



## Placement Opportunity

Undergraduate (BA) student: ☒

Graduate (MA) student: ☒

Reference:	IL Leadership - 01
Company Name:	Lessons In Israeli Leadership
Company Type: (Startup/Mature/...)	Project
Location: (full address)	Remote // Hatidhar 5, Raanana
Duration of stay: (min 2, max 6 months)	Flexible

### Project Description:

#### *Lessons Learned From Israel's Finest Minds.*

##### What This Is All About

What makes Israeli leaders so uniquely Israeli? And how does the famous secret sauce of Israel's success story translate into everyday behavior? We are asking those who would know best!

The project "Lessons in Israeli Leadership" was launched in 2020 to extend the prevalent research on the underlying factors of Israel's startup wonders, and to understand the engines behind the frequently quoted success stories: the Israeli leaders – and specifically their everyday behavior at work.

Through in-depth one-on-one interviews, we zoom in on different aspects of their leadership practices, their decision making, their communication style and their approach to team management, among others. Thereby, we extract behavioral insights into the Israeli way of business that everyone can put into action – be it in Israel or abroad.

##### What We Publish

Currently, we are putting the spotlight on one leader a week by sharing some of their insights with an international community. See early examples of our posts by following the LinkedIn hashtag [#lessonsiniisraelileadership](#).

In the near future, we will be adding several content formats (such as podcast, video series, mailings, etc.) and release a second, more functional version of our project website. At the same time, we are conducting a large-scale research study, translating the interview transcripts into quantitative data. The goal is to analyze patterns in the behavior of Israeli leaders and to reveal findings that might contribute to the global research on leadership, management and company culture.

Additionally, we are exploring ways and strategies on how to turn the current project into a company that will offer value to those interested in enhancing their leadership practices.

See our early project page on [www.il-leadership.com](http://www.il-leadership.com)

### **Job Description and Tasks:**

You will join the project's founding team and get as close to the heart of the endeavor as possible. Apart from joining the interviews with Israel's top leadership elite (every interview being a masterclass in leadership on its own), you will be responsible to drive the development of new marketing and publishing formats, such as the development and release of a podcast series, videos and several mailing formats. Additionally, you will get close insights into the development and analysis of a large cultural research study aiming to conceptualize the Israeli way of leadership culture.

Depending on the time of your internship, you will assist the founding team to turn the project into a stand-alone company with everything it requires to become sustainable: developing and implementing a monetization strategy, scouting and winning project partners, creating payment content, and so on.

Last but certainly not least, you are welcome to enrich the project on its way to becoming a company with your very own ideas and initiatives. We are curious to hear your thoughts and are looking forward to supporting your vision!

Join us for a unique perspective on the Startup Nation's ecosystem through the lens of the country's finest minds and decision-makers.

Your work will include:

- Being part of interviewing outstanding Israeli leaders
- Developing and facilitating new content formats (such as podcasts, videos, mailings)
- Designing visuals for the project's content distribution
- Engaging in academic research on leadership culture
- Funding acquisition and partnership management
- Being involved in strategy development for a future company

### **Essential Requirements:**

- Fluent English
- Previous background in business and/or leadership is a strong plus
- High degree of motivation and independence
- Creativity and a solution-focused mindset

Nice to have – but won't break it, if not:

- Familiarity with design software
- Familiarity with website development and/or website management
- Previous experience in Marketing and/or Communications
- Previous experience in releasing audio and/or video formats

### **Remuneration Details:**

Depending on the length of your stay, we'll be happy to discuss how we can help you cover your expenses.