



MEDIA KIT · 2026

# Katka Halenka

*Structure for your flow*

Talks and interviews on AI, business and living with ADHD

2026

SPEAKING TOPIC

# Artificial intelligence that helps you and does not burn you out

How to run a leaner business with AI and still sound like yourself. **The benefits, the risks and healthy limits** for women with ADHD, and everyone else.

AI IN BUSINESS

HEALTHY LIMITS

FOR ADHD BRAINS, AND OTHERS

## WHO IS SPEAKING

# The mother next door who has lived it - and a strategist who can read a business.

I am a business mentor and management consultant (McKinsey & Company). My husband and I build systems, funnels and AI tools for women in business, so that their work serves them. I have three children, ADHD and lupus, so when I talk about AI and productivity, I am talking about my own life.

*Business for Life*



BUSINESS MENTOR & CONSULTANT

MCKINSEY & COMPANY

MAIAFORM AGENCY

3 CHILDREN · ADHD · LUPUS

# One topic, four angles

## Authenticity

01

Creating with AI in your own voice, not like a robot.

## Safety and ethics

02

Where to draw the line and how to stay on the right side of it.

## Efficiency without burning out

03

Leverage instead of grind, the zone of genius, the 80/20 rule.

## The ADHD angle

04

Where AI is a relief and where it turns into a trap.

# Concrete things they can use

- Where AI saves you time and where it does damage.
- How to brief AI so that it writes in your voice.
- Rules for safe and ethical work with data.
- One step you can take the moment the talk ends.

*"Katka is a pro. She hits the bullseye with no waffle around it."*

– GITA ANTONOVÁ, CLIENT

# I don't talk AI theory, I build it

- **McKinsey & Company**  
management consulting
- **MaiaForm agency**  
funnels and AI systems for women in business
- **My own AI tools**  
they write in the client's tone, not from a textbook
- **Lived experience**  
mother of three, ADHD and lupus

**3.21** CZK

comes back to my client Lenka for every koruna she puts into ads, thanks to the system Katka built for her.

## FORMATS

KEYNOTE 20-45 MIN

INTERVIEW

PANEL

WORKSHOP

ONLINE AND IN PERSON

# Interviews and podcasts

A guest the conversation carries itself with: **a story lived first hand** (ADHD, three children, a business), concrete tips instead of platitudes - and listener reactions that keep arriving a week after release.

**TOPICS** Running a business with ADHD, first hand  
AI without losing your own voice  
Balance instead of hustle  
Mother x business x systems  
From McKinsey to my own business

## WHAT LISTENERS SAY

“An inspiring conversation full of aha moments and tips. I did not expect to get so much out of it.”

LISTENER, INTERVIEW ON COMMUNICATION IN BUSINESS AND IN RELATIONSHIPS

“A beautiful conversation that soothed my soul. I really needed to hear this today.”

LISTENER, INTERVIEW ON COMMUNICATION IN BUSINESS AND IN RELATIONSHIPS

“Katka and I recorded an interview for my community about building a business that serves your life. She names things straight, opens up the sore subjects, and shows both the value of structure and plans and the need for your own creative invention.”



**Věra Švach**

invited Katka for an interview for her community

# Talks and conferences

**45 minutes after which the audience knows what to do tomorrow.** I speak like a person, not like a slide deck - with a story, numbers from real work, and one step each person in the room can take.

**TOPICS**

- AI that helps you and does not burn you out
- The benefits and risks of AI in business
- How to stay yourself while using AI
- Productivity for ADHD heads
- A system that holds instead of willpower

“What struck me was the quality of Katka’s ideas - and above all how fast they arrived, right in the middle of the event. She reads a situation very quickly, comes up with a creative solution, and carries other people along with her. With Katka you simply cannot go wrong.”



**Jasna Flamiková**

organiser of a charity evening for women in business

# Workshops and training

No spare theory: **everyone leaves with a piece of finished work** - a tool set up, a text written, a process that runs. And with a system for carrying on alone.

**TOPICS** An AI assistant that writes in your voice  
Working safely with client data  
Bite-size planning for ADHD  
80/20 automation for a small business  
Your first AI system, step by step

## WHAT PARTICIPANTS SAY

“Such a jump in a single morning. I left with a goal for the first quarter - and I even delegated.”

HANA BERANOVÁ, COPYWRITER · PLANNING WORKSHOP

“It gave me far more than I expected. I feel a great relief and a pleasant calm.”

KLÁRA HRUBÁ · PLANNING WORKSHOP

“Katka gives information in a structured way, clearly and at exactly the right level of detail, so it is impossible to get lost in her workshops. I recommend her to anyone who needs to understand the principle and build the right technical base for a funnel.”

PB

**Pavla Buřilová**

Sales Automation workshop for a team

“Katka gets the subject across clearly and, above all, practically. I came away with pages of notes I go back to every time I sit down to write. I warmly recommend her to any woman in business who wants her copy to finally sell.”

LJ

**Lucie Javůrková**

Sales Communication workshop

*Come and do it with me*

**Shall we set up a talk or an interview?**

[katakahalenka.cz/en](https://katakahalenka.cz/en)

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**KH**