

# Grow your Sustainable Business

From the inside out!



16 June - 1 September 2021

## 3 MONTHS PROGRAMME

12 business lectures - 12 group coaching sessions

2 business consultations - 2 coaching sessions

2 Mastermind Group Meetings



What does it mean **business** for you?

We do believe that by doing business, we **move the world towards our visions!** For us making business is a **political act** that shapes our realities!

Environ.Mental and YuYa Consult, **we want a world that feels good to live in! We want a greener and healthier planet with happier people to live on it.** This is why we want to support people who are brave enough to build a sustainable business with a positive impact on the world around us!

When we say **SUSTAINABLE**, what we mean is:

- you want to make a **positive impact** on the environment
- you want to provide good working conditions for you and your team
- you want to build a business in a sustainable way: **with care for your own *mental health*** and the people who are important to you! **Without burnouts & creativity droughts!**

We believe that business reflects your inner world, your patterns, your believes. So it is fertile soil for personal development that you will experience in our programme.

If what you just read resonates with you, **APPLY HERE.**

# Hello, there!

We are inviting you to apply for a 3-month business programme that will create a supportive environment for you to explore yourself and build your sustainable business from a place that feels good!

We are not going to promise you 10k for one month and we won't tell you to set goals bigger than you! Building a business is a process and it is **not about the time, but about the foundations!** Most of all it is about doing something that is **meaningful for you and for others!**

**Because we actually do  
GIVE A F\*CK!**



# Here 1 good reason to work with us!

## Experience

- Yana and Yulia have helped more than **300 people** to start their business in the last 3 years.
- **85 of their clients have a growing and successful business within 6 months after the training!**
- YuYa Consult is also supporting **9 non-profits** to grow and make a positive social impact!
  
- Zsofi and Joanna had **42 clients for their coaching programme in the last 5 months** and 9 people to coach for an exchange!
- They have broad experience in the fields of **mental health, coaching and youth work!**
- Both of them are working actively in the Erasmus+ context with youth workers and young people. In the last 3 months they have more than **70 people** in their training programmes.



# About the training

"Grow your sustainable business" is a business programme that combines personal and business development so that you can grow your business from a place of passion that feels good for you!

**My business reflects me and we grow together!**

"Grow your business" is a programme that includes:

- 12 business steps to success - 12 lectures;
- 12 group coaching sessions;
- 2 individual business coaching sessions
- 2 individual personal development coaching sessions
- 2 Mastermind groups
- 1 Support system with like-minded people

What do I want?

How to start my business?

What is holding me back?

How to communicate better  
my ideas?

# What do people say about us?

"Yuliya and Yana made me believe that I can.  
Thank you! You are lighting the spark in us!"

"It was a real pleasure to work with Yulia. All the things she asked me provoked me to think and analyze various aspects of my business plan that I had not thought about"

"Environ.Mental made me realize that I need to dedicate quality time to myself and my thoughts and helped me understand my emotions, needs and how to continue working on them from now on"

"Lux Box was just a naive idea before I met you. Thank you for believing in me and patiently answering my endless questions (even though some of the theme were stupid). Just a few months later, everything is a reality and it's thanks to you again!"

# Schedule

**Business Lectures**  
30  
mins/recorded

You will receive them  
weekly

in your own  
time

**Group Coaching**  
120 mins/every  
week

Group coaching that will  
support you to do your steps  
and to explore yourself

every Wednesday  
18:30 CET  
Zoom  
16 June - 1 Sept.

**4 individual  
sessions**  
50 mins x 4

an empathic and safe  
environment to clear your  
thoughts and receive  
support

you can choose the  
most suitable time  
from the given options  
during the program

# Group coaching sessions

What are you going to get?

## Clarity

What is really alive in me?  
What are my needs and feelings?  
What do I want to create?  
Celebrating inner judgements.

## Structure

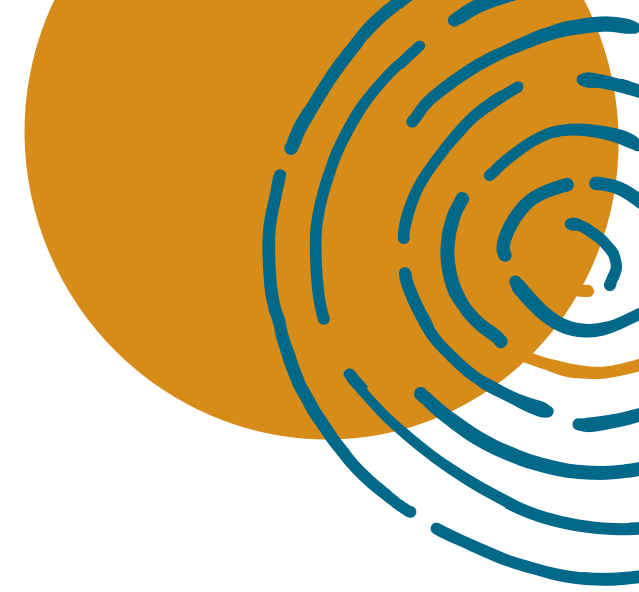
How to make the first step?  
Road map with weekly tasks.  
Reflection tools.  
Business tools.

## New Perspectives

Changing perspective, shifting paradigms  
What are my inner resources?  
What is holding me back?  
How my traumas affect my business?

## Support

Who can support me?  
How to build a team?  
Empathic environment where you can share from the heart.





# 12 Lectures

- Find your sweet spot to move from. Ikigai.
- The Golden Circle. Mission and Vision.
- LEAN Methodology.
- Ideation. Brainstorming. MVP.
- Value Proposition.
- Business Model Canvas.

- Brand Identity.
- Ethical Marketing.
- Sustainable Time Management.
- Sustainable Communication.
- Budget & Finances.
- Finding Clients.



# Meet your facilitators

## Zsofi Gaudi

MENTAL HEALTH COACH & EDUCATOR  
FOUNDER OF UNFOLDING - TRAINING AND COACHING.

[www.unfolding-tnc.com](http://www.unfolding-tnc.com)

*"I have a background in the field of Psychology, Mental Health and Personal Development.*

*My passion is in provocative and systemic coaching - to work with the tools of humour and intuition. My mission is to bring lightness in serious topics, and to support individuals and groups to create a new perspective that is sustainable in the long-term."*



# Yuliya Ivanova

BUSINESS CONSULTANT, ENTREPRENEUR  
FOUNDER OF PODLEZNO

*" I gained my knowledge in both the private and NGO sectors, working mainly in the fields of entrepreneurship and creativity. My experience includes:*

- POdLEZNO foundation - President since 2013, I am constantly working with institutions, businesses and volunteers for the development of a better urban environment, incl. arts, culture and active citizenship.*
- Association of Bulgarian Leaders and Entrepreneurs (ABLE) - As Vice president, member of the Advisory Board, coordinator of several projects and business consultant I helped more than 600 people to develop their business ideas and mindset.*
- I am co-founder of the Bulgarian Foundation for Research, Education and Entrepreneurship (Bfree) and in 2020 me and Yana we founded YuYa consult - consultancy agency for business and NGO development."*





# Yana Traykova

BUSINESS AND NGO CONSULTANT  
FOUNDER OF BULGARIAN FOUNDATION FOR RESEARCH,  
EDUCATION AND ENTREPRENEURSHIP (BFREE)

*"I have a diverse experience: entrepreneurship, advertising, PR, management of international projects and organizations. My professional career combines work in the private and non-governmental sectors with a focus on more youth engagement in the fields of social entrepreneurship, culture and education.*

*From 2019 I combine my experience and knowledge in BFREE and from 2020 I'm the other part of YuYa consult - consultancy agency for business and NGO development.*

*You are the greatest project you will ever get to work on. Take your time. Create magic."*

# Joanna Nikolova

CULTURAL ANTHROPOLOGIST  
LIFE & CAREER COACH, YOUTH WORKER, ENTREPRENEUR

## Joanna's Crazy Coaching

*"I do coaching and Theatre of the Oppressed training. With a background in Cultural Anthropology, I am interested in Nonviolent Communication, Psychological Anthropology and Yoga. I love to travel, explore and experience cultures, Food Anthropology and theatre.*

*Lately, my work is mainly focused on creating educational opportunities for young people and coaching."*



# Investment

**By applying for this training, you commit to dedicate time for the individual and group meetings & to show up for yourself.**

**Participation fee: €700**

in three monthly instalments

**10% discount**

If you have been a client of Environ.Mental so far.

**25% discount**

Youth workers AND people who live in Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Hungary, Kosovo, Montenegro, North Macedonia, Romania, Serbia, and Slovenia

**50% discount**

For current ESC volunteers



# How to Apply?

By filling out and submitting this application form you will be applying to Environ.Mental & YuYa Consult "Grow Your Business" programme and agree to our [Terms and Conditions](#).

**[APPLY HERE](#)**

If you have any questions, please contact  
Zsofi or Joanna at:  
[askaway.environmental@gmail.com](mailto:askaway.environmental@gmail.com)



