



5 Business & Life Lessons I've learned as a Tour Guide

1. Open & Close in a Memorable Way:

“Take this onion. Peel back the different layers. This is what Jerusalem is about—a 36-layer onion, a city built, destroyed, and rebuilt 36 times.” This simple metaphor about Jerusalem stuck with hundreds of people I’ve guided. They remembered it not just for days, but for years. Why? Because the beginning and the end of any experience carry the most weight. In business, the same rule applies. A memorable opening grabs attention, and a strong closing leaves a lasting impression. Reflection: What’s the story or metaphor that will make your audience remember your message?

2. People Remember Experiences, Not Words:

Here’s a fact: People retain 10% of what they hear, 50% of what they hear and see, and a remarkable 80% of what they personally experience.

Instead of talking about Masada, I'd climb it at sunrise with the group. Instead of lecturing about Maimonides, I'd bring them flavors inspired by his medical recipes.

In business, words alone don't cut it. A hands-on product demo or a tangible experience creates impact. Ask Yourself: What can you add to your next presentation that your audience can experience firsthand?

3. Logistics is Everything:

The best tour in the world means nothing if the logistics fail. Where's the shade if it's hot? How close is the bathroom? How noisy is the setting?

As tour guides, we have to plan for everything. The timing, the environment, even what people would feel like after lunch. Why? Because logistics determine flow, and flow determines success.

In business, this principle is the same. If you're hosting a workshop or delivering a pitch, anticipate every detail so the focus stays on your message.

Pro Tip: What small logistical adjustments can you make to elevate your next meeting or event?

4. Practice Isn't Optional:

Every great tour, like every great presentation, comes down to one thing: preparation. Writing out a 5-minute speech and practicing it may not feel spontaneous, but it ensures clarity and impact.

Without rehearsal, you risk rambling, losing attention, or overusing filler words. Steve Jobs rehearsed relentlessly—and it showed.

Takeaway: Before your next pitch or meeting, rehearse. Then rehearse again. The difference will be night and day.

5. Relate to Their World:

No two tours are the same. A group of startup founders, religious guides, and European diplomats will approach the same site completely differently. Their interests, references, and goals are worlds apart. In business, the same is true. Replicating the same strategy or pitch for different audiences is a recipe for failure. Tailoring your approach isn't just helpful—it's essential. Ask Yourself: Are you adapting your message for your audience, or just repeating what worked last time?