

Inbal Arieli

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Author, Serial Entrepreneur and Tech Influencer, Founder Synthesis.

Arieli is a founder of Synthesis, a global leadership assessment firm, and author of *Chutzpah: Why Israel Is a Hub of Innovation and Entrepreneurship*.

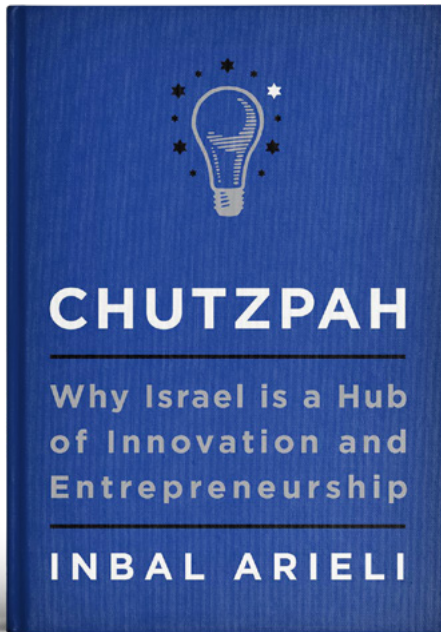
Born in Israel and raised on hummus and chutzpah, Arieli fostered her entrepreneurial skills during her mandatory military service, serving as lieutenant in unit 8200, the Israel Defense Forces' elite intelligence corps. After completing her military duties, and for the past twenty years, she embraced leading executive roles in the flourishing Israeli tech sector and has founded a series of programs for innovators, where she currently holds board seats.

Arieli lectures widely to business and government leaders around the world, analyzing and discussing the most critical leadership skills, based on how Israeli culture breeds risk-taking and entrepreneurship from the very ripe young age of four. Among her most popular keynotes are "Chutzpah: The Roots of Entrepreneurship", "From Special Forces to the Board Room" and "The Secrets of Successful Interviewers."

Arieli holds an LL.B. Law, B.A in Economics and an MBA, all from Tel Aviv University. A force to be reckoned with, she was featured as one of the 100 most influential people in Israeli tech and as one of the top 100 tech business women speakers in the world. She lives in Tel Aviv with her spouse and their three sons.

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Thinking of our future in business, education and life: What are the most critical soft skills and how can we practice and foster them?

Israel, a tiny country almost the size of New Jersey, has the highest percentage of start-ups per capita worldwide. For many years, the common belief was that the Israel Defense Force was the reason for the entrepreneurial mindset that exists in the country. That's partly correct. More important than the IDF is the toolbox, personality traits and mindset that Israelis practice and nurture from a very young age – traits like risk taking, creativity, resourcefulness and teamwork.

Arieli takes her readers on a deeper journey into how to actually apply these principles to everyday life, with a focus on business and innovation.

Living with chutzpah provides the opportunity to constantly practice the soft skills defined by the World Economic Forum as the skills for the future. Chutzpah offers proven strategies for success to aspiring entrepreneurs, business executives, innovators, parents and policymakers.


In our ever-changing business climate, whether you are a successful entrepreneur or a business executive, whether you work independently or for others, whether you are young or more experienced – there's always a way to practice your Chutzpah.

Target Audience

By revealing the unique ways in which Israelis parent, educate and acculturate, Chutzpah and Arieli's series of keynotes offer invaluable insights and proven strategies for success to aspiring entrepreneurs, parents, business executives, innovators and policymakers.

“

At the heart of Inbal Arieli's eye-opening deconstruction of Israeli entrepreneurial DNA is the question, 'How can we help our kids (and ourselves) learn and grow from failure?' A fascinating read.

Meir Brand, **vice president of EMEA Emerging Markets, Google**


“

An exceptionally entertaining and informative book. . . . A must read for those interested in decoding what makes the **Israeli innovation machine the most effective on the planet.**

Scott Dulchavsky, **CEO, Henry Ford Innovation Institute**


“

Imagine learning how to empower your children to become leaders, to instill in entrepreneurial wannabes the traits that breed start-up success and to catalyze your own innovation ecosystem ... all in one slim volume. Entertaining the reader with compelling personal stories, **Arieli systematically decodes the secrets of success** of the world's most successful innovation nation.

Ellis Rubinstein,
president and CEO of the New York Academy of Sciences


“

If you want to understand what makes Israel, pound for pound, the single most dynamic nexus in the global entrepreneurial ecosystem, **read this book right now.** Arieli has given us a blueprint for the culture that has turned Israel into a powerhouse over the past two decades. Her account is entertaining, personal, and accurate.

Michael Fertik, **Founder and Managing Director, Heroic Ventures**


Signatory Keynotes by Inbal Arieli

Chutzpah – Skills For The Future

This keynote covers anecdotes and explanations provided in Arieli's book, Chutzpah.

Israel, the Start-Up Nation, is full of young talent with unique character. Inbal Arieli provides a cultural perspective, discussing the most important soft skills required for entrepreneurs and other jobs of the future as defined by the World Economic Forum, through a journey of the Israeli childhood, from infancy to military service, showcasing the special Israeli entrepreneurial DNA.

From Special Forces to the Board Room

This keynote complements Arieli's swim lane on Forbes.

For most people, comparing the business world with military special forces does not resonate. Arieli believes it should. Her experience in an elite unit in the IDF, combined with 2 decades in business, has brought her to the conclusion that the mindset of the special forces can and should be applied to innovative businesses, ranging from the team, through those of the organizational structure, to those related to culture.

Up-Start Unpacking and Data: Nation Phenomenon

Covering up-to-date data regarding the Start-Up and Tech ecosystem in Israel, as well as the reasons that led to such a flourishing ecosystem.

More keynotes available at chutzpahcenter.com

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Great talk! A great academy for entrepreneurship and innovation.

Chemi Peres, **co-Founder and Managing General Partner,**
Pitango Venture Capital

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Inbal Arieli is a dynamic speaker who captures her audience from her very first word.

Lisa Brill,
Board Member, JCC

Where Inbal Arieli has spoken



Kauffmar
Fellows



Mercedes-Benz



ŠKODA



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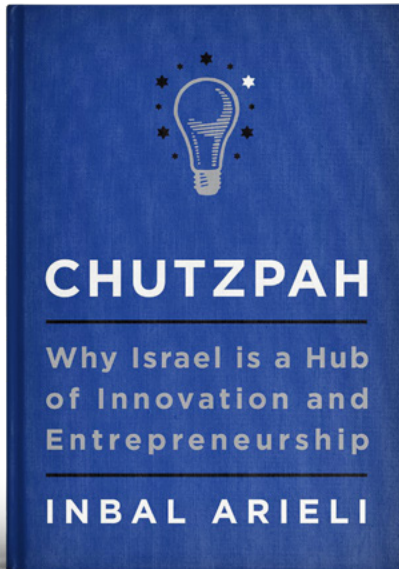
The presentation was thought provoking...
I found the key thoughts around potential over knowledge/
experience, agile mindset, success over excellence and a flat
structure were all topics I would like to dive into further and
understand how we might drive some of this thought process
into our organization.

Greg Hendrick,
CEO, AXA XL



Suggested Interview Questions

- Q.1** How has your experience as a Lieutenant in the elite Israel Defense Force Intelligence unit 8200 influenced your work in the Israeli tech sector?
- Q.2** Where did you first see the parallels between the lifecycle of a startup business and Israeli childhood?
- Q.3** Do you see your book as a parenting book as much as it is a business book?
- Q.4** In the first stage, Discovery, you lay out the Israeli concept of balagan—messiness in Hebrew. Can you explain why this concept is so crucial in the creative thought process?
- Q.5** In the third stage, Efficiency, you speak about the constant state of uncertainty that Israeli children are raised in. Can you explain the stark differences between an Israeli and Western childhood?
- Q.6** What role does the Israeli military lead in shaping the youth and culture of Israeli lives?
- Q.7** What frameworks and concepts could countries and communities who do not have compulsory military service adopt? And in what way?
- Q.8** How do these lessons translate to the Israeli business sector?
- Q.9** How can aspiring entrepreneurs take the life lessons from the five stages of Israeli childhood and use them to create successful startup companies in other cultures?
- Q.10** Why did you decide to write Chutzpah?
- Q.11** What do you hope readers will take away from Chutzpah?



Chutzpah

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