



מלכות בית מדרש  
**Malkûth Beit Midrash**  
Functional Youth Development

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# Brand Activation



## Career Pathing

Designed to assist in making the right career decision - a decision that meets your unique interests and personality.

We inspire and influence student's behavior across Career paths and geographies at the critical point of exposing, and beyond.



# Personality focused

- **Deepened understanding** of preferences & skills and employer drivers.
- **Employer connectivity**, leveraging employment industry insights and relationships with thousands of in-field professionals.
- **Personality & employment market savvy**, maximising impact with input from our aligned field partners, across a variety of channels.
- **Employment market** to deepen youth relationships with employers and entrepreneurs, to deliver quality experience across channels, and to increase employability.
- **Bringing personality brands** to life at the market, service offering tailor made in personal needs and can be activated on a switch-on, switch off basis for short term, tactical projects, as well as on a contract basis for strategic initiatives.





# Personal Career brand's vision

Our commitment to helping you keep your word.



## Services include:

Clarify your interests

Match your skills and competencies to specific fields and job types

Identify your strong points and individual work style

Direct you to jobs specific to your interests and skill set

Guide you in your career path or educational pursuit through  
Learnerships/Internships and In-service training.