



Formal Biography

Bat-hen is an experienced entrepreneur who 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 has included significant achievements such as producing the biggest FailCon Conference worldwide and being the catalyst behind the Amy Award Winner and Oscar Nominated Documentary "Waltz with Bashir".

Bat-hen 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.

Bat-hen Grinberg





Some of my achievements reached in 8 years, while working 7 hours each day and getting 8 hours sleep

- Founded MC Forum – a training center & community for B2B marketers
- Produced the biggest failure conference worldwide: Failcon Tel Aviv
- Produced a handful of marketing conferences
- Delivered strategic consulting and lectures at various companies
- Developed MyMethod™ and I teach it to individuals & organizations
- Leased, invested and built real estate assets in Israel & the USA
- Created an automated financial investment portfolio to secure retirement & financial freedom for me and my family
- Gave birth to my two beautiful boys – Nevo & Adi
- Actively demonstrated for change on social and financial issues in Israel such as the 'natural gas' protest, protecting independent journalism, maintaining government transparency and more
- Served terms as chairman of the kibbutz audit committee & initiatives committee
- Practice yoga, play tennis, and jog up to 30min
- Always find time for theatre plays, movies, nature parties, family trips & friends
- Have time to meditate, think, contemplate, gaze and stare - allowing my brain to process new ideas and insights which then turn into reality



I am the developer of

**MyMethod: Your Survival Kit
for Working in the Digital Era**



My Method is a workshop about **How to Work Smarter – Not Harder**
MyMethod is a combination of spiritual principles together with automation and integrated web-tools.

As a result of MyMethod, people who attend my workshop, learn how to achieve all their tasks and goals without stress or discomfort, and as a result of that, they save precious time and are able to achieve their professional and personal goals.

I've taught **MyMethod: Your Survival Kit for Working in the Digital Era** to over 1000+ executives in the past 2 years with great success.

I think the reason MyMethod works so well for so many is because I teach them how to connect to their own energy levels and energy fields.

Then they start to plan their work week in accordance to their own subjective energy preferences.

When you plan your work week and work day to suit your body and mind, then suddenly completing tasks becomes easier and even fun. When you connect to your body and start to treat it with respect, you find time for everything that you care for in life and do it with a relaxed state of mind.

attending the MyMethod workshop, participants find time to breathe, think, plan and enjoy the ride. **MyMethod breaks through the noise and provides a strong techy-solution together with a very spiritual mind.**