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## Business Edu Aviad Goz: A true leader must always set the direction - ADVERTORIAL



Aviad Goz, the prestigious international trainer who has coached Microsoft and some of the world's most profitable multinationals, gave an inspiring speech about leadership and organizational development in times of change during the eight edition of Business Edu Forum.

Taking place between October 11-13, the event focused on Learning & Development strategies and aimed to bring together HR specialists, managers, entrepreneurs and HR consultants.

For Aviad Goz, achieving success means following a simple and efficient path: N.E.W.S – an intelligent instrument for establishing goals and action patterns. During his presentation at Business Edu Forum, Aviad Goz showed the audience how organizations can survive in an unstable market or business environment.

According to his coaching model, N.E.W.S, a company will operate effectively only when its leaders set a clear common objective for the entire team – the organization's North. The North implies the future direction, the mission and the vision of the company. Nevertheless, in order to reach North, a manager must pay attention to the East, which represents the motivation and the values of an organization or team.

Moreover, the leader is also required to indicate the West of a company – the plans and the methods of action. At the same time, a company should always take into consideration its South – internal and external hurdles that prevent employees from fulfilling their tasks.

Aviad Goz has been an international trainer since 1986. He has trained at over 1,500 companies in 50 different countries. Amongst his clients are many "Fortune 100" companies such as: Microsoft, Intel, Cisco, IBM, GE, HP, Pfizer, City Bank, P and G, Coca Cola, Schering Plough, MSD, Johnson and Johnson, Sanofi Aventis, Eli Lilly and many more.