



Training & Community

MyMethod™ SEMINAR

YOUR SURVIVAL KIT FOR WORKING IN THE DIGITAL ERA

LEARN HOW TO USE ONLY THE POSITIVE ASPECTS OF TECHNOLOGY

All of us are 'drowning' almost daily in excess amounts of information, communications and messages.

Smartphones have introduced countless small tasks and activities into our already pressurized and intensive work days.

We are being dragged into the undercurrent - doing solely the most urgent jobs, not succeeding in raising our heads to see the overview, the wider picture, and unable to ascertain whether all our energy is focused in the right direction to achieve our goals. It is very tiresome to work like this every day and also negatively affects work efficiency and effectivity.

But there is a solution and you don't need to work under stress any longer.

THE WORKSHOP: "MyMethod™ - YOUR SURVIVAL KIT FOR WORKING IN THE DIGITAL ERA will decrease employees work load and enable completion of assignments without feeling stressed or overloaded. You will learn a proven method that combines project management tools together with today's most recent web-tools to realize all of your goals with energy and vitality throughout the entire work day.

Session #1:

Why being available all the time reduces our productivity immensely

Why the new French Law "the right to disconnect" will increase companies' profits and growth

How to get our brain to operate in its optimum state

How will we find time for anything we want in both our professional and personal lives

How to create a work environment that will enable the team to focus and engage in deep work

How to be both efficient and effective in every moment

Team's decision that will boost everyone's productivity and satisfaction

How to handle information overload from different channels: whatsapp, emails, phone calls, PM tools, meetings and more.

How to manage your time so that you engage in both the urgent, the not urgent tasks and plan months ahead

Session #2:

How to reduce emails overload

How to manage your inbox in the "Zero Inbox<20" method

How to manage your calendar

Following up on tasks with ease and stress-free

How to manage and reduce work overload months ahead

How to break down those long terms project in the "Zero Inbox<20" method

What is good procrastination, why is good to procrastinate, why is isn't wise to finish a task ahead of time.

Writing proper emails to cut down on emails overload

Session #3:

Introducing various web-tools that will enable you to work smarter not harder

How and when to use each app or web-tool so that we will be taking advantage of only the positive aspects of technology

Building semi-automated workflows customized for each participant

Hands on Web-tools integration customized for each participant

How to manage your web and mobile folders

What do to with all those open tabs? Solutions for a crowded browser

Customizing mobile notifications, apps and web-tools for each participant.

How to balance between work and personal life , leaving time to relax, breath, meditate, exercise and enjoy the ride...



BAT-CHEN GRINBERG (40) is an experienced entrepreneur that specializes in advanced working techniques for the digital era. She founded MC Forum, a training center for B2B Marketers & MyMethod – a time efficiency method for tech companies.

She teaches her advanced working techniques to start-ups and tech companies in Tel-Aviv, SF & NY and focuses on how to use only the positive aspects of technology, how to balance between work and personal life and how to thrive in our chaotic information era. Her career included many major milestones such as producing the biggest Failure Conference worldwide and being the catalyst behind the Amy Award Winner and Oscar Nominated Documentary "Waltz with Bashir".

Bat-chen is married + a mother of 2 boys, lives in a Kibbutz and is a fierce activist for independent journalism, government transparency, ensuring democracy and human rights in Israel.

SOME OF MY ACHIEVEMENTS IN 8 YEARS, 7 HOURS WORK DAY AND 8 HOURS SLEEP:

- I Founded MC Forum – a Training Center & Community for B2B Marketers
- I Produced the biggest Failure Conference worldwide: FailCon Tel – Aviv
- I Produced a handful of marketing conferences
- I am a strategic consultant and lecturer in various organizations
- I developed MyMethod™ and I teach it to individuals & organizations in Tel-Aviv
- I leased, sold and built real estate assets
- I Created an automated financial investment portfolio to secure retirement & financial freedom
- I gave birth to my two beautiful boys – Nevo & Adi
- I actively demonstrate for change on social and financial issues in Israel such the 'Natural Gas' protest, protecting independent journalism, maintaining government transparency and more
- I Serve terms as Chairman of the Kibbutz Audit Committee & Initiatives Committee
- I Practice yoga, tennis, and up to 30min jogs
- I always find time for theatre plays, movies, nature parties, family trips and friends get-togethers
- I have time to meditate, think, contemplate, glaze and stare - allowing my brain to process my life

HOW & WHY I DEVELOPED MyMethod™

I learned my fabulous working techniques from a multi-disciplinary storyteller and “Guro” Mrs. Limor Shiponi.

She is an extraordinary figure and I recommend following her work and insights.

Both her methods and mine are inspired and are an integration from great achievers such as Dale Carnegie, Peter Drucker, David Allen, Charles Duhigg and most recently Greg Mckeown. I have learned and mastered their ideas into my workflow, taking elements from each one and creating a workflow that does wonders to my work day.

Since MyMethod™ is all about simplifying process and energies, I hear from my students that it is also real easy to implement and they get fabulous results in both their achievements, their personal lives and the free time they found to think, rest, contemplate, read, meditate and basically enjoy life without stress. That is why I'm sure everyone, no matter how techy or experienced, can benefit greatly from my knowledge-integrated method.

NOW COMES THE TIME TO ORGANIZE THE CLUTTER.

IN MyMethod™ YOU WILL LEARN MY OWN SUCCESSFUL METHOD AND:

- + How to handle information overload from all channels: Social Media, SMS, whatsapp, Emails, PM tools, meetings, conference calls and more.
- + How to wisely integrate the right web-tools to your workflow
- + how to use only the bright sides of web-tools & apps.
- + smart and semi-automated tools integrations (so that you never again lose meaningful pieces of content)
- + How to manage your time and energy so that you take care of all you tasks – the urgent ones as well as the important but not urgent ones (those are the one's responsible to your growth!)
- + How to maintain high efficiency, high effectiveness and stay focused without feeling pressured or stressed.
- + Which web-tools are right for you to use and semi-automate them into your digital workflow: desktop, tablet, mobile and smart-watch.
- + How to plan and execute an excellent work week, while working on several projects simultaneously.
- + All about my freedom engendering habits & my work-life balance techniques.
- + Smart method to handle Emails workload AKA “Zero Inbox=<20”



WHAT ARE PARTICIPANTS SAYING ABOUT THE SEMINAR:

"..excellent training! The only thing I was sorry about was the time I spent deliberating whether or not to join the workshop. Bat-chen, you are wonderful, precise and creative – you taught valuable tools, simple and easy, to manage time in this era of information overload. No doubt that after your workshop everything looks organized and different. With great appreciation and thanks."

Omit Ido, Director of Marketing Strategy, TEDxMEd

"Bat-chen, again you proved to me that it is worthwhile to get out of the busy office in order to gain insights at your seminars. I already shared these with the Sales personnel and they are very appreciative! I will be gradually introducing the remainder of your recommendations"

Ruth Bridger, VP Marketing, Xorcom

"an innovation workshop, touching on professional and human values. Equips the marketing staff with effective tools for processes and team management on a personalized basis. I enjoyed this very much.!"

Keera Tschernicovsky, Marketing Manager, Credorax Company

"Bat-chen your workshop improved my every day and even my weekends! I decided to stick to Google Keep and now I don't miss a single task. I recommend this training to everyone because its always good to hear and learn about new ways to manage the little time we have. Thank you very much"

Inbal Asael Sharabi Weiner, Radware

"This training is the shortest way out of the "I don't have enough time" loop. It's a tested method, simple and efficient to plan and deal with the enormous amount of constant distractions. I highly recommend!"

Aviv Cohen , VP Marketing, Earnix



TRAINER: Bat-chen Grinberg
Expert @ MyMethod™: Your Survival Kit for Working in the Digital Era
Founder @ MC Forum: Training & Community for B2B Marketers
Creative Director @ FailCon: The #1 Global Failure Conference for Start-Ups



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"...Attending this workshop improved my time management skills and helped me balance my day at work..."

[Carolina Dobrovsky, Marketing @ Alpha-Bio](#)

"An amazing experience. Totally spot on. Got my productivity level up within a day, and can't wait for the next meeting"

[Nili Goldberg, Company owner @ Growthanomics](#)

"the best 2-days you'll ever invest in improving your daily productivity. the workshop is very methodological and provides practical advise you can rapidly implement. the results are stunning! I am more efficient, much more organized, stress levels are down and focus and productivity levels are up. I entered the workshop with 371 emails in my inbox and tens of sticky notes, notebooks, to do lists etc. Today, I don't leave home with more than 20 emails in my inbox"

[Rafi Kretchmer, Product Marketing Director @ Amdocs](#)

"Life changing, not because my life changed upside down, but rather because all the small details and changes I made to my calendar, made my days more productive, my time more valuable, and my efficiency...well it is getting much better. Thumbs up."

[Reut Tsabari, Tel Aviv University](#)

"I found myself constantly struggling to prioritize my daily tasks and get more done each day. After the workshop with Bat-chen it all becomes much easier. I have become more productive, more efficient, and get more done in the same amount of time. If you feel like you do not have the time to spare for this workshop then you NEED it! It offers practical tools to manage your time better and overall improve your results in the long run."

[Almog Italie, Partner @ MAXI-SITE](#)

"Very interesting and education course. I learned a lot, implemented many of the tools and brought up my productivity and efficiency way up. I would like to recommend the "Survival Kit for Working in the Digital Era" to anyone. This is something that any employee and/or independent person will thank Bat-chen after he/she takes it."

[Noa Yonish, New York Institute of Technology](#)