

Building trust, at scale.

We help mission-driven organisations earn trust in what they say, what they build, and how their teams work.



*A tribe is a group of people
who trust each other.*

*That trust is hard to build
and easy to lose.*

*We help organisations earn it,
and keep it as they grow.*



What you say

Strategic communications

Strategy, messaging, media relations and spokesperson training.



What you build

Product and AI strategy

Audience research, product launch, AI policies and choosing the right tools.



How your people work

Internal communications and culture

Values, internal communications, onboarding and keeping remote teams connected.

Training delivered with



THE SAMIR KASSIR
FOUNDATION



Building trust, at scale.

Founded by Sara Elkhaili

A communications and culture strategist, a product builder, and a journalism and AI trainer.



Experience

25+

Years in media

27+

Countries

+1,500

Workshop participants

14+

Years training and
consulting with TRF

12

Years in startups

5

Products launched

Workshop attendance is a conservative estimate, not a count of unique people.

Trusted by



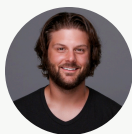
In their words

“*Sara can truly turn a business around. She spearheaded the user-listening approach at the company, which led to a better understanding of our users and a more engaged clientele.*”



Dina Aboughazala
Founder, Egab

“*Sara is by far the most dedicated and thoughtful person I have worked with when it comes to defining, developing, and growing a company's culture.*”



Mike Shaw
Tribal Credit

“*She is able to put business strategy and vision into simple and understandable written words.*”



Mayte Cardoso Abud
Tribal Credit

“*Sara is an exceptionally talented communicator, writer and journalism/media trainer.*”



Heba Kandil
Head of Media Initiatives, Thomson Reuters Foundation

“*I've turned to Sara as a professional sounding board for my own company, and her advice has twice inspired new products and pivots.*”



Mariel Davis
Co-founder, Spokn

“*With less than a week of notice, Sara jumped on a plane direct to Peru where she delivered an incredibly well facilitated journalism training workshop to 10 senior international journalists.*”



Rebecca Lake
Former Global Communications Advisor, Green Commodities Programme, UNDP

Let's build trust together.

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