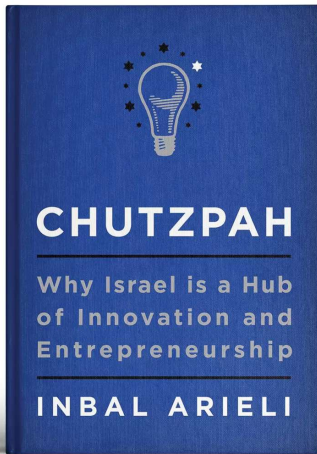


Chutzpah
Inbal Arieli

Medija Kit



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

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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 Forces 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 deep journey into how to apply these principles to everyday life, focusing 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.

Now is the time to find your own chutzpah!



Inbal Arieli

Author, Serial Entrepreneur, Tech Influencer & Investor

Arieli is author of Chutzpah: Why Israel Is a Hub of Innovation and Entrepreneurship, published by top publisher Harper Collins and translated into a variety of languages, and Managing Partner at Big.II, tech investment firm headquartered in Tel Aviv and part of a leading multidisciplinary group, with operations in South-East Asia, Europe and North America.

Born in Israel and raised on hummus and chutzpah, Arieli fostered her entrepreneurial skills during her mandatory military service, serving in unit 8200, the Israel Defense Forces' elite intelligence corps. For the past twenty plus 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 is an active investor, board member and key figure in the Israeli tech ecosystem. She lectures widely to business and government leaders around the world, analyzing and discussing the most critical leadership skills. Among her most popular keynotes and workshops are "Chutzpah: Skills for the Future", "From Special Forces to the Board Room", "The Secrets of Successful Interviewers" and "Chutzpah101."

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.



InbalArieli

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www.chutzpahcenter.com



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Chutzpah Dictionary

speaking@chutzpahcenter.com



inbalarieli

Special Projects

press@chutzpahcenter.com

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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**

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**

 HENRY FORD
INNOVATION INSTITUTE

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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

 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**

 HEROIC
VENTURES

Arieli lectures widely to large organizations, growth companies, start ups, global businesses and government leaders, analyzing and discussing the most critical leadership skills based on how Israeli culture breeds risk-taking, creativity, diversity and entrepreneurship.



Signatory Keynotes and Masterclass by Inbal Arieli

Chutzpah – Skills For The Future

Israel, the Start-Up Nation, is full of young talent with unique character. 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 unique entrepreneurial DNA.

From Special Forces to the Board Room

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

Chutzpah101 Masterclass Self Paced Online

Chutzpah 101 is a 5-module intensive, empowering and thought provoking learning experience, designed for young professionals, business executives, teams, managers and students alike. Prepare to question, explore, reflect and train intellectual and emotional muscles like never before.

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Inbal's series of talks has been an inspiring opportunity for our guests to learn and experience a view of where entrepreneurship comes from in Israel and as important, where can it go to. Our fortune 100 executive guests from companies like Coca-Cola, Turner and Mercedes-Benz are always wowed by Inbal's knowledge, unique perspective and fun way of telling a story.

Gabby Czertok, **General Manager, The Builders**



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”
Embrace Uncertainty.
It's everywhere. Learn to
navigate and adapt.
Train your agile
mindset. You'll end up
appreciating it

Inbal Arieli, Author of [Chutzpah](#)

”
Creativity isn't about
'thinking outside the
box'. It's about having
the chutzpah to imagine
a box-less world

Inbal Arieli, Author of [Chutzpah](#)

”
Think of every
experience as a
chance to develop
skills, just like you
exercise muscle tone

Inbal Arieli, Chapter 7, 67
[Chutzpah: Why Israel is a Hub of
Innovation and Entrepreneurship](#)

”
Make it Happen.
Act. Do.
More than you're
expected to. More than
you expect of yourself.

Inbal Arieli
Author of [Chutzpah](#)

”
Challenge the Obvious.
Look at the existing
reality, listen carefully.
Then shake things up.
Create a new order

Inbal Arieli
Author of [Chutzpah](#)

”
If life is naturally disorganized,
wouldn't developing the skills
necessary to deal with its
unpredictability be more
effective than trying to create
order?

Inbal Arieli, Chapter 2, 13
[Chutzpah: Why Israel is a Hub of
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