

STARTUP
NATION
CENTRAL

The MNC Toolkit: Communication & Marketing Strategies

Practical tools for multinational
corporations operating in Israel

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Amplifying Israel's tech & innovation story



In the global tech arena, a unified narrative is our secret to success. When we tell a consistent story about Israel's unique approach to innovation, we amplify our impact and strengthen our position as a global tech leader.

This story will equip you to become an ambassador and includes:

- 01 Our guide to sharing Israel's story
- 02 Showcasing our unique competitive advantage
- 03 A script for you to adapt in your own words
- 04 Resources to help you bring the Israeli tech brand to life

Four narratives that tell our story



Israel is a compact powerhouse

We're a nation of problem solvers

We're unreasonably optimistic

We're a warm, inviting community

Israel is a compact powerhouse

Equipped with talent, funding, research, and access to global markets, Israel was and continues to be at the center of global tech innovation.

A unique set of factors helps cultivate our diverse pool of skilled, bold thinkers, including waves of immigration, compulsory national service and world-class higher education.



We're a nation of problem-solvers

Unlike other global economic powerhouses, our tiny country hasn't always had the luxury of time, space, or security.

If necessity is the mother of invention, impatience is the driver of Israeli innovation.

Solving problems is hard-coded in our DNA.



We're unreasonably optimistic

We offer bold, determined, audacious innovation, with a healthy disregard for formality and authority.

We abandon formal protocols, are immune to failure on the path to success, and possess an irrepressible confidence and optimism in the future.



We're a warm, inviting community

In Israel, there's no distinction between business and pleasure. Meetings can end with a drink by the beach or an invitation to Friday night dinner.

When you become friends with one Israeli you're welcomed as family by the entire ecosystem. Israelis are fiercely loyal and will drop everything to help a friend or colleague.



How we say it ...

IT STARTED MANY YEARS AGO.

Our country was a desert with no natural resources, very little water, and little security. We needed to absorb hundreds of thousands of new immigrants from all over the world.

We had to build houses, hospitals, schools, power stations, transportation... we needed to feed our people.

There was no one to help us, we needed to do everything on our own. And fast. We were in a race against time.

If necessity is the mother of invention, urgency is what drives Israeli innovation. It has made us impatient for results and has created a unique approach to problem solving.



WE CALL IT IMPATIENT INNOVATION.

Impatient Innovation is a unique way of thinking, working, and solving problems together. We want to find the best solution as fast as possible.

So, we don't waste time with office politics and protocol. The best idea wins. If you have a better idea than your colleague, you're expected to speak up and share it. If you think your boss is making a mistake, you're expected to challenge them.

People are judged by the quality of their ideas – not by age or rank or title. We're taught to think like this from a very early age. To be bold and daring, to question authority, to try new things. And most importantly, to never give up.

How we say it ...

We are crazy optimistic for the future, because we have no other choice. Optimism has fueled us for generations and it's what drives us forward today.

It's easy to be pessimistic about all the huge challenges the world faces - healthcare, food security, climate change, security. We think standard innovation is taking too long to come up with solutions.

We have thousands of brilliant minds impatient to solve these problems. And they are supported by a huge ecosystem - from high schools, universities, startups, billion-dollar unicorns, technology accelerators, incubators...

Our whole society is built to solve problems that others can't solve.

And when you work with Israelis you are welcomed as family by the whole ecosystem. Business meetings can end with a beer on the beach and an invitation to Friday night dinner with the CEO.

If you are as impatient for solutions as we are, there's no better people to work with.

**COME AND
JOIN US.**

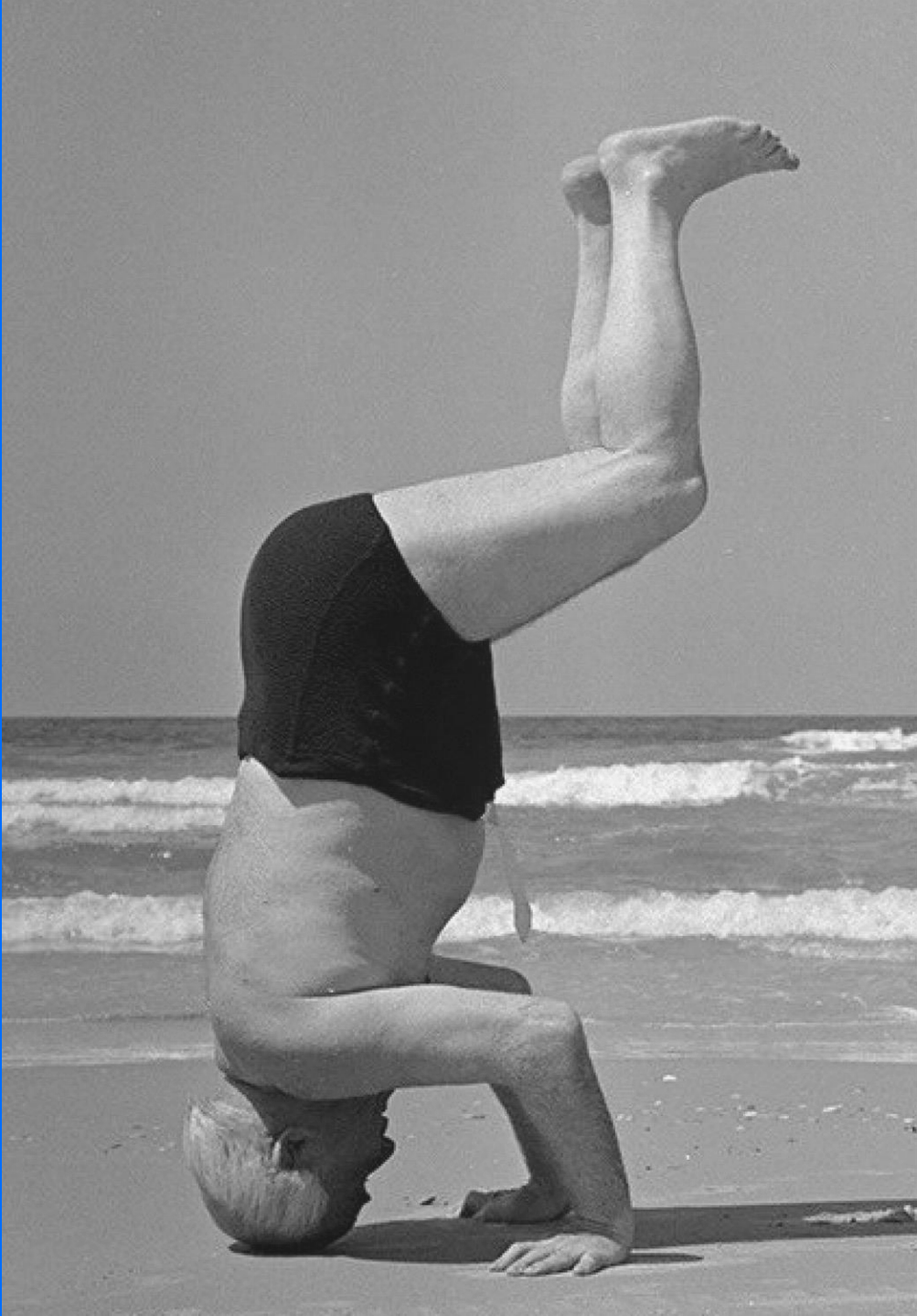
ARE YOU IN?

We call it IMPATIENT INNOVATION

DAVID BEN GURION,
FIRST PRIME MINISTER OF ISRAEL

Video: <https://vimeo.com/957188897>

We're here to support: hello@impatientinnovation.tech



INNOVATION IS BEST WHEN SHARED

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ACCESS ALL TOOLKITS



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