



## Cultural briefing – Israel:

# Training to train in Tel Aviv

### Our client

Headquartered in the USA, Johnson & Johnson is a global organisation that encompasses some of the world's largest and most successful healthcare brands. With more than 250 operating companies in 60 countries, it employs 114,000 people around the world.

### The brief

When our client needed to despatch an employee - a Technical Trainer from one of its businesses, Omrix - on a long-term assignment to Israel, **expatknowhow** was engaged to help ensure that he and his family were well prepared for living and working in their new cultural environment.

The employee and his wife are both US citizens with no prior experience of living overseas or travelling outside of their home country. They were both keen to find out more about and understand better, the culture they were going to experience. In particular, the employee wanted to know how to conduct business effectively with his Israeli counterparts, how best to fit in and what cultural and language issues they may encounter.

### Solution

As the employee and his wife were in the US at the time, it was decided to conduct the cultural briefing via telephone.

A comprehensive briefing was tailored specifically to meet the background of the couple, their interests and needs. In addition to standard information and advice relating to their destination - an introduction to the history of the Israeli state and Key cultural differences - the briefing focused on how to conduct business effectively in Israel, covering areas including;

- Business culture & etiquette
- Structure & hierarchy in business
- Building working relationships
- Working practices

**Outcome**

The assignment is underway. The employee and his wife are now settled into their new lives in Tel Aviv. With the benefit of having undertaken the cultural briefing beforehand, they have been able to adjust quickly and easily to the Israeli culture and way of life and the employee has settled well into his training role.

**Feedback**

“Excellent and helpful presentation, with a lot of useful information”.

Technical Trainer – Johnson & Johnson

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