

# About your Trainer



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 & *HIME YOUR TIME* – 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, and is a fierce activist for independent journalism and government transparency, ensuring democracy in Israel.

## TRUSTED BY



## Bat Hen

Time Hacker , Digital Workflow Expert, Speaker & Author of  
*Hime Your Time: A Survival Kit for Working & Living in the Digital Era*  
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## CLIENTS TESTEMONIALS

"..excellent training! The only thing I was sorry about was the time I spent deliberating whether or not to join the workshop. Bat Hen, 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, TEDexMED

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"Bat Hen, 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

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"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

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"Bat Hen 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

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"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



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

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

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"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](#)

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"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](#)

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"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](#)

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"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](#)

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"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 Hen after he/she takes it."

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

# HIGHLIGHTS OF *HIME YOUR TIME* TRAINING

## LIFE VALUES & LIFE HABITS

- ✓ Why being available all the time reduces our productivity immensely

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

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- ✓ How to apply this information to get our brain to operate in its optimum state

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- ✓ How to apply this information to wisely manage your time for all size tasks.

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- ✓ How to make time for anything we want in both our professional and personal lives

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- ✓ How to create a work environment that will enable teams and individuals to focus and engage in deep work

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- ✓ How we can use procrastination in the manner it was originally intended - to increase our productivity

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## OPTIMIZING OUR MOST BASIC WEB-TOOLS: EMAIL & CALENDAR

- ✓ How to wisely plan and automate information overload from all channels: SMS, whatsapp, emails, mailing lists, telephones, project management software, meetings, conference calls and more

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- ✓ Efficient handling of Email and all types of input

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- ✓ How to optimize your calendar into a super-tool so that we can easily find time and make progress on our important-not-urgent-tasks that we so need to work on

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## VARIOUS ADD-ON'S, WEB-TOOLS & AUTOMATED WORKFLOWS

- ✓ Great web-tools & add-ons to consume content: how to operate them efficiently and wisely

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- ✓ How and when to use each app or web-tool to ensure you are using it effectively (rather than letting it use you!) and to your needs

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- ✓ Designing, implementing and sustaining semi-automated workflows customized to you and your needs

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- ✓ Hands on Web-tools integration customized for you and your needs

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

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- ✓ Customizing mobile notifications, apps and web-tools to work for you

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**At the end of the training, participants will know exactly how to be both efficient and effective (its not the same thing...), how to plan and execute an excellent work week and freedom enhancing habits for a thriving personal and professional life.**

