



Increasing Competitive Advantage: Understanding the Targeted Jewish Market

General Strategic Consultation Services List

Yesod: Strategic Consulting Group on Jewish Peoplehood Affairs aims to provide real time strategic support on issues of Jewish Peoplehood, empowering leaders and businesses to make smarter, more informed decisions that relate to Jewish communities in Israel and around the world.

At Yesod we are dedicated to building long-term relationships with our clients. Together, we provide our clients with the most effective information and insight, as a tool for the decision making process, enabling clients and thus achieving their goals. Our highly qualified executive staff comes from a broad variety of backgrounds, with wide ranging experiences and extensive professional relationships, thus providing a varied range of expertise based on a team tailored to our client's needs.

Strategic Consultation Services Provided:

- Strategic consulting on issues relating to Jewish Peoplehood, the relationship between the different Jewish religious and social communities, and understanding their varied and nuanced language, culture, modes of operation, and organizational structure – all to increase competitive advantage.
- Mapping of clients' already existing projects, new initiatives and similar endeavors, relating to entire Jewish communities or specific segments.
- Evaluating products and services and their implications for the targeted Jewish community or sector.
- Approaching a new market for possible penetration requires building an understanding of the many different factors that influence that market segment. To that end, we at Yesod

- Assess clients' opportunities, challenges and risks in relation to the cultural uniqueness of the targeted community and focusing market research accordingly.
- Support in adapting any products to a specified sector with an eye towards culture and sensitivities.
- Identify and assess key entry points into the targeted Jewish community client base and strategize to minimize entry obstacles.
- Map potential interested investment partners to maximize positioning.
- Developing suggested implementation tools for the designed strategy.
- Assisting in developing positioning and media strategy in the relevant Israeli and Jewish press.
- Preparing and supporting the vision, content, and implementation of projects and initiatives for conferences and presentations relevant to Jewish Peoplehood. Yesod attendance where requested.
- Developing a "community scan" which details all communities involved or influenced on a particular issue. This includes a listing of primary and secondary characteristics, communities' expected reactions to the issue both strategically and ideologically, and adjustments or modifications which may be more acceptable to the parties involved.
- Organizing internal seminars which brief key team members on targeted community or market segment, tailored for the area of interest.
- Ongoing strategic support – phone meetings, media scans, and strategic research.

Our services are tailor-made to the specific needs of the client, with a creative approach and an in-depth understanding of the client's vision and underlying motivations.

These services are provided with the utmost professionalism and expertise not only in the Israeli community, but for organizations and communities around the world.

For further information, questions, or requests, please be in touch with Emily Jaffe, Director of Internal Operations +972-54-816-2004 EmilyRJaffe@gmail.com

Thank you and we look forward to hearing from you
-The Yesod Team