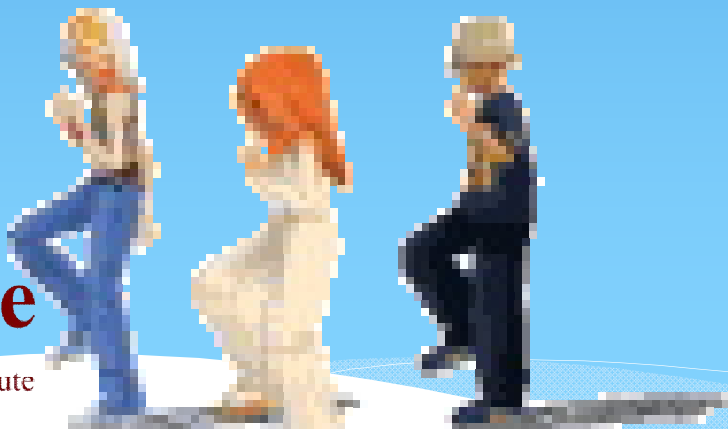
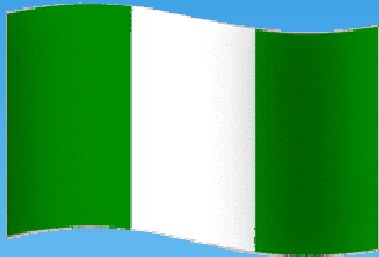


“Motivation and Work Commitment, based upon Carina Baum’s personal practice and the Israeli Experience”



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INTRODUCTION TO ISRAEL

LOCATION



INTRODUCTION TO ISRAEL

LOCATION - CHALLENGING GEOGRAPHICAL ENVIRONMENT

- * Diplomatic isolation in the Middle East since independence (1948).
- * Economic isolation regarding global trade, security industries and other major industries as a result of the Arab Boycott.

INTRODUCTION TO ISRAEL

LOCATION - CHALLENGING GEOGRAPHICAL ENVIRONMENT

- The benefits of isolation:
 - Search for new business opportunities outside the Middle East.
 - Increased competition with developed economies in Europe and North America.
 - Intense technological investments in Communication, Computer Science, Engineering and Software.

INTRODUCTION TO ISRAEL

LOCATION - CHALLENGING GEOGRAPHICAL ENVIRONMENT

Outcomes:

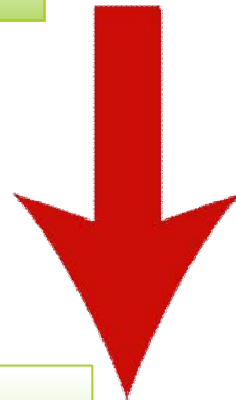
- No “friendly” geographical boundaries – long distance export.
- Commitment to success (in security and economy).
- High profile security industry.
- High scale governmental R&D investments, especially in the security sector.
- High scale governmental investment in Education, from primary education to higher education.

INTRODUCTION TO ISRAEL

LACK OF NATURAL RESOURCES

Shortage of fresh water

No natural resources
(recently discovered gas)



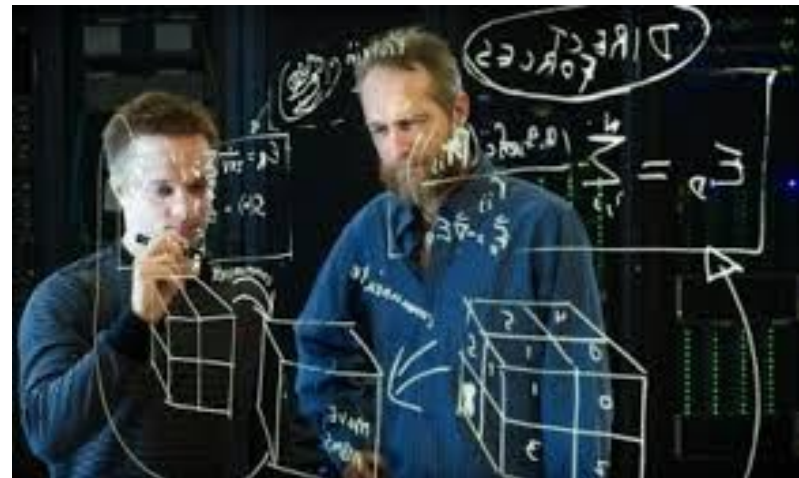
Strong and well
financed R&D activities
and institutions

Investments in education
and in capacity building

INTRODUCTION TO ISRAEL

INVESTMENT IN EDUCATION

- * Number of researchers of all workers in the business sector: 2.1% (First place in the world)
- * Israel has the highest ratio of university degrees to the population in the world.



INTRODUCTION TO ISRAEL

MAIN ACHIEVEMENTS IN AGRICULTURE

Watermelon and Melon in the desert:

- Growing them in the air (no soil).
- All year around.
- Sweeter.

Aquaculture in Kibbutz
Ketura in the Negev Desert



INTRODUCTION TO ISRAEL

MAIN ACHIEVEMENTS IN AGRICULTURE

Israeli cows – 50 liters per day
(no. 1 in the world)



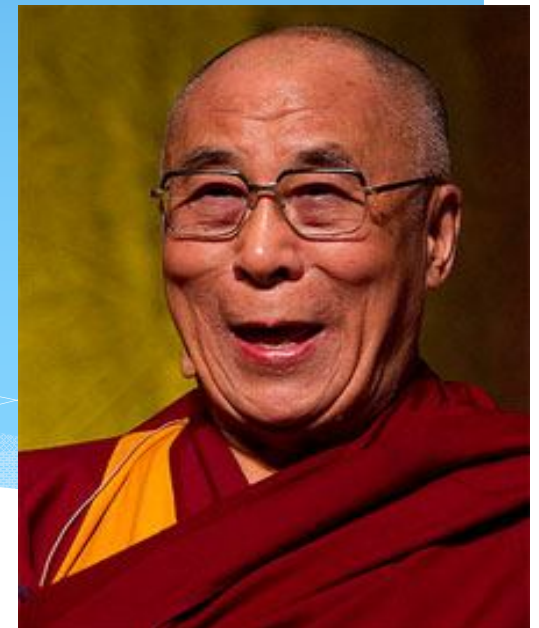
A positive attitude starts with a smile!



His Holiness the 14th Dalai Lama.

The Dalai Lama believes in the surprising power of laughter and smiles to reach other people, even our enemies

laughter is contagious.



~~Negative~~

T **H** **I** **N** **K**

Positive



**a healthy
attitude is
contagious**

but don't wait to
catch it from others

be a carrier

A small ginger cat is walking from left to right in the foreground. Behind it, a large, dark shadow of a lion is cast against a dark, textured wall. The shadow of the lion is much larger than the cat, illustrating the concept of attitude. The text is overlaid on the lion's shadow.

**ATTITUDE IS A
LITTLE THING THAT
MAKES A BIG DIFFERENCE.**
- WINSTON CHURCHILL

Make a difference
Outstanding
Thankfulness
Inspiration
Virtuous
Admirable
Truthful
Invaluable
Optimism
Nurturing

Challenges are good

Life is often about
taking choices and
making decisions

FIGHT YOUR FEARS

Have the courage to take risks. Go where there are no guarantees.

Have the courage to accept that you're not perfect, nothing is, and no one is — and that's OK.

BE PASSIONATE

Do what you love, even if you don't love it every day.

Learn to accept — your own strengths and weaknesses.

Look at yourself honestly... understand your passions, your skills, your temperament..... and your limitations.

I have learned that Persistence is critical. Being creative AND persistent is even better.



Creativity

Be free

Don't fear the mistake

Allow your mind to fly..

Share your ideas with friends

Believe in your ability to change



Serenity Prayer

God, grant me the serenity to accept the
things I cannot change,

The courage to change the things I can,

And wisdom to know the difference.

by the American theologian [Reinhold Niebuhr](#)

Passion



Goodwill

Optimism

Dedication

PATIENCE

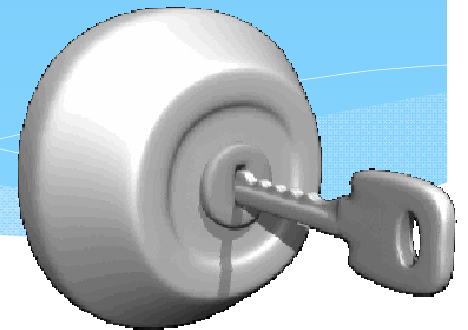
Persistence

Cooperation

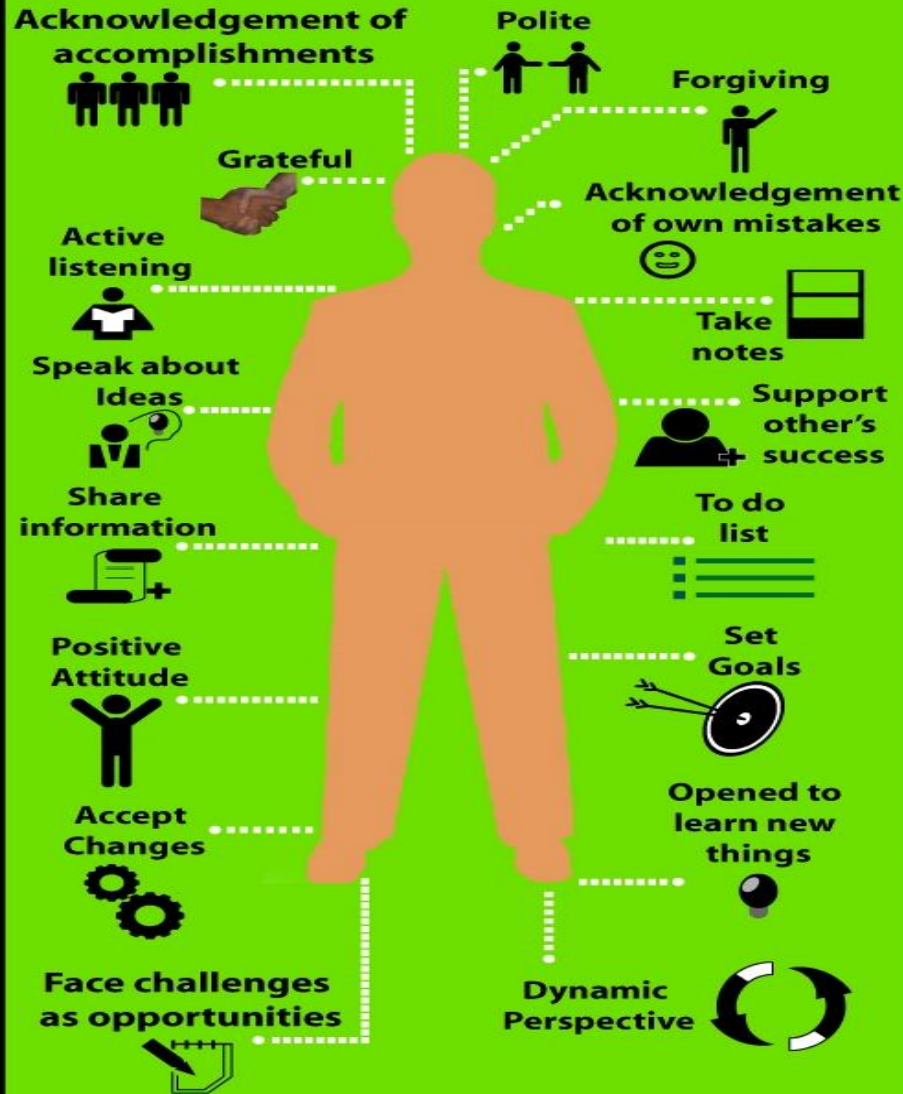
Determination

A major key to success is:

- ✓ To recognise your achievements
- ✓ Be aware of your weakness
- ✓ Always be ready to learn and improve



People with high self confidence

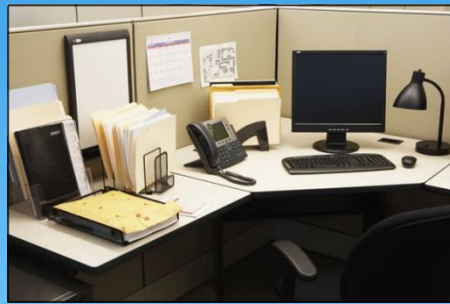


People with low self confidence





Effective Work



Postponing



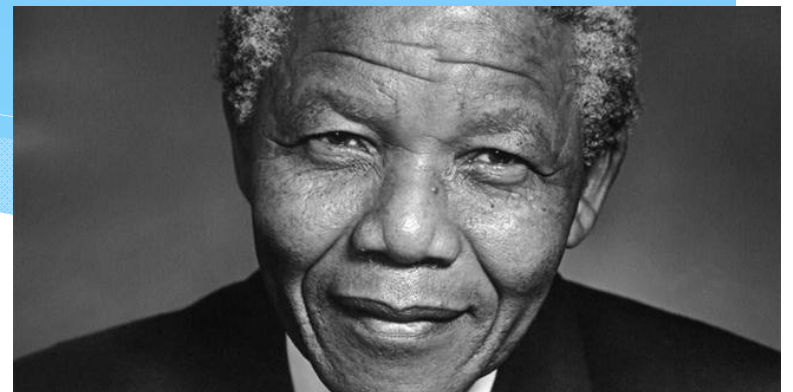
A dream you dream alone
is only a dream.

A dream you dream together
is reality.

-John Lennon

“ Action without vision is only passing time, vision without action is merely day dreaming, but vision with action can change the world.”

“ Everyone can rise above their circumstances and achieve success if they are dedicated to and passionate about what they do.”



.....and my personal favourite:
**"Education is the most powerful
weapon** which you can use to change
the world."

