**Full Articles**

**Brand Storytelling on LinkedIn:** [**https://bit.ly/3hG6pzz**](https://bit.ly/3hG6pzz)

**The Peace Conference You May Not Have Heard of:** [**https://bit.ly/3r9wQAA**](https://bit.ly/3r9wQAA)

**Posts for Social Media**

**Xtra Mile**

**Voice Search Marketing**

Generation Y and Z use voice search naturally and intuitively: they ask Siri for help when they conduct research; they talk to Google Voice when they run a search; they ask Alexa to play their favorite song while making coffee; they navigate to the office giving orders to Waze. Nowadays, voice commands can now be used conveniently from almost any device.

Voice search, speech, and intonation systems are becoming more sophisticated, integrating into a broader range of digital services: search engines, voice assistants, note-taking apps, navigation, and more.

Many marketing companies have already begun to conduct extensive SEO optimization & research of keywords & phrases – to provide accurate answers to voice search queries.

We anticipate that one of the most prominent trends in the marketing world in 2021 will be voice search marketing. Prepare your organization with three short yet useful tips from Neil Patel:

Link to post: <https://bit.ly/3hClD8G>

**GPT-3 AI Content Creator Algorithm**

In June 2020, Microsoft and OpenAI, an AI research laboratory (whose founders include Elon Musk), launched the GPT-3: a system with an algorithm that generates AI-based texts that are remarkably similar to texts created by humans.

How does the GPD-3 system work? First, enter the desired keywords. The system would then scan nearly a trillion words from Google and digital books, and recognize recurring verbal patterns, messages, and other bits of information from countless websites. The GPT-3 system would then use the results to create new texts according to your request: blogs, articles, emails, posts, and even poems.

Sophisticated big-data and machine-learning models power the GPT-3 system. How sophisticated? A GPT-3-based bot has been able to have a dialogue with Reddit surfers for weeks – without getting caught.

We believe that in 2021 more and more organizations will start using the GPT-3 system to create content, blogs, articles – and poetry. 😊 Watch a short correspondence between a GPT3 bot and a real person:

Link to Post: <https://bit.ly/3ehDY8U>

**Nostalgia Marketing**

Nostalgia has a mesmerizing power: it lifts our spirits and gives us a sense of meaning. We seek to return to the “good old days” – just for a brief moment.

Nostalgia Marketing is a strategy that markets brands and products by telling an exciting story relating to events and memories from the past. It creates a sense of affection, confidence, comfort, or excitement, encouraging us to purchase in the present, to improve our future.

There is a reference to this: a study published in 2014 in the Journal of Consumer Research demonstrated that people who were asked to think about nostalgic memories expressed a higher willingness to pay.

2020 was a chaotic year, a year of crises and uncertainty. Many of us yearn to return to our comfort zone – to the world before the Pandemic.

For many of us, photos from cafes, bars, parties, social gatherings, trips, and office meetings have already become nostalgic! 😊

That's why the Nostalgia Marketing trend will intensify in 2021, both in the B2C and B2B worlds.

Here is an example of how Microsoft used Nostalgia Marketing to promote its Internet Explorer browser: <https://lnkd.in/dpbGRUm>

Link to Post: <https://bit.ly/3B47adp>

**Campaign for People with Disabilities**

20% of Israel's population are people with disabilities. Over two million parents, family members, and caregivers provide help for them daily – physically, emotionally, and financially.

Although the participation of people with disabilities in the public arena has increased in recent years, there is much room for improvement in the business sector.

Therefore, together with JDC (The Joint) and Zionut 2000 organizations, we created AbiliTeam – a strategic and tactical program that helps organizations creating internal employee communities that supports & promotes employees with disabilities and their families in a variety of ways: raising awareness, improving recruitment & onboarding processes, upgrading caregivers experience, adjusting services and products and more.

The internal organizational communities that AbiliTeam builds consist of a wide range of people from within and outside the organization: parents & family members, managers, recruiters, volunteers, and many more.

Read more about the AbiliTeam project: <https://lnkd.in/dgXD4Md>

Link to Post: <https://bit.ly/3B6Z5o3>

**How Maccabi HR Strategy helped fighting COVID19**

We don't have control over the crisis's timing – but we certainly have control over how we prepare for it and overcome it.

Despite the many difficulties and challenges, Maccabi employees have stood firm at the forefront throughout the year. Maccabi Health care Services continues to recruit thousands of new employees for the extensive vaccination campaign that takes place nowadays.

Maccabi's success stems from developing a professional, comprehensive, and unique HR strategy, which maintains Maccabi's organizational resilience, prevented employee attrition, and fully supported them personally and professionally.

Read the full interview of Ari Or, director of the HR department at Maccabi, and Hava Tzuker, Director of Employee Experience & EB at Maccabi, for Calcalist: <https://lnkd.in/dxTGzef>.

Link to Post: <https://bit.ly/3z1Sf1y>

**Xtra Mile is Vegan Friendly**

We are proud to be awarded with Vegan-Friendly's business certificate for over 3 years, and we’re excited to take part in their initiative – to connect more and more organizations to vegan values: compassion, love, health, and preserving our only planet. 🌎

We are proud to be an organization that respects animal rights, protects the environment, and engages in ecological-friendly activities – even now, when most of us are working remotely 😊 It’s a part of Xtra Mile’s DNA.

Veganism is a value statement – and a call to action. 📣

Link to Post: <https://bit.ly/3elqF7u>

**MusashiAI & Onn Fenig (CEO)**

**Viktor Frankl and AI**

In 1946, Dr. Viktor Frankl published one of the most inspiring books I’ve ever read – Man's Search for Meaning, realizing that finding meaning in life can liberate from extreme suffering & torments.

I believe that in 2020, Artificial Intelligence driven technologies can be a catalyst for a new world of opportunities for mankind, to find meaning and to explore our human capacities. Artificial Intelligence can liberate humans from rigid, monotonous, and unfulfilling jobs, enabling humans to express their human capacities for compassion, creativity, and intuition into work where people have added value over machines.

Read my article on how I think Artificial Intelligence extends the legacy of Dr. Viktor Frankl into the 21st century:

Link to Post: <https://bit.ly/3ennFaB>

**RaaS-based Robot Employment Agency**

MusashiAI’s RaaS-based robot employment agency is a game-changer for manufacturers and retailers and I’m confident that the RaaS model has tremendous benefits - it strengthens supply chains to become more resilient and flexible to changes in times of adverse changes in business environments and uncertainty.

Fewer orders this season? You can lease fewer robots. Workers have to stay at home? They can control the robots remotely. No friction, low costs, and low risk of failure. I believe it’s time we embrace the alien – read my new article here: <https://bit.ly/2DWqyAg>

Link to Post: <https://bit.ly/3z3q6XE>

**Two Major Challenges of MusashiAI**

MusashiAI was founded a few years ago after a meeting between Ran Poliakine, an Israeli serial entrepreneur, and Mr. Hiroshi Otsuka, President and CEO of Musashi Seimitsu Corporation.

At the meeting, Mr. Hiroshi told Ran that Musashi’s 33 worldwide production facilities face two major production challenges: reducing manual quality control inspection, and manual material transfer between different parts of the production line. Both production roles are repetitive, tedious, and costly – amounting to 40% of Musashi’s employees.

MusashiAI’s innovative AI-driven robots now answer both challenges. Read the fascinating story behind MusashiAI groundbreaking innovation: <https://lnkd.in/deMeG8D>

Link to Post: <https://bit.ly/3wHFGHd>

**Life at Cellebrite:**

**Annual Christmas Toast**

Since we couldn't go to the pub this year, we held our annual Christmas toasts virtually. With some crafty backgrounds, and belly laughs for our comedy show, we felt like we were together, even though we were apart.

They say it's better to give than to receive. And that is why sending our Cellebrite employees around the world Christmas gifts, filled our hearts with joy.

Raise a glass with Cellebrite and reflect upon the good things we have done this year. Our work, our teams, our families, and more. We appreciate it all and hope that the holidays and the coming year will bring everyone success, security, and happiness.

Link to Post: <https://bit.ly/36JBRq5>

**Employee Story**

Meet Iulia Dobra from Bucharest – who’s working in Cellebrite for almost a year now 😊

“I’m working in the CMS team as a software engineer. My main responsibility is to develop new features for our products, writing test codes for them, and maintaining the existing features”, Iulia told us.

Iulia shared her working experience in Cellebrite. “Everything is well organized, which allows me to be more effective in my tasks. I appreciate my team colleagues – they are super smart, passionate, and always keen to help. I feel that my work is meaningful, and I’m grateful to be part of this company.”

But how did COVID19 affect Iulia’s work? “Since half of our team is abroad, the crisis didn’t change the way we interact. Moreover, I believe it made our team stronger. On a personal level, my biggest challenge was switching from office work to remote work."

"It’s not easy for me to draw a clear line between working hours and off-work time. However, it gave me to freedom to get away and work from the mountains – just like a digital nomad. My dream came true in an unexpected way."

Iulia summaries: “We can’t change the direction of the wind, but we can adjust our sails to try and reach our destination. So take a look at the bright side – we get to spend more time with our beloved ones.”

Link to Post: <https://bit.ly/3B5jolQ>

**Recogmission Campaign**

It’s time to give back to the community – and to empower it! 😊

As a leading innovative hi-tech company, we aspire to use our power & influence to create a safer world according to our four core values: Driving innovation, making a meaningful impact, doing good to the community, and working together. 🤘

That’s why we’re launching the RECOGMISSION campaign!

REGOGMISSION is simple: Cellebrite’s employees can send their colleagues gift coupons– to recognize and appreciate their achievements. The coupons can be used for shopping at small businesses or as a donation for charities – and demonstrate TRUE solidarity with the community, according to Cellebrite’s core values.

Let’s make the world a safer place – and make our community a better place.

REGOGMISSION starts NOW! 😊

Link to Post: <https://bit.ly/3rbjCn2>