

Flywheel Initiative

A network of business partnerships working together to promote professional, sector-specific training and employment.
A Beyachad Foundation initiative



Objectives

To develop industry-specific leadership:

- Integrating high-quality employees within leading branches of industry
- Professional training with the involvement of the companies and designed to meet their needs
- Creating high-quality employment opportunities and career development pathways for a wide range of sectors of society
- Changing perceptions of technical professions within Israeli society



The National Challenge

The model is flexible and has been adapted for training and employment during the COVID-19 pandemic period

* from the findings of a comprehensive study by Makpetza Le'Israel 2020



Conclusive statistics from within industry highlight a shortfall of trained and professional staff.



Approximately 50% of employees have high-school level education or lower. Only 26% of them participate in professional training.



Increased productivity will be achieved by raising the skill level of employees in Israel.



Global experience demonstrates the central importance of businesses in training workers and providing practical work experience.



The Flywheel Initiative Model

The method:

A partnership of 20-30 employers in the relevant industry, led by a dedicated manager and focusing on one or two specific vocations

- Mapping out demand for vocations within the industry
- Training program suited to the needs of employers
- Increasing the supply of professional training for the industry based on state training programs
- Increasing hiring in relevant positions
- Expanding the pool of potential target populations for employment
- Building a map of professional career path
- Changing the image of the vocations



Since 2016, the model has been integrated in the following sectors



2016 Automotive Industry

Momentum – The first industry-specific business network, the prototype for the Flywheel model



2019 Metalworking Industry

Promoting CNC careers in partnership with 25 leading metalworking factories.



2019 Construction Industry

Promoting foreman careers in partnership with 20 leading contractors.



2021 Transport Industry

Promoting the profession of heavy vehicle drivers, in partnership with 25 leading transportation companies.

Proven experience - sample achievements in each sector:

Innovative thinking to develop the vehicle industry through a partnership between education and training institutions and employers, improving study programs, updating the qualification hierarchy, campaign to hire more women for jobs on the shop floor, strategy to change the image of the industry, industry employment pathway map, promoting an industry-wide online employment portal.

First ever demand survey in the industry, promoting 4 new professional training pathways, study of industry trends, branding strategy for CNC professions, building a dedicated online portal for the vocation and more.

Handbook for integration into the industry, new branding strategy for the foreman profession, business-college partnership to promote the profession among students and more.

Expanding the sources of recruitment for the profession together with the IDF, Ministry of Labor, partnership businesses and training institutions, a new strategy to change the image of the industry and more.



Partners in the Flywheel Initiative:

- Businesses:** Leading businesses in each industry.
- Trade Organizations:** Metalworking Union, Israel Builders' Association and the Foundation for Developing and Promoting the Construction Industry, Council of Leaders and Drivers.
- Philanthropy:** A Beyachad Foundation initiative with support from Glazer Philanthropies and the Smidt Foundation.
- Leading the initiative:** "Zionism 2000" – an NGO that has been actively promoting socio-economic activity within the business sector for the past two decades.

Integrate the Flywheel Initiative into your sector info@zionut2000.org.il