

The Washington Israel

Business Council

*Presents*

## “Working Effectively across the Israeli - American Cultural Interface”

It is easy to recognize areas of cultural differences when Israelis and Americans work together, such as communication styles, expectations in meetings and presentations, manager-employee roles, building client relationships, etc. What is not apparent is the impact of those differences. Cultural gaps can sabotage success if discounted, or can be turned into a competitive edge if correctly managed.

Israeli-US cross-cultural experts from Israeli-American Intercultural Advantage, who work with high tech and venture capital organizations, will share key problem areas and methodologies for bridging Israeli-US cultures, and leveraging them for success. And a panel of senior executives from multinational companies will describe their experiences in this space.

Tuesday, October 16, 2007, 6:00-7:30 p.m. at:

**zango**

3600 136<sup>th</sup> Place SE  
Bellevue, Washington 98006

*Light refreshments will be served*

By **RSVP only**, to [info@WA-Israel.biz](mailto:info@WA-Israel.biz)

*Individual meetings available with IAIA team by appointment.*

**Co-sponsored by:**



SVB Silicon Valley Bank  
A Member of SVB Financial Group



Consulate General of Israel  
Economic Mission



*Israeli-American Intercultural Advantage*

WIBC is a not-for-profit, non-governmental, membership supported organization dedicated to the strengthening of business and trade relations between Washington State and the State of Israel.

[www.WA-Israel.biz](http://www.WA-Israel.biz)