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נושא: The Most Underestimated Virtues

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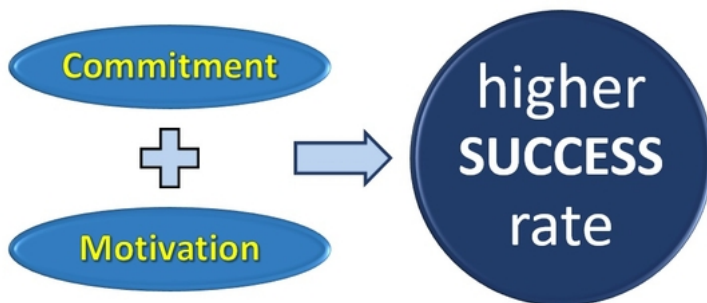
Hi,

Companies do not change the world.

Whether it is a business or the world, the only type of people who are going to leave their mark and make a significant Change are the ones who are committed and motivated!

So let us talk about those two underestimated virtues.

If you, your boss or your employee are working only for a paycheck then you, he and the company have a problem.



People who change the world

People who understand that they have multiple choices before them do not work 'for the Company', they work, first, for themselves.

Unlike the '*paycheck*', the '*self-commitment*' and the '*self-motivation*' are characteristics that have their own **self-power**. They can work on very little "fuel" (i.e. funds), and in some cases even without any fuel, or even pay just to be able to do the job.

For example, think of the ones who volunteer to work God or for Green Peace or the ones working on their own start-up without being paid.

A person which is characterized as a **strong** self-committed and self-motivated is having an inherent desire and deep need to succeed. It is obvious that while he succeeds in reaching his own work-goals the Company will benefit as well.

Note, it doesn't work the other way around.

Companies who change the world

Let's think for a moment on the companies that changed our economy and our way of life. For example; Apple, Microsoft, Google, Facebook, Waze, WhatsApp, Amazon, etc.

Their founders shared one thing – they were all *self-committed* and *self-motivated* and they worked to fulfill their own dream, as only they vision it. The result was – changing the world.

The things you should look in your team

Big companies do have the time and money - they can afford to have people and working with people who are working only or mainly for the paycheck.

Small companies, such as Biofeed, with the desire to bring a change to our world, do not have this option. Small companies have to move fast, effectively, and usually, have limited resources (few dollars in their pockets).

When I hire a new person to join Biofeed's team I first try to understand his level and source of **commitment** and **motivation**.

Why? Because I want to see if the source is one that will last for a long time, e.g. personal values, or a short time, e.g. money.

If the commitment and motivation are there, and for the right reasons, then I am happy. I know that the 'professional aspects' will be quickly covered by him, together with our firm support.

In such a case, the result will be over-achievement of the goals – as his personal desire and needs are pushing him to bring the change **he** wants.

At that point, Biofeed is having a happy employee and an asset that will rapidly grow and contribute even more, and with it, the company will flourish as well.

However, if this new team member does not have those qualities, he is just going to use our limited resources and as not pulling the company forward, he will slow us down.

Partners

The same thing I look to have in Biofeed team, I also look to find in my business partners, science partners, and any other potential partners.

Funny or not, the characteristic is similar. You simply want them to "run" forward with you, have a similar desire, motivation, and commitment to succeed and not to slow you down.

The past 2 weeks are clear proof of the above

Working with positive people who are also self-committed and self-motivated, has an additional upside; it fills you up with good positive energy and enables to share a common desire.

Commitment plus Motivation plus Good Energy is a powerful 'explosive mixture'. If you have this, you can practically do anything. Anything.

In the past 2 weeks, I had a chance to see twice the benefit of this powerful mixture in action;

The first took place while working in Togo with the two leading universities, the Plant Protection, Agriculture Research Institute and the Ministry of Agriculture.

Wow... We were so productive and each one was contributing to the motivation of the other so we did things in a week that otherwise can take months and even years. By the end of that single week, we practically initiated a pilot for a National Fruit Fly Control Project.

The second event in which I met with that 'explosive mixture', took place in Ghana. The level of commitment, motivation, good spirit and desire to succeed I met there is the only explanation to how we were able to do so much in so little time.

This is even more incredible, as the leading member of the local team does not come with any firm background in agriculture, pest control or agrochemicals. However, that person is charged with an enormous amount of the above 'mixture'.

Biofeed way of making business

Commitment, motivation, desire to succeed and good energy is what we are looking to see in any partner. We would love working with you if you have those virtues.

And, as to the professional aspects? If you really have the 'explosive mixture' within you, then I know you will find a way to deliver your promises, and we will surely deliver ours.

This is part of what we see as our Company Culture. Companies are structures. I sign agreements with companies, but I do not work with 'companies' I work with people.

I work for people and I believe in people. If I (and you) want to co-operate, and want our cooperation to last long, we need to understand each other's Company Culture and share a common desire of achieving common goals.

Together let's make fruit flies; 'just another pest'!

Join Us, Leave Your Worries Behind and ==> Make a Change!

Regards,



Better produce... Better future... Biofeed...

P.S. Soon there will be only two categories of fruit fly control; those who are spraying and those who are not. Those who suffer high infestation and those who are not. Those protected by *FreeDome* and those who are not. now is the time to step forward.

P.P.S. You think it should take many months to 'close a deal' with Biofeed? Think again. In both examples above, it took just a few weeks. Yes, less than a month from Talking to Working.

P.P.P.S. Biofeed team is quick to move, committed, motivated and full of energy. If you want to leave a mark behind you if you want to change the world for good, and if you want to make a good business in the process... contact me or Mr. Dotan Peleg (dotan@biofeed.co.il), our Head of Business, by return mail and Dotan will get back to you soon.

*"Green, effective, healthy and suited for **all farmers**, this is my pest management"*

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