

July. 21, 2020

Cross-Cultural Communication: Israeli Culture and the Gaps to Other Cultures

Lecture for the Israel National Defense College

OLM-Consulting appreciates this opportunity to provide cross-cultural communication lecture for non-Israelis who are studying in the Israel National Defense College.

OLM-Consulting content, based in part on Osnat Lautman's Amazon bestseller, "Israeli Business Culture," (recently released in a second, expanded edition) also include recorded interviews with business leaders from different cultures.

In the Cross-Cultural Communication lecture, participants will:

- Understand the Israeli culture and its unique characteristics.
- Learn how to interact more effectively with Israelis.
- Define critical similarities and differences between their own culture and the Israeli culture.
- Learn how to lead and collaborate in diverse teams.
- Gain tools for successful intercultural communication.

Following please find:

- Lecture topics
- Background information

I am looking forward to our collaboration.

Sincerely yours,

Osnat Lautman

Topics include cultural aspects such as:

- Cultural clusters:
 - Verbal and nonverbal communication
 - Israeli values and other cultures values

- Israeli culture characteristics:
 - **I** Informal
 - **S** Straightforward
 - **R** Risk-taking
 - **A** Ambition
 - **E** Entrepreneurial
 - **L** Loud
 - **I** Improvisational

- Building Trust:
 - Task oriented vs. People oriented
 - Translation guide- the culture behind the language

- Overcoming cultural gaps:
 - Sharing real situations that we can learn from
 - Differences and similarities between the Israeli culture and other cultures
 - CQ - Cultural intelligence

Modifications can be discussed, based on INDC's needs.

About the Instructor:



Osnat Lautman is a well-known intercultural expert and the author of the Amazon bestselling book 'Israeli Business Culture'. Osnat is passionate about cultures, connecting humans and breaking through culture barriers. She created the ISRAELI™ model of Israeli business characteristics (Informal, Straightforward, Risk-Taking, Ambitious, Entrepreneurial, Loud, Improvisational) to reveal the foundations of the Israeli innovative culture. Osnat supports many organizations and individuals to effectively connect and engage with Israelis, avoid misunderstanding and maximize the value of combining the innovative Israeli spirit into a multi culture environment.

Osnat is the founder of OLM Consulting and her customer include the Manufacturers' Association of Israel, 888 Holdings, Nova, The Jewish Agency, Verint, NYU Tel Aviv, Embassies (British, Swedish and Belgium), FIDF, John Deere, Israel Defense Ministry delegation in New York, National Bank of Australia, Hebrew University of Jerusalem, Corning, SkyVision, ObserveIT, MX1, Israel Export Institute, StartApp, Tel Aviv Municipality, and many others.

Osnat lived in Hoboken, New Jersey, from 2009 to 2013. During this time, she started her extensive research on the differences between Israeli and non-Israeli business cultures, including video interviews with businesspeople from numerous origins. The recorded discussions are incorporated into her lectures and workshops for demonstration purposes.

Osnat holds a M.A in Social Science and Communications from the Bar Ilan University, Israel and a Certificate in Organizational Development from the New York University, New York

Cross-Cultural Communication
Your Journey to Global Leadership Success