic connections when they are needed to achieve the objectives.
- One execution plan with ownership, metrics, milestones and follow-through.

Why the combination creates more value

One program instead of disconnected initiatives Strategy defines the direction, AI expands capability, connections open new possibilities and human leadership turns it all into execution. Each component strengthens the others, while entering the program only when it serves the objectives.
When this path is the right fit When the challenge is systemic and several levers must work together: growth, efficiency, AI, human mobilization and partnerships. If the need is point-specific, a standalone path is preferable.

From direction to adoption

1 Diagnose	2 Focus	3 Plan
4 Connect	5 Accompany	6 Adopt

Who we serve

- Small and medium-sized businesses.
- Organizations and companies with direct access to leadership.
- Local authorities and municipal development companies, with a focus on smaller authorities.
- Haredi businesses and organizations seeking growth and efficiency through AI.

The Haredi market is an area of expertise and a commercial moat, while the overall brand remains relevant to all target audiences.

Accompaniment principles

Clear	Practical	Human
Objectives, ownership and metrics.	Steps matched to organizational capacity.	Trust, communication and adoption.

Amram Cohen - strategy, technology and people

Amram Cohen, Founder and CEO of NEXUS - Strategy That Connects, brings more than fifteen years of experience in strategic management, business development, economic development and cross-sector collaboration with businesses, entrepreneurs, local authorities, government ministries and public bodies. He has managed employees and teams and led cross-organizational processes, connecting leaders, partners and stakeholders. In recent years he has focused deeply on AI and completed the Hebrew University AI Strategy for Managers program.

1	2	3	4
More than 15 years of strategic and managerial experience.	A deep understanding of SMEs and local authorities.	A proven ability to build trust, mobilize people and move processes forward.	A practical, long-standing connection between technology, processes and outcomes.

The line that captures the approach

AI is artificial. Change is human.
Technology enables. People lead the change.

The first step

An initial focused conversation clarifies the challenge, desired outcome and central barrier. It then becomes clear which path fits, what the first step should be and whether NEXUS is the right partner.

Let us connect the next move

Book a focused conversation with Amram Cohen, Founder & CEO of NEXUS - Strategy That Connects

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