Organizational strength is a way to look at an organization’s ability to endure a turbulent and dynamic era with multiple metamorphoses. The purpose of the conference is to raise awareness of the issue of organizational strength among that organizational consultants community in Israel. The conference will focus on the questions:

- What is organizational strength and what are its attributes?
- How do we measure the level of strength of an organization?
- What are the ways to reach optimum strength in organizations?

**Program:**

- 08:30 Arrival and registration
- 09:00 Greetings:
  - **Prof. Mario Mikulincer**, Dean, School of Psychology, IDC Herzliya
  - **Mr. Avi Shachaf**, IPPA Chairman, Israeli Association for Organizational Development.

- 09:10 **Dr. Zohar Borenstein**, a clinical and organizational psychologist, the multi-disciplinary Emergency Management and Disaster Program, Faculty of Medicine, Tel Aviv University: M.A. in Organizational Behavior & Development, IDC Herzliya.

  **Organizational Strength - Concept Mapping**

- 09:30 **Prof. Dan Zakai**, Head of the M.A. Organisational Behavior & Development, IDC Herzliya.

  **Conceptualizing Organizational Strength.**

- 10:15 **Prof. Molly Lahad**, medical and educational psychologist, renowned expert on intervention and treatment of stress and emergency, the President of the Mashabim Center.

  **Organizational strength in times of crisis.**

- 11:00 Coffee break and refreshments

- 11:30 **Concurrent Sessions:**

  **Moderator:**
  - **Ronit Kurtz**, organizational psychologist, consultant and a senior member of the IPPA, a lecturer in M.A. Programs in Haifa and Tel Aviv University in systemic organizational development and organizational consulting.

  1. **Building organizational strength during calm to achieve optimal functioning in combat**
     - **Tali Ochana Levin**, Head of organizational development in logistics & technology, IDF.

  2. **Positive Psychology in the Classroom: fostering self-efficacy and strength as well as personal and system prosperity**
     - **Oren Kaplan**, Dr. **Yael Israel Cohen**, **Hagit Navarro**, **Chen Ohana** & **Yehudit Kasorla ORT.**
Moderator:
Dr. Rafi Lev, former Head of the Police Leadership Development, senior consultant and member of the IPPA. Lecturer at the Academic College of Tel Aviv - Jaffa.

3. Organizational Strength, Development of Mental Preparation within the Air Force
Yafit Mercado, sociologist, Senior Advisor to technical staff of the IDF air force.

4. Development of Organizational Strength through Dialogue at the Academic College Zefat
Dr. Lipaz Shamoa - Nir, psychological and organizational consultant, lecturer in behavioral sciences, Academic College Zefat.

13:00 Lunch Break- light snacks

14:00 Strength in Organisations: What we know and implications for practice.
Prof. Sally Maitlis, Sauder School of Business, University of British Columbia Vancouver, Canada.

15:00 Coffee break and refreshments

15:30 Is it Possible to Create Organizational Strength that will protect us in times of crisis? A story and its lessons.
Dr. Orna Drizin, Chair "Nextar" – development of pharmaceuticals and medical accessories company, former CEO of National Laboratory Accreditation Network.

16:15 Concluding Discussion: Organizations Consulting for Organizational Strength
Moderator:
Prof. Dan Zakai, Head of the program behavior and development M.A organizations, IDC Herzliya.
Ronit Kurtz Dr. Rafi Lev, Dr. Zohar Rubinstein
Organizational consulting for Organizational Strength - What is the role of the consultant and what can be done? Compilation of discussion from concurrent sessions, and discussion on the possible implementation in practice:

Members of the Scientific Committee
Prof. Dan Zakai, Prof. Saul Fox, Dr. Zohar Rubinstein, Rafi Lev, Mrs. Ronit Kurtz, Mrs. Rakefet Keret Kroani
Early registration will be held until 24.03.2012 only through credit card.

Registration site: www.idc.ac.il/Organizationalstrength

Registration for concurrent sessions will take place on the day.

<table>
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<th>Early Registration until 24.03.2012</th>
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<tr>
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Space is limited please pre-register early.