

Women in the Workforce ... *Vataas B'chefetz Kapeha* You're in Charge

SHAINDY BABAD

I get stopped at PTA, at the grocery and while standing in the rain waiting for my son to get off the bus.

We get calls, 10 a week at least, at Temech.

"Can you give me advice?"

Sure! Personally, it's my greatest pleasure to share my experience and knowledge with others. Every member of Temech's team has personally experienced the thrill of helping someone grow. We have also learned the art of asking for advice ourselves.

"Should I take a loan and buy more materials?"

"Should I hire an employee?"

"Is rebranding a good idea?"

"Where can my daughter get a job?"

"Why does my boss think I am a trouble maker?"

"How much should I charge for my services?"

"Should I leave my job and start a business?"

If you listen closely, you will notice that most of the queries are prompted by a desire to grow.

Growth is often hard. Painful. Unsure. Worrying. Growth is a time of uncertainty, and we easily fall into the trap of making important decisions based on mood,

high hopes, dreams, and prevailing atmosphere. How do we gauge whether our decisions are being guided by the intuition borne of years of experience or emotional whim?

We've all heard stories of wild success — but we've also all heard stories of bad decisions that caused a successful business to fail. Fast, furious growth can be dangerous. Slow reactions to market opportunities prevent us from actualizing potential and hold us back. How do we check ourselves and gain balance?

Standing between the milk and yogurts I will ask the inquirer about her business and her professional history. While the responses I get are as varied as the women themselves, one thing typifies them all. As they talk about their past they speak with passion, with deep understanding, displaying experience and the intimate knowledge of the details that brought them to this stage.

When we explore new vistas we often feel insecure and unsure, and our intuitive response is to request advice. However, once we start considering the details needed to present the situation in order to get relevant advice, we discover that we are the absolute mavens of our situation. Who could possibly give us advice that takes everything into consideration?

At this point in the conversation, we

realize that we know ourselves best. We know our business, our job, our opportunities. We have a feel for our customers. This is a critical part of getting good advice. With this knowledge, we can formulate our questions. This is when we can reach out to the right professional, collect the information, data, market research, experience that we lack and cross the next hurdle.

The art of getting good advice is the art of asking good, specific questions.

By acknowledging that "you are the boss," that you are both very knowledgeable about your situation and that you — and only you — will own the next steps, you are ready to reach out for direction.

"I've decided that I need to move my business to a real storefront. How much more will I need to sell to cover the additional costs, including the risks of lower traffic times? How can I include new, more expensive products without confusing my current customers?"

"I've decided that my business needs advertising. No one knows about us. How many types and target advertising should I run at the same time? How and when can I measure if the advertising created enough impact?"

As soon as we know what decisions we need to make, we are in control and

recognize what should be happening. We can then ask how. We need to know where we are headed. We need to choose a path. We need a map. We need directions. That is exactly what we are here for. And that is the power of getting advice.

Smart people ask for advice.

Smarter people ask smart people for advice.

Smartest people remember the advice is theirs to own.

Be in charge!



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. She also advises women, companies and organizations aiming for success.

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

Security and Diplomacy

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Palestinian Official Rejects Kerry Peace Plan

PLO Executive Committee member Mustafa Barghouti issued a three-point rejection of John Kerry's peace plan, indicating how far from compromise the Palestinian leadership remains on the core issues.

Although Barghouti accepted Kerry's focus on "settlements" as the crux of the problem, he said that "the concluding principles were not something we could agree with."

"First, you cannot make the issue of Palestinian refugees only an issue of compensation." He insisted on the claimed "right of return," something which Israeli leaders have agreed to only in token numbers at most.

"Second, recognition of Israel as a Jewish state would deny the right of the Palestinian people who are citizens of Israel, and that is totally unacceptable. Israel cannot be Jewish and democratic at the same time," Barghouti said.

"Third, his formula about Jerusalem is absolutely something that the Palestinians cannot accept. It must be clear that Jerusalem is East Jerusalem according to 1967 lines. East Jerusalem should be the capital of Palestine. How can it be a capital of two states?" Barghouti concluded, saying that compromises to the 1967 borders cannot be tolerated.

EU Spy Drone Crashes In Mount Chevron

Startling evidence that the European Union has been spying on Jewish communities in Yehudah and Shomron came to light Monday when a surveil-

lance drone crashed on Mount Chevron, according to local media reports.

Nearby residents from the town of Maon in Yehudah retrieved the drone and took it to the Regavim Movement for Preservation of State Lands, where it was identified as having been sent by the European Union.

Footage obtained from the device included images of IDF bases, antennae and other surveillance targets. The last images show it flying low over residents before crashing next to a car.

Regavim accused the EU of conducting an espionage program against the Jewish communities of Yehudah and Shomron.

"What started as illegal [Arab] construction continues and now is harmful to [our] security," said Oved Arad of Regavim. "For years the European Union was involved in illegal [Arab] construction in Yehudah and Shomron. Now it turns out that EU officials, together with the Palestinians, are even documenting Israeli communities and sensitive locations in Yehudah and Shomron. The Foreign Ministry must respond strongly and unequivocally against this activity, which crosses a red line and is very dangerous."

Australian PM Turnbull at Menorah-Lighting Condemns 'One-Sided' U.N. Resolution

Australian Prime Minister Malcolm Turnbull condemned the United Nations Security Council resolution against Israel last month, slamming it as "one-sided" and "deeply unsettling."

Turnbull made the remarks at Central Synagogue in Sydney on Friday, where he took part in a menorah



Australian Prime Minister Malcolm Turnbull dancing with Rabbi Levi Wolff, Rabbi of the shul.

lighting, as reported by *The Australian Jewish News*.

Standing alongside Rabbi Levi Wolff, Rabbi of the shul, Turnbull said, "Australia stands with Israel. We support Israel, the only democracy in the Middle East."

Describing the resolution as "deeply unsettling for our community," he added that while "[Australia] supports a two-state solution just as the government of Israel does, it can only be negotiated between the parties.

"It is not assisted by one-sided resolutions made at the councils of the United Nations or anywhere else, and that is why Australia has not, and does not, support one-sided resolutions."

Turnbull added, "We support Israel in its efforts to achieve that solution. Above all, we stand shoulder to shoulder with Israel in the fight against terrorists."



Australian Prime Minister Malcolm Turnbull speaks at Central Synagogue in Sydney on Friday.