



# MANHIGUT LEADERSHIP

## GENERAL DEFINITION:



Ability to influence, organize and motivate other people with the intention of achieving shared objectives. This concept is applicable in different areas of life and society. By definition, good leadership needs to identify the needs of people or groups; to make decisions that will positively affect them. As such, leadership involves being closely linked to the people who follow you.

## LEADERSHIP IN ISRAEL:

Leadership is one of the core values we have as a people and nation.

Being at the forefront and moving forward, even assuming risks to pave the way for future generations, was, from the beginning of our history as a people and country, what has allowed us to overcome great challenges and reach the present day.



There are those who assume leadership positions in extreme situations. There are those who assume leadership to avoid reaching crises or to improve the conditions of those who live around them.

Tamar's case is that of an exemplary woman, third generation of a Zionist family, whose deep love for her community and her region encouraged her to enter politics to improve the quality of life in her region.



Unfortunately her vision, mission, objectives and dreams were cut short on 10/7/2023.



## TAMAR KEDEM SIMAN TOV Z"l



Tamar, daughter of Gadi and Reuma Kedem, and granddaughter of Pupe and Yehuda Kedem (who were one of the founders of Kibbutz Ein Hashlosha), was born in 1988 and grew up in Yerushalaim.

Already at the age of 12, she tried to be elected in the student center of her school with the slogan: "You voted for Kedem Tamar, you voted for a change." Although she was not elected, this did not affect her desire for leadership, which she also displayed through different and important positions in the shevet of her Scouts.



In her military service she served in the intelligence corps and upon completion of the same she completed her postgraduate academic studies in "Education, geography and environment", and a master's degree in "Management and public policies".



She participated in projects of great importance in conjunction with the Ministry of the Interior and the Prime Minister's Office. At the Ministry of the Interior she was a consultant. From there she managed to promote innovative educational initiatives in schools in the south of the country so that young people could integrate into key positions in local authorities.

Additionally, she participated in the creation and management of "Bikurim", a boarding school of excellence in art and music. She was one of the founders of the artist and community complex 'The Guild', which united about 100 artists in the Eshkol Regional Council and was also one of the founders of the educational institution 'Heart of the Negev' and a member of the executive committee of such institution.



Tamar's motto was: promote the "common good", that is, that which allows each part of society to maintain its values, character and conduct, and at the same time lower the walls and see the neighbors, in many common areas, such as education, garbage collection, roads, classes, threats to safety, community and more.



Tamar was married to Yonatan Siman Tov (Johnny), who was an operations manager and wheat farmer at Nir Oz. The couple had five-and-a-half-year-old twin daughters, Arbel and Shahar, and a two-year-old son, Omer. She along with Karol, Jony's mother, were murdered on October 7, 2023 by Hamas terrorists in the Nir Oz massacre (where she had lived since 2008).



Gadi, Tamar's father said: "We must continue Tamar's work to pave a new way of life in light of Tamar's vision."



Exemplary woman who represents many of the core values on which we base our educational practice and world vision:



Self-management

Pioneering



Activism

Social change agent



Respect for human beings

Mutual responsibility



Integrity

Personal example



May his memory be blessed and her legacy honored forever!

¡Chazak Ve'Ematz!

ONCE CHAVER ALWAYS CHAVER