



Consulting & Training solutions

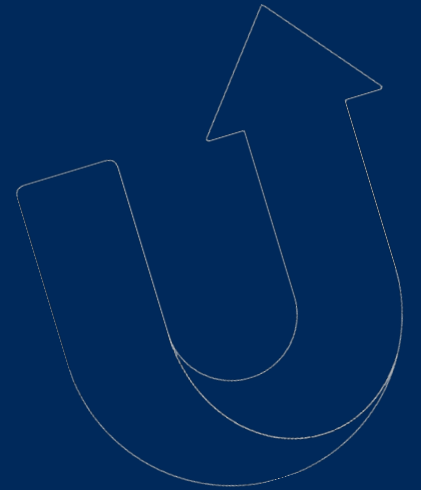


January 2026

Learn. Grow. Evolve.

A large, solid cyan circle with a white outline, partially overlapping a white, thin, curved line that loops around it.

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



Our **Mission**



To support the **growth** of your business
by
developing a **highly skilled** and **resilient** workforce.



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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 CX company in Bulgaria

Strategic development professional with expertise in creating, developing and managing teams in fast-paced environments

Leadership development expert with decades long expertise globally - both as internal and external consultant

What **makes us unique?**



Team with **global** expertise,
understanding your **local**
needs



Highly **flexible**
solutions



Wide portfolio of
training solutions and
unique methodology



Easy to work with

Our **solutions**



**Custom
training solutions**



**Custom
consulting solutions**



**Coaching
services**



**Pro.Play
solutions**



Our **Awareness-Action-Adoption** approach

At **U Grow Academy** we use the **Awareness-Action-Adoption** framework to build and execute our training solutions and development programs. This approach guides participants through a transformative learning journey, helping them not only grasp new concepts but also apply them and integrate them into their everyday work.

Awareness

- At this level, participants are introduced to new ideas, concepts, and approaches. They gain new insights about themselves, clarify existing concepts, and are exposed to fresh perspectives. The focus here is on expanding knowledge, building a shared language, and fostering understanding.

Action

- The action stage shifts the focus to practical application. Participants are given the opportunity to test their behaviours, build confidence in applying new concepts, and experiment with different approaches. They begin to differentiate between efficient and inefficient behaviours, validating what works and refining what doesn't.

Adoption

- The adoption phase is about integrating new behaviours into daily routines. Participants apply predominantly efficient behaviours, drive positive change within their environment, and challenge ineffective habits. At this stage, they lead by example, setting the standard for others. This is where true behavioural change takes place.

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



Custom modules for Internal leadership program across 3 levels



Process mapping and design workshops; cross-team collaboration



Custom solutions for High Potentials and managers; Mentorship program.



Custom Internal development program for 3 management levels



Assessment center and custom leadership development program for tech experts



Pro.Play workshops for strategic initiatives



Trainings and workshops for junior and senior managers, Pro.Play solutions

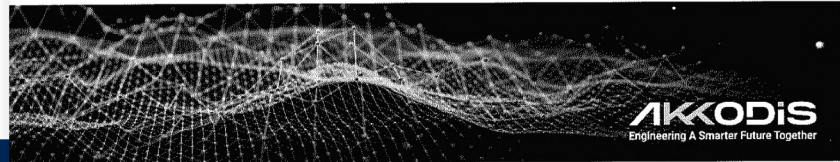


Custom Lecture series for European sites on Organizational behavior and workplace dynamics



C-level workshops
Custom modules for middle management academy

The references they share with us



Recommendation Letter

Akkodis Bulgaria's collaboration with U Grow Academy has been highly strategic and effective. We approached them with a clear vision - to create a comprehensive, multi-level development program tailored to the diverse needs of our junior, middle, and senior managers. From the beginning, their team demonstrated a deep understanding of our priorities and proposed a solution to equip our leaders with the tools to excel in a fast-changing business environment.

U Grow Academy designed three dedicated training tracks, each specifically adapted to the experience and responsibilities of its audience. The program includes:

- 1) interactive and practical sessions for junior managers: covering leadership communication styles, conflict resolution, and negotiation skills
- 2) advanced modules for our middle management team: focused on negotiations, stakeholder management, and risk management.
- 3) track for senior leaders: addressing advanced negotiations, complex stakeholder relationships, risk mitigation, and strategic thinking and planning

The trainings delivered have combined theory with hands-on practice, role plays, real business cases and engaging group discussions — creating a learning environment that is dynamic, collaborative, and directly applicable to our daily challenges. The customization of content to our organizational culture ensured high relevance, and participant feedback from the first two tracks has been strongly positive.

Beyond the quality of the content, we valued the seamless collaboration with U Grow's team - from needs analysis, through program design, to flawless execution.

We confidently recommend U Grow Academy to any organization seeking a truly tailored, impactful, and strategically aligned leadership development experience.

Best Regards,
Tihomira Tomova
Talent and L&D Manager

A handwritten signature in black ink, appearing to read 'Tihomira Tomova', is positioned below the typed name and title.



We confidently recommend U Grow Academy to any organization seeking a truly tailored, impactful, and strategically aligned leadership development experience.

*Tihomira Tomova,
Talent and L&D Manager*

The AKKODiS logo is displayed in white on a dark blue background. The letters 'AKKODiS' are in a bold, sans-serif font, with the 'i' in 'DiS' being lowercase and smaller than the other letters.

The references they share with us



Recommendation for U Grow Academy

25.02.2025

We are pleased to recommend **U Grow Academy** for their contribution to the launch of our **EmpowerED program**. The focus of the event was to bring together professionals from different departments across the country, fostering collaboration and cohesion within our organization.

The U Grow Academy representatives dedicated time to deep dive into the needs of the target group in order to adapt the learning content as much as possible. So they played an important role in creating an engaging atmosphere for participants, many of whom were meeting for the first time. Through the innovative **Pro.Play Method**, they facilitated activities that helped the participants get to know each other, shape their development goals for the program, and identify key lessons for success.

We thank U Grow Academy's team for their professionalism and creativity and look forwards to future collaborations. We recommend U Grow as a trusted partner to any organization, seeking a non-standard approach for their workshop and training events.

Best regards,

Iskra Peeva
Development Programs and Employer Branding Lead
UniCredit Bulbank



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Iskra Peeva
Development Programs and Employer Branding Lead,
UniCredit Bulbank



The references they share with us

Letter of recommendation

13.01.2025

We would like to express our appreciation to U Grow Academy for the exceptional training provided to our management team on the topic of **"Versatility and Creativity in Management: Preparing for Change."** The session was expertly designed and covered the following key areas:

- The importance of creativity and versatility in management
- Identifying and overcoming habitual thinking
- Creative problem-solving techniques
- Collaborative ideation
- Adaptability and change management

The training was highly engaging and well-structured, providing us with **valuable insights** and **practical tools** that can be applied in our day-to-day management practices. The techniques shared during the sessions were both innovative and highly relevant to the challenges we face in an ever-evolving business environment.

Our team highly evaluated the program, and the overall feedback from participants was strongly positive. We appreciate the professionalism and expertise demonstrated by the U Grow Academy team throughout the process and look forward to future collaborations.

Best regards,

Lora Ivcheva
Country General Manager
Woerwag Pharma GmbH & Co. KG

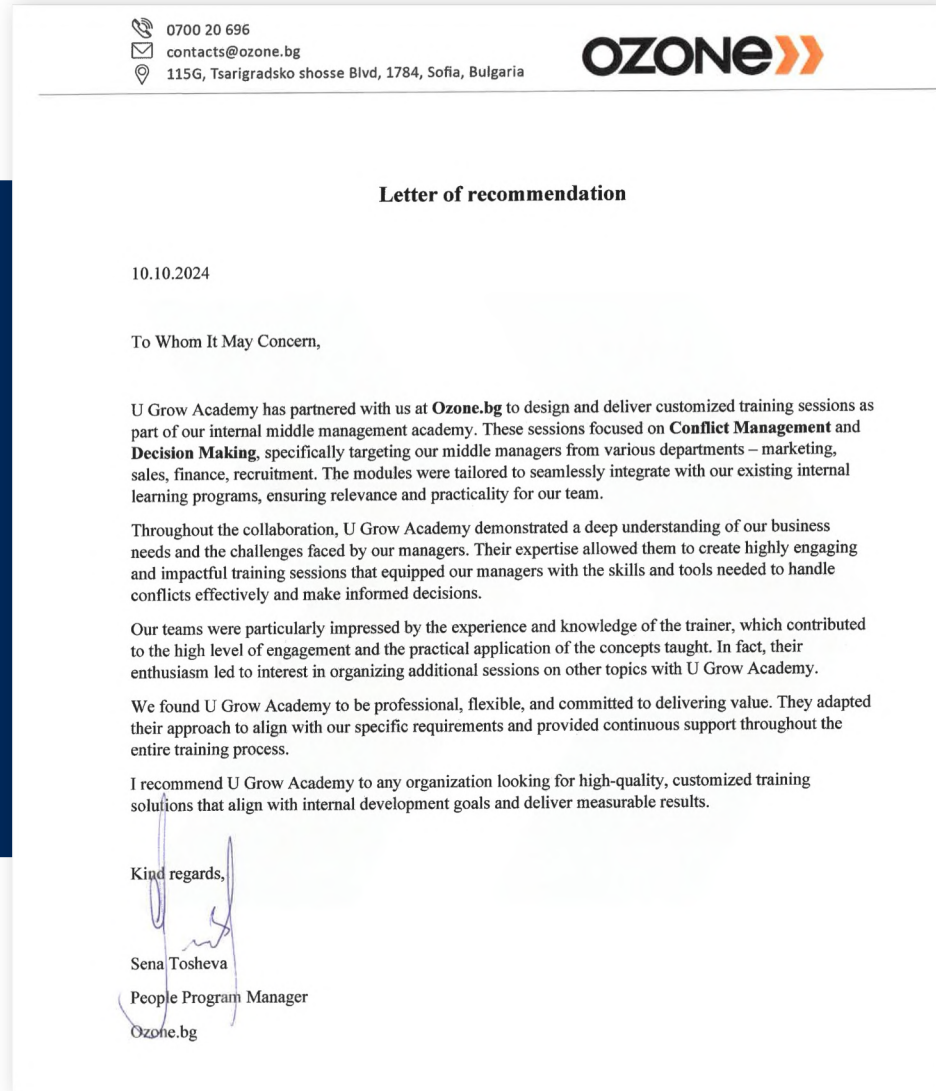


We appreciate the professionalism and expertise demonstrated by the U Grow Academy team throughout the process and look forward to future collaborations.

*Lora Ivcheva,
Country General Manager*



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*



The **opinion** of the participants in our trainings

The Team Leader program gives a very good idea about what the Team Leader position is, what are their strong qualities and how to use them. A thing which I have noticed many programmers who get promoted to team leaders lack, since they burn out from writing a code for example or the many meeting and organizational tasks they overtake. The program expanded my knowledge of different work styles and highlighted significant gaps in one's understanding of the responsibilities associated with those positions. Additionally, it provided valuable context and insights into the various problems and challenges I encountered over the past couple of years in this role.

Nikolay Ivanov, Technical Manager, AXS Marine

The New managers program helped me better understand the processes in the team's life cycle. It opened new horizons for team management and my positioning as a leader within the team. The knowledge transfer from other participants in the program provided both positive and negative real work cases, enabling me to handle situations better now. It also improved my personal performance in Communication, People Management, Problem Solving, Expectation Management, Conflict management.

Martin Zhelev, Project Management Team Lead, Fibank

Everyone who wants to enhance their qualities and skills should trust U Grow Academy because they are exceptional professionals who will assist in everyone's career development.

Lychezar Georgiev, IT manager, Knauf IT

The Leadership program is very well thought out. A large amount of theory is synthesized with practical advice from various fields of work, everything is structured and presented in a functional and understandable way. All tasks are real-life examples that have direct benefits for your work.

Antony Georgiev, Technical Support Manager, Abrites

I want to express my gratitude to U Grow Academy for the invaluable guidance and support in helping me obtain my professional certificate in Operations Management. Your expertise, encouragement, and unwavering belief in my abilities have been instrumental in my success. I am truly grateful for your mentorship and the impact it will have on my professional growth. Your contributions have made a significant difference, and I am excited to apply my new skills and knowledge to further excel in my career.

Theodorina Veselinova, Customer Success Manager, Venafi

The advice I would give is not to overthink it. Just go for the new managers program! I guarantee that each participant will acquire new knowledge, engage in self-reflection, and enhance their abilities for the benefit of their teams.

Nevena Hristova, Account Manager, Cashwave

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Role specific programs

Role specific programs

TEAM LEADER PROGRAM

Key competencies covered

- Understanding the Team Leader role
- Business operations fundamentals
- Data analysis and workflow management
- Time management and effective meetings
- Managing, motivating and retaining teams
- Establishing effective relationships with clients

Duration

6 modules, customization available

Suitable for:

Aspiring or newly promoted Managers
/up to 2 years in the role/

OPERATIONS MANAGEMENT PROGRAM

Key competencies covered

- Business operations
- Quality management and project delivery
- People operations
- Finance operations
- Personal effectiveness
- Leadership communication, executive presence

Duration

9 modules, customization available

Suitable for:

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

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Custom Training solutions

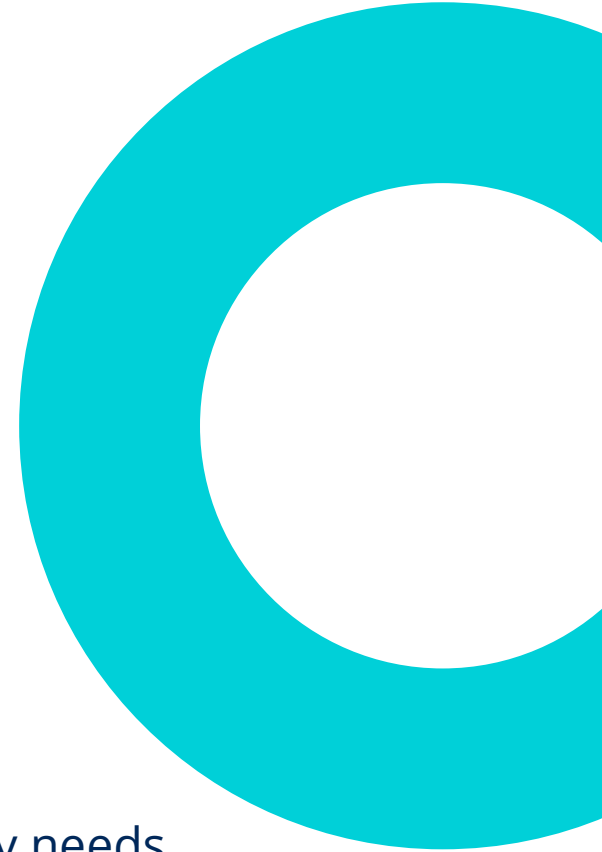
Custom solutions

Our **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**





Assessment tools

Custom solutions: **assessment tools**

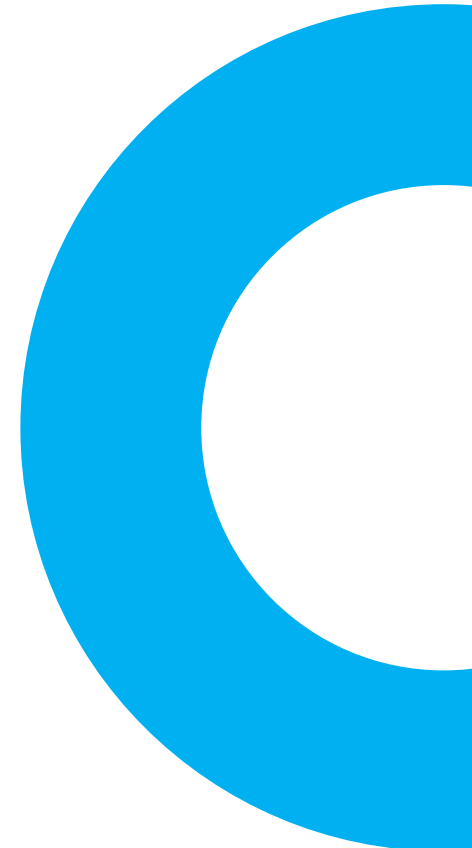
**DISC
assessments**

**Harrison
assessments**

**Clifton Strengths
individual and team
profiles**

**Neuro Agility Profile™
(NAP™) Advanced+**

**We can suggest also other assessment options, based on organizational and/or individual needs.*





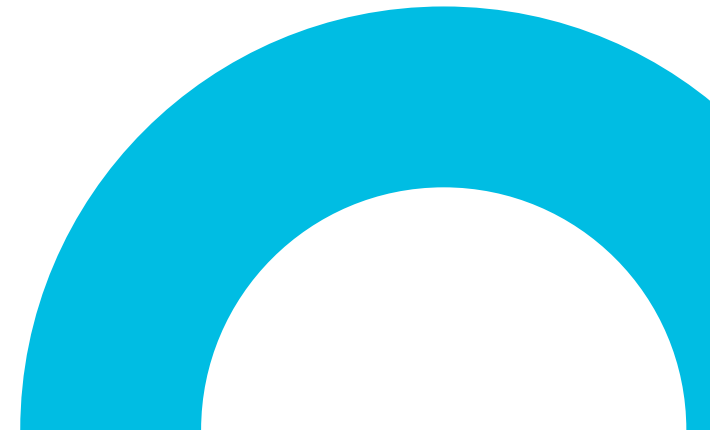
Coaching

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.
- U Grow is the **exclusive partner** of Pro.Play for Bulgaria.

The Power of **Pro.Play**[®]

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.

Pro.Play[®] 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® 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

Let's discuss how we can **add value:**



dilyana.dragomirova@ugrow.bg



+359 884 890 107



[Dilyana Dragomirova](#)



Learn.



Grow.



Evolve.

Thank you.