

## Women in the Workforce... *Vataas B'chefetz Kapehah* Don't Dare to Think Big!

SHAINDY BABAD

Now, just before you start slinging the mud...

Of course you should think big. Aim high. The sky's the limit. Don't box yourself in. Reach for the stars.

Of course we should encourage each other, our daughters, our sisters, our friends, ourselves to reach beyond the horizon and aim for greatness in our every endeavor.

Then what is my message?

Last week, 300 women got together. It was a very unique gathering. Most of the women didn't know each other, yet felt like family. This isn't the story of a far-flung *mishpachah* getting together for a family reunion. It is the story of the power of networking and mentoring.

Over the last couple of years Temech has pioneered a mentoring/networking program called Kesharim in Eretz Yisrael. At the beginning no one really knew what that meant. Was it tutoring? A course? A job opportunity? Those "in the know" are aware that networking is the act of getting to know others, most often for work and business purposes. Thereby, relationships develop that in turn generate value. To be mentored is the opportunity to be guided by one more proficient and advanced in experience and skills. Mentoring and networking often happen together — and are one of the lesser used and known avenues to exponential professional and personal growth.

With this goal, of giving women connections and skills, a platform to grow and continue to advance, Kesharim was born. It became the medium used by more than 400 women to do just that!

Last week's celebration heralded the end of a full year of 30+ groups meeting all over Israel. It served as an opportunity to meet other groups. It expanded, by a factor of some 1,000 percent, the power of their networking and mentoring opportunities. The day was filled with professional lectures, chizuk and, of course, networking and mentoring games. Tasty refreshments enhanced the meeting, and camaraderie was enjoyed by all.

Yehoshua Hass, a seasoned business coach, shared the secret of effective networking. **Don't think big!** When you reach out to others, never ask for something too big. If you reach outside the comfort zone, you are bound to fail. Whether asking for the favor or granting the favor, make sure to break your request down to the smallest possible component. Make sure the request is something that you would feel comfortable offering others. When the request is small enough, it is both accessible and easier to implement.

You are interested in meeting the industry leader in your field. At a work conference you discover that the person sitting next you, whom you don't know at all, used to work for him/her. That seems like the perfect connection.

Your gut reaction might be to ask for a recommendation, perhaps a meeting with the head honcho. But that is a tall order. The connector doesn't know you at all, and is probably uncomfortable putting her relationship with this person on the line for an unknown. You can ask **big** — but you will probably be turned down — and the opportunity lost forever. (Twice, by the way! By asking for too much you risk losing the respect and interest of your connector as well.) Instead, think of a small, safe request and start with that.

Perhaps you can ask your newfound colleague to take a look at something you wrote and give her personal feedback — as well as her take on what the guru would say. This way you are building the relationship, showcasing your skills and asking for something that carries no risk. If she is impressed and likes your work, you may be able to develop the relationship further, eventually reaching the level where requesting a meeting would not be out of line.

One of the organizations we work with sought funding from a local government entity. The CEO networked with someone on staff, resulting in actually landing a seat for the CEO at a critical roundtable discussion at the council. The topic was just his organization specialty. The CEO was pumped and preparing to make a pitch and ask for funding. What better opportunity? It may never come again! Hass recommended a slower approach.

The CEO's goal for the meeting should be to showcase his offering. Nothing more. He advised, "No one knows you yet. Save the budget pitch for after you've impressed, deepened your relationship and are really ready." Following the advice took longer but eventually won that organization substantial funding.

Thinking small is tough work. Breaking down requests and goals into bite-size, step-by-step increments is agonizing. It requires the skill to think ahead and build a process.

And yet, thinking small is the key to building success one step at a time and creating valuable resources.

Think small. Ask small. Give small bits of assistance.

Get BIG RESULTS.



*Temech is a nonprofit organization that promotes employment, entrepreneurship and professional development for women in Israel. Shaindy Babad is the CEO of Temech. Shaindy joined Temech in 2008 after working in high-tech and as a serial social entrepreneur.*

*We want to hear from you! This discourse is for and about you, me, all of us. Please send your comments, thoughts to hamodia@temech.org*

### DAY TO DAY

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are banned from meetings sponsored by the ministry at its headquarters, or in any of the institutions — including hospitals — it is responsible for. In their place are yogurt, nuts, whole-grain crackers, cheeses and fresh fruits and vegetables — that can be washed down with water, coffee, tea, or seltzer.

"When you offer healthy alternatives in the workplace you create an atmosphere that supports healthy eating," Fast said. "Healthy fare will help Health Ministry employees avoid getting fat and ensure they remain healthy. This is a process we in the ministry must lead, to show others it is possible."

#### Agriculture Ministry Puts Chill on Cattle Flights

Citing animal welfare concerns, the Agriculture Ministry announced on Monday a temporary ban on live shipments by air, following an unusual number of deaths among calves on a recent flight from Hungary.

Shipments of all live animals to Israel by plane have ceased, pending an investigation by the ministry's Veterinary Services to determine the cause of the deaths.

Meanwhile, the government is working to expand the import of chilled meats as an alternative. To that end, the ministry has authorized about 20 additional plants in Europe to export such meat to Israel, and is looking into increasing the shelf life of chilled products imported from South America.

"I am working to extend the shelf life

of chilled meat imported from abroad, so that we can reduce the unnecessary suffering of animals and take care of consumers by bringing more high-quality meat to Israel, and at cheaper prices," Agriculture Minister Uri Ariel said.

The animal welfare organizations, Anonymous for Animal Rights and Let Animals Live, welcomed the ministry's actions, but said it wasn't enough.

"We welcome the suspension of air shipments, which are only a tiny fraction of live transports, carried out mainly by sea," they said in a statement. "We call for an immediate cessation of all live shipments."

They criticized Ariel for raising the number of live shipments during his term as minister, noting that in 2016 alone, more than half a million live lambs and calves were imported from Europe and Australia, mostly by sea.

#### Public Warned Against Decorated Pacifiers

Parents must not give their babies decorated pacifiers, the Economy Ministry's Commissioner of Standards and Industry has warned.

The decorations sometimes come in the form of beads or stickers, which can be a choking risk if they come loose while the pacifier is being used.

Adding decorations, ornaments, or stickers is prohibited by national safety regulations.

The issue arose when the National Center for Children's Safety and Health Beterem called the matter to



Danna Hymanson/Flash90

A view of the beachfront at Caesarea National Park in Caesarea.

the ministry's attention after decorated pacifiers were spotted being sold in Bat Yam. The Commissioner of Standards ordered a halt of the production and sale of those pacifiers and put out its general warning.

#### Caesarea Trumps Masada as Top Tourist Site

Israel's most popular natural park in 2016 among foreign tourists was the National Park of Caesarea, site of ancient Roman ruins and an active amphitheater overlooking the sea, a Parks and Nature Authority survey shows.

It beat out the perennial favorite, Masada, which came in second.

Among Israelis, the National Park

of Ashkelon, which includes ruins that predate the Roman period, came in first. Until two years ago, Masada was the top site visited by both Israelis and foreign tourists.

Overall, 612,000 tourists visited Caesarea in 2016, while Masada welcomed 520,000 visitors, 329,000 of them from outside Israel. In third place was the Ein Gedi site, with 446,000 visitors, followed by the Banias, where 432,000 people enjoyed the springs and pools. That was followed by the Ashkelon site, with 369,000 visitors.

Over 8.7 million people visited the country's national parks in 2016, 6.7 million of them Israelis — a 10 percent increase over 2015, and 25 percent more than in 2012, the Authority said, summing up what it said was an "excellent" year.