

## COMPANY PROFILE

Established in 1996, we are career specialists with expertise in building custom-made courses, workshops and training programs on career related subjects in Israel. Our programs include:

### Career Transitions Workshops:

Our substantial expertise in creating and facilitating workshops for unemployed Israelis focuses on new immigrants, down-sized high-tech and factory workers, demobilized career army NCO's and women re-entering the work force. Over the years, we have won 4 large tenders to work in conjunction with the Ministry of Industry, Trade and Labor to provide over 200 job search workshops for unemployed adults throughout Israel. We successfully set up a new Women's Business Forum in conjunction with the Small Business Development Center in Jerusalem, and for the past years conducted the first Businesswomen's Club in English in Israel.

### Preparation of College Essays:

We have assisted numerous Israeli students in editing their essays in order to prepare them for submission to graduate school in the U.S. as part of the application process. We improve grammatical usage as well as style, emphasis, organization of thought, and most important, content.

### Courses on Family Budget Management:

We have conducted over 25 workshops in Israel in 5 languages, including in-service training for social workers and managers of NGO's in cities from Nazareth Illit in the North to Ofakim in the South, for couples, single mothers, new immigrants and those about to become retirees. One graduate was interviewed by Billy Moscona in her TV show, "Women's View".

### Career Counseling:

We have served hundreds of senior IDF retirees to prepare them for an international or local job search requiring a CV in English as well as job interview coaching English or Hebrew. Individual clients also avail themselves of our career counseling services which include vocational tests such as Holland and the MBTI. We are annually footnoted in [What Color Is Your Parachute](#) for our work in this regard.

### Pre- retirement Planning Courses :

A variety of courses and lectures have been tailor-made to fit the needs of our clients in the area of retirement and early retirement planning. We select the best lecturers in designing courses for early or regular retirement for our clients, including: Bank of Israel, JNF, El Al, Hadassah Hospital, Bezeq, Israel Police, the Civil Service Commission and the Ministry of Foreign Affairs. We provide lectures on related topics at

conferences, seminars and in-service training workshops. In selecting lecturers, we strive for presenters whose delivery has impact and who demonstrate an ability to develop rapport with the audience.

### Courses in Memory Improvement Skills:

We have conducted 7 courses since to older adults in Jerusalem. As agents for Cognifit, we are happy to present Mindfit, a new CD for older adults wishing to improve their memory. Based on extensive research in Israel on cognition, this software package is now available through us in either English or Hebrew.

### Cross-Cultural Training:

Our staff provides counseling to spouses of Israeli workers assigned overseas including returning ex-pats (such as Motorola executives), and we offer 1:1 cultural adjustment services in Israel, including support to spouses in locating volunteer and learning opportunities. For 3 years, we conducted monthly relocation workshops at Intel-Israel to workers and their spouses relocating to Intel-U.S. on overseas assignment. In addition, our training workshops have been conducted at numerous companies to improve staff communications between overseas and Israeli colleagues, such as BackWeb and Bank Leumi, and for visitors from abroad at the GA, in overseas college programs in Israel, and for CIMI.

### Outplacement Expertise:

We have cooperated with numerous companies abroad in providing outplacement workshops and counseling services in the area of career transitions. Individual clients have been referred from the to us by Seagate Associates (New Jersey) and Penna International (London), including clients employed in the banking industry. Outplacement services, seminars and workshops have been provided to clients including the IDF, staff of a major HMO (Clalit), the Worker's Union (Histadrut), and Bezeq (Israel's phone company).

### Small Business Development Courses:

Our courses are held in conjunction with several MATI's (Small Business Development Centers), Nefesh B'Nefesh, Economic Empowerment for Women (an NGO), and the Ministry of Labor, Commerce and Employment. Instructors include: marketing experts, sales trainers, accountants, insurance agents, project management specialists, PR strategists, commercial lawyers and tax advisors. All trainers are native English speakers living in Israel who are themselves self-employed, thereby serving as role models to participants.

### About Our Team:

Workshop facilitators hold MA degrees in the behavioral sciences including psychology, social work, OD, labor studies, and MBA's. When

conducting process-oriented workshops, trainers are required to hold a diploma in group facilitation, as well. In our largest contract, we provide unemployed clients an opportunity to participate in 30-hour job search workshops via the Ministry of Industry, Trade and Labor. These workshops require that trainers hold an advanced academic degree in a related field, a certificate in group work, as well as a proven track record in facilitating empowerment workshops for women.

#### Lecturers in Pre-Retirement Conferences and Courses:

When invited to conduct a pre-retirement course or to coordinate a conference on early retirement, we carefully select our lecturers based on their ability to present the subject matter in an interesting and informative way. Our repeat lecturers include departmental heads from Hadassah Hospital, a team of financial planning advisors that appear regularly on TV and who published the first book in Israel on the subject of family budgeting, lawyers, leisure time experts, nutritionists, and Chi Gun instructors.

#### Family Budgeting Workshop Trainers:

Our trainers in this specialty include economists, MBA graduates, and social workers as well as trainers from a wide variety of related backgrounds, including accounting. We have worked with clients who relocated from the Gaza Strip as well as kibbutz members, new immigrants, and single mothers. Trainers have taught this subject in their native tongue to new immigrants: Spanish- to recent immigrants from Argentina, Amharic- to new immigrants from Ethiopia, in Russian- to single mothers, and in Arabic- to Bedouin women. We have conducted these workshops in the North, South, and Center of the country, to clients as well as to social workers in numerous locales. Our work in this area was cited in the newspaper Haaretz.

#### Career Counseling Staff:

Our vocational counselors include vocational psychologists who hold a Masters Degree and who have extensive professional experience providing testing and career counseling to adults, both 1:1 and in groups. Cross-cultural experts are selected based on their country of origin, credentials, relevant training and professional background.

#### Testimonials:

Small Business Development Courses: "Excellent lectures! Fantastic!" "All lectures were great!" "I enjoyed the class" "Very professional" "Effective speakers"