

TOP 10 TIPS FOR ISRAELI LEADERS (WHO THOUGHT THEY KNEW EVERYTHING)

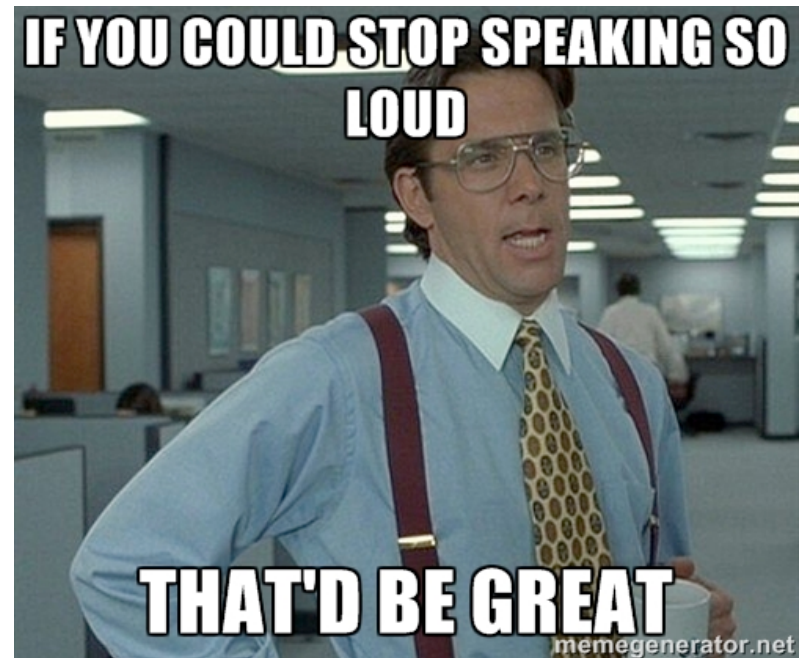
“ You can take Moishe out of Israel,
but you can't take Israel out of Moishe ”

ABOUT THIS PRESENTATION

Israelis who travel leave an impression...

Behind closed doors some say:

“*Israelis are speaking louder than you, finishing your sentences, and telling you what you think.*”



ISRAELI INNOVATION IS AMAZING

We invented an amazing elevator system...

We enter before people leave...

Amazing!



CAN YOU BLAME US?

We did not grow up with Big Bird



**We grew up with a Sabra
(Prickly Pear) for an educator**



JOKING ASIDE...

HERE ARE THE TOP 10 TIPS TO
TAME THE ISRAELI IN YOU...

LOWER YOUR DECIBELS

1

When you travel, adjust your volume

Set it to “library mode”

Tip: Match your volume to your hosts’



WORLD MAP: SPOKEN DECIBELS LEVELS



-  Normal decibels
-  Abnormally high decibels

LOWER YOUR CHUTZPAH LEVEL

2

When you travel, adjust your Chutzpah level



Set it to “stun”

**Tip: If you need to ask “is this considered Chutzpah?”
... it is**



WORLD MAP: CHUTZPAH LEVELS



-  Normal Chutzpah levels
-  Abnormally high Chutzpah levels

IRON YOUR SHIRT

3

First, invest in an iron

If you are a Kibutznik, first invest in a shirt

Set your Shloomper factor to “low”

**Tip: If your shirt costs \$20 and
“Made In Bangladesh” – keep looking**



WEAR REAL SHOES

4

Wear shoes you can polish

Polish them

**You can't polish sneakers, sandals, Kaf-Kafim,
Shkaf-Kafim**

**Tip: Don't wear shoes your dad wore
to his wedding, or you to your
Bar Mitzvah**



LEARN TO ACCEPT CRITICISM

5

People want to help you

Don't always explain

You will not die from agreeing

Tip: First acknowledge the input and thank them



DON'T BE OVERCONFIDENT

6

“Trust me, It will be OK”

“Who do you think I am?”

“I was not made with a finger”

**Tip: Be confident but
not overconfident**



YOU DON'T "KNOW" THOSE PEOPLE

7

“Netanyahu and I are buddies...”

If a person went to 3rd grade with your neighbor's second-cousin's best friend – you don't “know them”

Tip: I know them = family member or someone you regularly eat hummus with



YOU DON'T "KNOW" THESE PEOPLE

8

Let them offer their business cards

Don't email a LinkedIn request after someone says "Hi"

Important: Only invite people you know well and who know you. Find out why.

[Send Invitation](#) or [Cancel](#)

Tip: Don't offer people you just met to stay with you when they visit Israel



DON'T BE A KNOW-IT-ALL

9

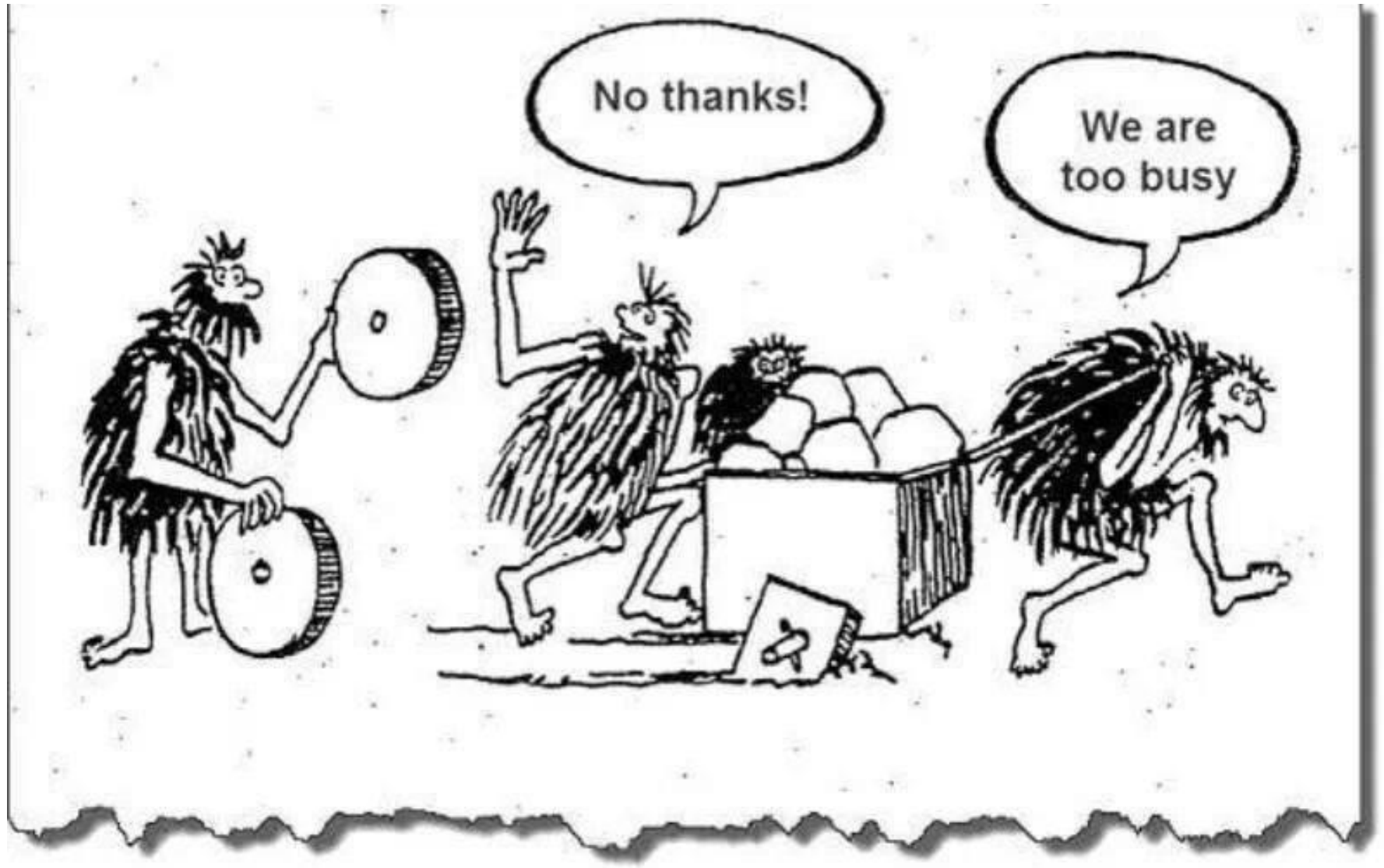
Don't bring competitors' internal emails to demonstrate your "industry knowledge"

Don't say "I can tell you but I will have to kill you..."

**Tip: Answer "I Don't Know"
at least once**



KNOW-IT-ALL NATION



ALLOW THEM TO SAY SOMETHING

10

**God gave you TWO ears and ONE mouth
– do the math**

**Listening ≠ waiting for them to stop so you can say
something...**

**Tip: Pause, so they can get a word
in edgewise**



POP QUIZ

Which shoes should you wear to the meeting?



ANSWER



POP QUIZ

Which shirt should you wear to the meeting?



ANSWER



YOU ARE NOW CLEARED TO MEET

We now removed the thorns from the Sabra

US companies are very interested to do business with Israeli start-ups

Learn their local customs and be a great ambassador

Good luck!

