



# One-stop shop for training solutions



January 2025

Learn. Grow. Evolve.

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**We provide high-quality, interactive training solutions in the fields of soft skills, management and leadership.**



# Our **Mission**



To **grow** highly qualified talent:

**We train effective leaders and teams,  
who bring high value in their organizations.**



# Our core team



**Ivan Georgiev**  
Co-Founder



**Evgeni Borisov**  
Co-Founder



**Dilyana Dragomirova**  
Chief Executive Officer



**Ralitsa Lyubenova**  
Program & Training  
Manager

*Co-Founders and Co-CEOs of fastest growing BPO company in Bulgaria:  
Pontica Solutions*

*Strategic development professional  
with expertise in managing teams in  
fast-paced environments*

*Learning & Development Professional  
with decades long expertise both as  
internal and external consultant*

# The **companies** currently working with us for:

**alorica**

Soft skills training solutions for Bulgaria, Poland and Egypt

**FASTCOMET**

Custom training solutions for Bulgaria and USA

 **UniCredit Bulbank**

Training solutions for high potentials and senior managers

**A·BRITES**  
automotive solutions

Development program for Team Leaders

**DRAFT KINGS**

Pro.Play workshops for delivery teams

  
**wörwag**  
PHARMA

Trainings and workshops for senior managers

**FLIX**

Offsite learning events  
Custom training solutions for management team

**OZONE**.bg

C-level workshops  
Development of internal leadership program

**AKKODIS**

Custom programs for different management levels

# The references they share with us

### Letter of recommendation

10.06.2024

To Whom It May Concern,

I am pleased to provide a reference for U Grow Academy. They have delivered several training programs for us at Alorica - Negotiation Skills and Presentation Skills, attended by our employees from various countries—Bulgaria, Poland, and Egypt. U Grow Academy's specific expertise in the BPO sector helped in understanding our unique challenges and addressing them effectively. The trainings enhanced our team's negotiation and presentation capabilities and improved our overall performance.

We found U Grow Academy to be a team that is not only easy to work with but also highly responsive and adaptable to our needs. They demonstrated a quick turnaround on requests and a keen ability to customize their approach to fit our specific requirements.

I recommend U Grow Academy to any organization seeking high-quality training solutions tailored to the BPO industry.

Kind regards,  
Georgi Uzunov  
CEO  
Alorica Bulgaria



I recommend U Grow Academy to any organization seeking high-quality training solutions tailored to the BPO industry.

*Georgi Uzunov  
CEO, Alorica Bulgaria*





# The references they share with us

## Letter of recommendation

25.08.2023

To Whom It May Concern,

I am writing to provide a recommendation for U Grow Academy regarding the successful partnership and services they have provided to Cloudtech LTD. As the Co-Founder and CEO of Cloudtech LTD, a Bulgarian company specializing in hosting services, I would like to share my positive experience collaborating with U Grow Academy.

Our collaboration continued for two months /June-July 2023/ and centered around a strategic initiative aimed at enhancing the efficiency of our operations in the context of hybrid teams. U Grow Academy's involvement covered three key areas:

- 1. Analysis of Company Needs for Hybrid Teams:** U Grow Academy demonstrated a great ability to deeply understand our organization's requirements in the context of hybrid teams. Through deep analysis, they identified the specific pain points and opportunities for improvement. This initial phase laid the foundation for a tailored strategy that directly addressed our challenges.
- 2. Adoption of Advanced Virtual Collaboration Tools:** The exploration, testing, and adoption of advanced tools and technologies for virtual collaboration were critical components of the project. U Grow Academy guided us through the evaluation of tools that best suited our needs. Their recommendations were not only technologically sound but also aligned with our company culture and working style.



I confidently recommend U Grow Academy to any organization seeking a partner to enhance their operational efficiency and competitiveness.

*Georgi Yanev*  
CEO, Cloudtech LTD

The logo for Fastcomet, featuring the word "FASTCOMET" in a bold, black, sans-serif font. The logo is positioned inside a white circular graphic that overlaps the dark blue background.



# The references they share with us

3. **Senior Management Training Program:** The most impactful aspect of our collaboration was the design and facilitation of a senior management training program. This program succeeded in equipping our senior managers with the skills necessary to effectively coach their peers and direct reports. U Grow Academy's trainers exhibited a profound understanding of leadership dynamics and provided our senior managers with actionable insights, strategies, and tools.

The success of the project was a direct result of U Grow Academy's commitment to excellence, attention to detail, and a truly collaborative approach. They integrated seamlessly with our team, leveraging their expertise to drive positive change and foster a more effective working environment.

In conclusion, I confidently recommend U Grow Academy to any organization seeking a partner to enhance their operational efficiency and competitiveness.

Kind regards,  
Georgi Yanev  
Co-Founder and CEO  
Cloudtech LTD

  
Plovdiv, Bulgaria



**FASTCOMET**

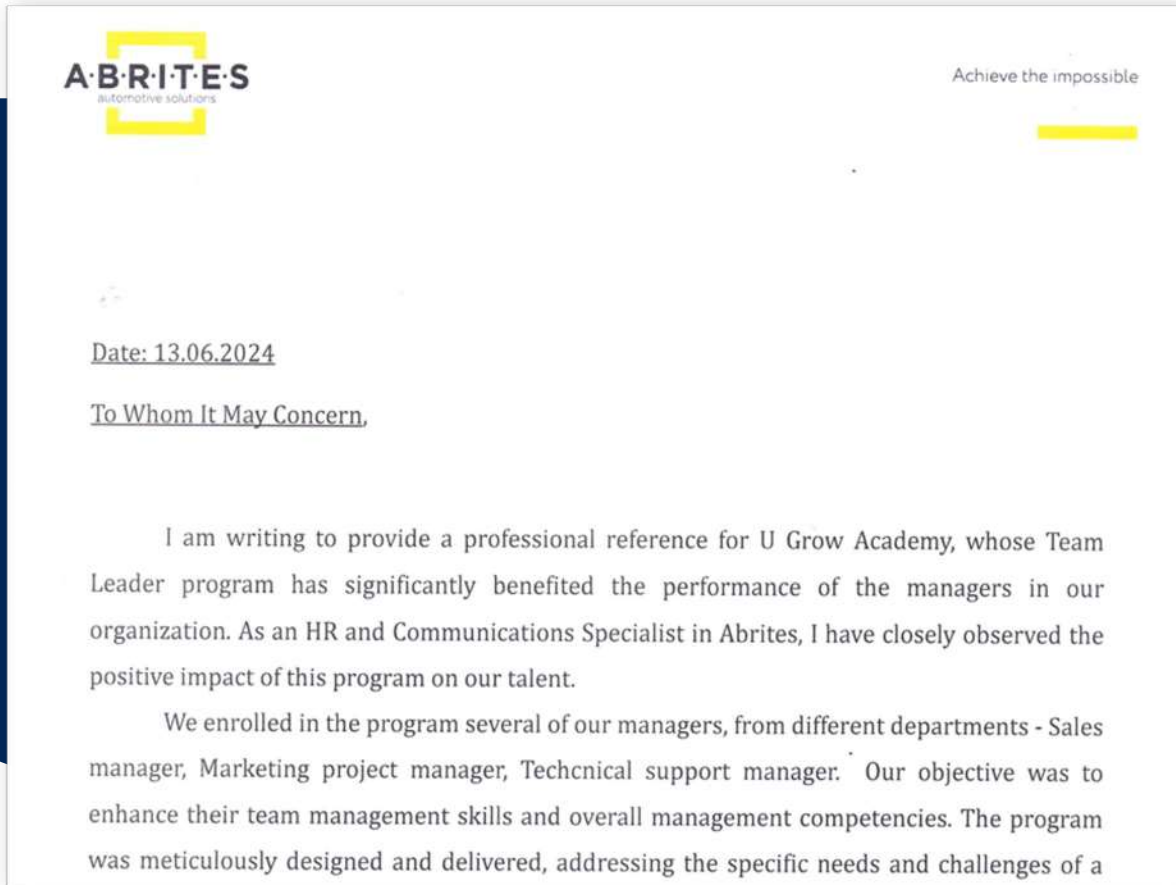


I confidently recommend U Grow Academy to any organization seeking a partner to enhance their operational efficiency and competitiveness.

*Georgi Yanev*  
CEO, Cloudtech LTD

**FASTCOMET**

# The references they share with us



“

I highly recommend U Grow Academy's Team Leader program to any organization looking to develop and refine the management capabilities of their team

*Albena Dryanova  
HR and Communication  
specialist, Abrites*



**A·B·R·I·T·E·S**  
automotive solutions

# The **references** they share with us

team/project manager role. The trainers demonstrated extensive expertise and experience, adopting a practical and hands-on approach in the training sessions. This ensured that our colleagues could immediately apply the skills and knowledge gained to their roles.

I highly recommend U Grow Academy's Team Leader program to any organization looking to develop and refine the management capabilities of their team/project managers.

Kind Regards,  
Albena Dryanova  
HR and Communications specialist, Abrites



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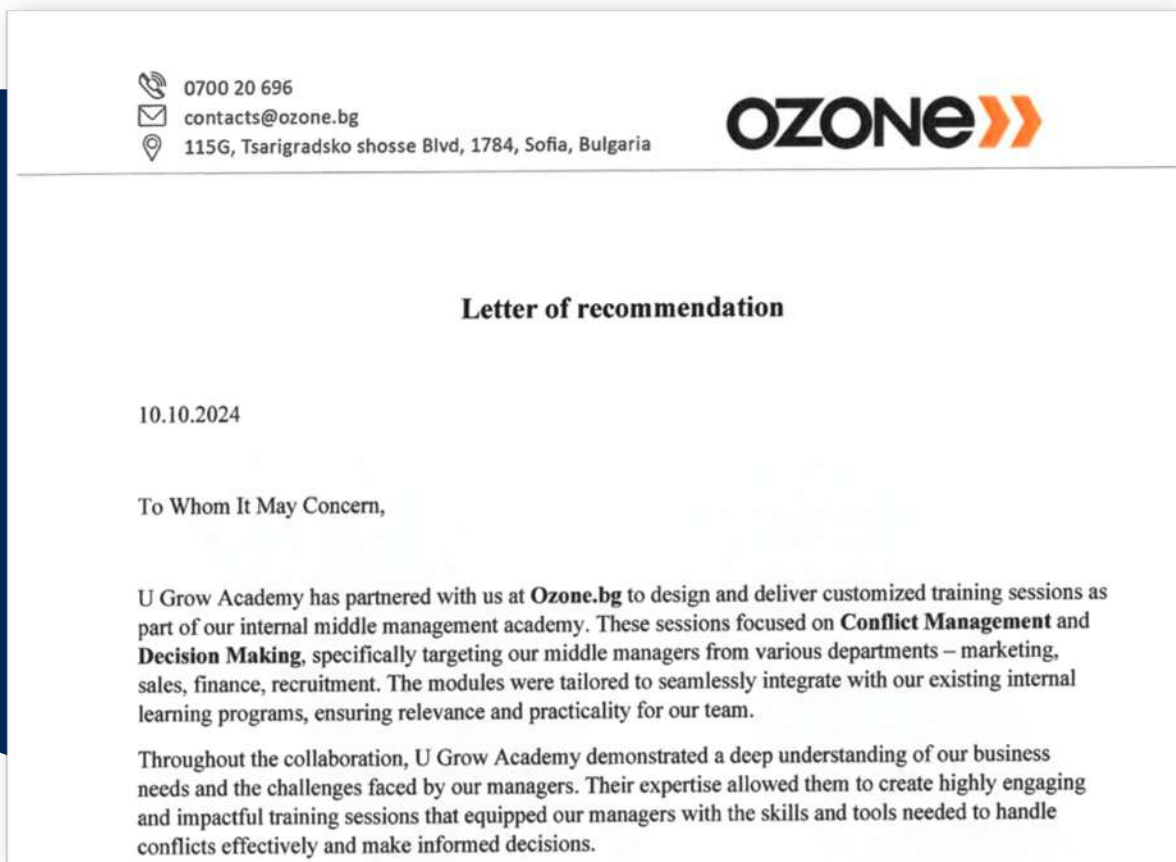


I highly recommend U Grow Academy's Team Leader program to any organization looking to develop and refine the management capabilities of their team

*Albena Dryanova  
HR and Communication  
specialist, Abrites*



# The references they share with us



“

I recommend U Grow Academy to any organization looking for high-quality, customized training solutions that align with internal development goals

*Sena Tosheva  
People Program  
Manager, Ozone.bg*

**OZONE**.bg

# The references they share with us

Our teams were particularly impressed by the experience and knowledge of the trainer, which contributed to the high level of engagement and the practical application of the concepts taught. In fact, their enthusiasm led to interest in organizing additional sessions on other topics with U Grow Academy.

We found U Grow Academy to be professional, flexible, and committed to delivering value. They adapted their approach to align with our specific requirements and provided continuous support throughout the entire training process.

I recommend U Grow Academy to any organization looking for high-quality, customized training solutions that align with internal development goals and deliver measurable results.

Kind regards,

A handwritten signature in blue ink, appearing to read "Sena Tosheva".

Sena Tosheva

People Program Manager

Ozone.bg



I recommend U Grow Academy to any organization looking for high-quality, customized training solutions that align with internal development goals

*Sena Tosheva  
People Program  
Manager, Ozone.bg*

The logo for Ozone.bg, featuring the word "OZONE" in a bold, black font and ".bg" in a smaller, orange font, all contained within a white circular background.

# Our **solutions**



**Open, ready to enroll in  
training programs**



**Custom made  
training solutions  
upon request**



**Coaching  
services**



**Pro.Play  
workshops**

# Our solutions



Learn. Grow. Evolve.





# Open programs

# Upcoming Open trainings

## TEAM LEADER PROGRAM

### Key competencies covered

- Managing, motivating and retaining teams
- Data analysis and workflow management
- Time management and effective meetings
- Establishing effective relationships with clients

### Duration

6 modules, 2 months

### Training sessions schedule

2 to 3 times per week; 2 hours per session

### Suitable for:

Aspiring or newly promoted Managers

**Next edition: 2025**

## OPERATIONS MANAGEMENT PROGRAM

### Key competencies covered

- Business operations
- Quality management and project delivery
- People operations
- Finance operations
- Personal effectiveness

### Duration

9 modules, 3 months

### Training sessions schedule

2 to 3 times per week; 2 hours per session

### Suitable for:

Professionals growing into management role  
Managers, willing to excel in business operations

**Next edition: 2025**

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# Custom solutions

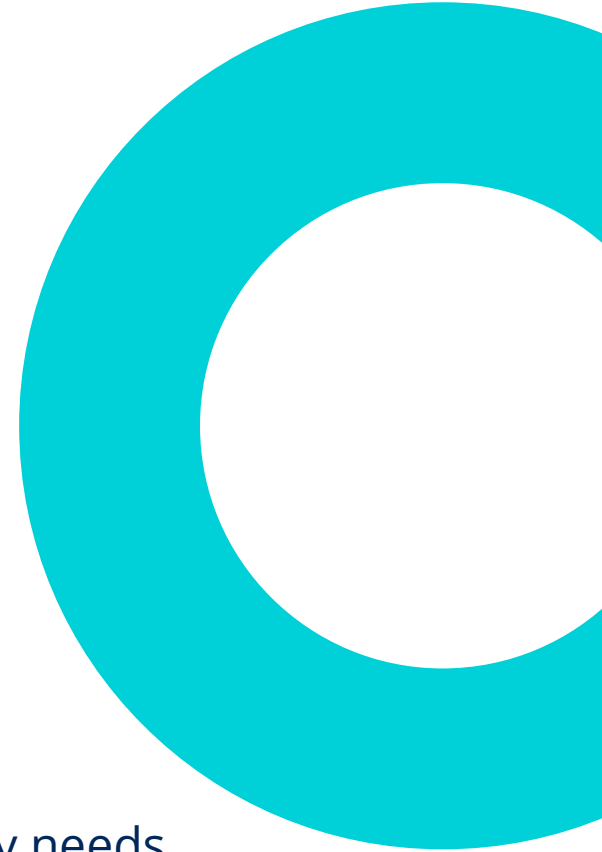
# Custom solutions

Our **Custom training solutions** are flexible and module based. They can be:

- Purchased as **stand-alone** training product or program
- **Combined** with other modules to create a whole program
- Be customized to **fit into your existing** internal training program

## How it works:

1. You choose a topic
2. We define needs and challenges together
3. You receive tailor made curriculum and practical cases based on your company needs
4. We facilitate the training on a custom schedule and format, suitable for your company



# Custom solutions: **soft skills**

**Communication skills**

**Negotiations influential  
communication**

**Conflict resolution**

**Presentation skills**

**Problem solving**

**Decision making**

# Custom solutions: **soft skills**

**Team work**

**Customer care**

**Client communication**

**Time management**

**Creativity and innovation**

**Emotional intelligence**

# Custom solutions: **management**

**Management  
fundamentals for  
first time managers**

**Senior management  
program**

**Change management  
program**

**Project management  
fundamentals**

**People management skills**

**Process management**



# Custom solutions: **general leadership programs**

**Leadership development**

**Female leadership**

**Leading through  
generations**

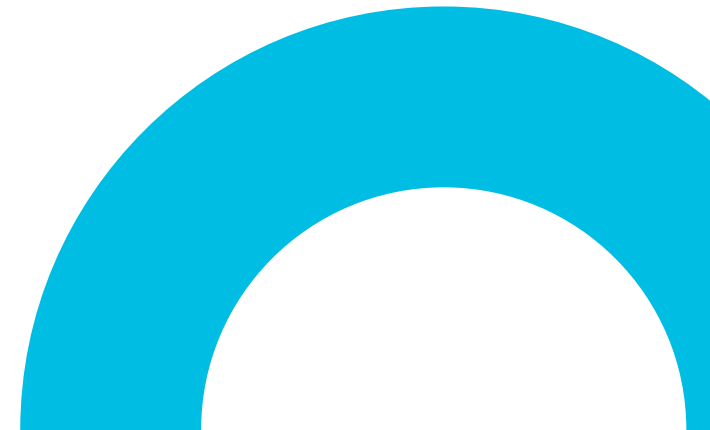


# Custom solutions: **coaching activities**

**Individual  
coaching sessions**

**Team coaching**

**Pro.Play® powered  
coaching**



# Pro.Play® Method



# What is Pro.Play®?



- **Pro.Play®** is an innovative methodology designed to infuse the power of play into professional settings, leveraging the unique **PLAYMOBIL** pro kit.
- Developed exclusively by the Creativity Certification Program, **Pro.Play® transforms traditional business practices** across various industries and processes.

# Pro.Play<sup>®</sup> applications in business

Versatile Applications, Transformative Outcomes



- **Talent Development & Skills Enhancement:**
  - Pro.Play powered custom training programs or learning initiatives
  - Integrate Pro.Play activities as part of your internal onboarding and training programs
- **Offsite sessions:**
  - Strategic workshops
  - Cultural workshops
  - Hackathons
- **Team building and team bonding activities**
  - Knowing each one better
  - Strengthening team dynamics and collaboration
  - Conflict resolution
  - Cross-team interactions

# Pro.Play<sup>®</sup> applications in business

Versatile Applications, Transformative Outcomes



- **Employee engagement**
  - Pro.Play powered purposeful play to boost your employee engagement initiatives
- **Thematic workshops:**
  - Mission, vision and values
  - ESG
  - Diversity and inclusion
  - Leading through generations
  - Cross-cultural differences

# The Power of **Pro.Play**<sup>®</sup>

## Dismantling barriers



Through play, professionals break free from conventional constraints, allowing communication to flow effortlessly and fresh, unconventional ideas to surface easily.

## Fostering creativity and innovation



Unlocking the creative potential within each individual, encouraging divergent thinking and the exploration of novel ideas.



# The Power of **Pro.Play**®

## Enhancing team collaboration



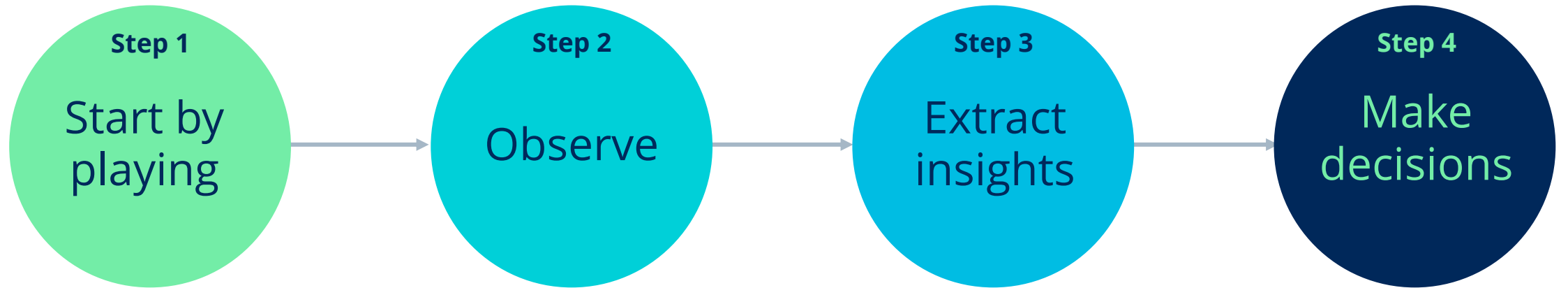
Building bridges between diverse skill sets and perspectives, fostering an environment where collective effort translates into collective success.

## Solving complex problems



Equipping teams with the mindset and tools to approach multifaceted challenges with confidence, creativity, and a fresh perspective.

# How **Pro.Play**<sup>®</sup> works for **the players**?



# The experience of our **Pro.Play**<sup>®</sup> customers:

*"We would like to thank U Grow Academy for the amazing experience and professionalism we received during the workshop. It was a pleasure for us to participate and get acquainted with the Pro.Play<sup>®</sup> gamification methodology. The positive emotions and valuable experience we gained are priceless.*

*The Pro.Play methodology, which includes game elements and figurines,, significantly facilitated the process of giving and receiving feedback.*

*Through the gamified approach, we were able not only to share information but also to make it more accessible and visually tangible for all participants.*

*We eagerly look forward to future meetings and exciting new projects!*

**Mariyana Brogniart, HR Manager VSG Bulgaria**

*"The method is fantastic, innovative, and quite creative. It provokes thinking and discussions, as well as encourages us to step out of our comfort zone. Thank you for the wonderful format."*

**Pavleta Georgieva, HR Generalist, Louis Dreyfus Company Services Bulgaria**

*"An interesting method that encourages more immediate and open communication."*

**Marina Naydenova, HR Business partner, Liebherr Hausgerate**

*"It was a great pleasure to participate in the Pro.Play<sup>®</sup> workshop by U Grow Academy at this year's HR industry. It challenges creativity, requires you to be effective, and find unconventional but key solutions. It's wonderful that more and more innovative ways are emerging to be more successful in our communication, relationships, and work."*

**Miroslava Vitkova, People and Culture Manager J&T Services**

*"I attended one of the Pro.Play workshops organized by U Grow - "Feedback Like a Game" and was extremely impressed by the innovative methodology. The workshop was conducted just like a game - effortlessly engaging and actively involving all participants, despite the topic not being the easiest to work with. It was truly a different experience and very enriching - I am able to apply what I learned in my daily life every day. Thanks to the entire U Grow team for the time and attention given to every detail."*

**Dr. Viktoriya Krumova, Manager of V Clinic**

# Why choose us?



Learn. Grow. Evolve.

# Why **choose us?**



**Team with industry specific  
experience**



**Flexible solutions**



**Expert portfolio of  
training programs**



**Easy to work with**

# Contact us



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**[ugrow.bg](http://ugrow.bg)**



[U Grow Academy](#)



[u.grow.academy](#)



[U Grow Academy](#)



**Learn.**



**Grow.**



**Evolve.**

**Thank you.**