Invitation to a Mini Workshop by Moshe Yerushalmy

An interactive workshop by a noted international expert and consultant, Moshe Yerushalmy.

**Date:** 4:00 PM, February 13, 2017

**Place:** ÚT 114

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**Increase organization effectiveness and results**

**The need:**

In today’s turbulent, constantly chaining world, organizations is in-need to constantly increasing results, by optimizing both the efficiency and the effectiveness of the organization.

In the session, participants will be exposed to the practical implementation of the visionary management philosopher, Peter Drucker”:

“(The worker) should know *how his work relates to the work of the whole. He should know what he contributes to the enterprise…* If he lacks information, he will lack both incentive and means to improve his performance.”

In the session, the participants will **explore how these needs can archived**, by each employee and manager, within the organization, **aimed at increasing the engagement and the effective performance**.

**In the session we will run a directed-simulation using the “Serious Game”**.

We will begin at a bird view, the organization environment and the interaction with the collaborator boarders, than we will drill down into the specifics, efficiency and effectiveness factors and discuss how to optimize both enablers simultaneously.

**We will explore insight enlightening main enable for effective execution:**

- Understand the business environment, and the impact of actions on maximizing KPIs
- The uncertainty – Impact and how to deal with, using a practical, day to day, methodology
- Explore the corporation's causes and effects mechanics – main enable for understanding and reacting
- Understand the importance of each role in contributing to overall results
- Exercise business intelligence and acumen skills

**MBE was founded by Mr. Moshe Yerushalmy**, supported by a group of professionals. Moshe Yerushalmy is a leading management education consultant, with extensive experience in Management and Information
Technology, and with more than 20 years of managerial experience. Including managerial positions of: COO and CIO, in various organizations. He led successful change management and turn around initiatives. He holds MBA degrees in Information Systems (1987) and Marketing, including a degree from an International Marketing joint program of the Recanati School of Business (Tel Aviv University) with the Wharton Business School at the University of Pennsylvania as well as a B.Sc. in Industrial Engineering from the Technion – Israel Institute of Technology in Haifa.

Mr. Yerushalmy brings wide range of experience from various managerial positions over 20 years across various industries. He has distinguished himself in developing “serious games” that has been implemented successfully in thousands of managers.

The combination of his cross-industry experience has enabled him to develop the business intelligence and acumen that stand at the core of MBE Simulations management philosophy.