



Thriving Leadership™



# Impact Report



2025

# A Message from Our Founder



## A YEAR OF DEEP ROOTS AND NEW BRANCHES

2025 has been transformative for Thriving Leadership. On March 21st, we received our B Corp certification—a milestone that validates our commitment to regenerative business principles and our role as a force for good.

Yet what makes this year truly special is how our deep roots of social impact have grown new branches. Our wholehearted commitment through the Petko Hinov Foundation has blossomed into 'Together for the Children of Bulgaria'—a legacy project now entering its fourth year of supporting the next generation of Bulgarian leaders.

In every decision and every project, we remained true to our purpose and core values. This alignment has become our compass.

As we move into 2026—our Year of ONE—we'll continue nurturing both our established roots and emerging branches. Together, they form a single, purpose-aligned community growing toward regenerative impact.

With purpose and gratitude,

Dr. Elena Hinova-McNamee  
Founder, Thriving Leadership™

# Executive Summary



## KEY INSIGHTS AND ACHIEVEMENTS OF 2025



### INCREASED FINANCIAL COMMITMENT

of sales donated to youth leadership programs



### INCREASED VOLUNTEERING COMMITMENT

volunteer hours invested in community transformation



### INCREASED NUMBER OF PARTICIPANTS

young leaders in 2 cohorts empowered in 2025

# Our Impact Business Model: Designed to Give



Thriving Leadership™ maintains a formal, ongoing commitment to **donate 5% of annual sales** revenue and **provide volunteer time** to support **youth inner development** and **leadership programs**. This commitment is embedded in our business design and directly aligned with our core purpose of inspiring leaders, teams, and organisations to sustainably thrive.

Our charitable contributions primarily support "Together for the Children of Bulgaria" through the Petko Hinov Foundation, focusing on developing leadership capacity in young people. By investing in emerging leaders, we create a regenerative cycle of leadership transformation that extends our impact across generations.

## This commitment reflects our core values:

**Commitment & Connection:** Wholehearted commitment and connection to the communities we serve, conducted with integrity and compassion.

**Impact & Growth:** Impact and growth driven by purpose and presence, ensuring our business model creates value beyond our immediate client work.

Through this model, we demonstrate that leadership transformation begins with giving back—creating a legacy of conscious, capable leaders who will shape a more thriving future.

# Our Regenerative Business Model

Strong roots, strong branches



- Executive Leadership Coaching
- Team & Group Coaching
- Organisational Transformation

- 5% Donation to Petko Hinov Foundation
- Volunteering

**THRIVE**

- Youth Leadership “Together for the Children of Bulgaria”

- Community Impact

# Impact in Action: Our Transformative Journey

# Transforming Leaders

Cultivating leadership capacity for individual and collective thriving

- Executive leadership coaching
- Group coaching
- Team coaching



# Transforming Leaders in 2025

Cultivating Leadership Capacity for Individual and Collective Thriving



20

Leaders Served in 2025

12

New Clients

5

Pro-Bono

2

Returning

B Corp Gift Sessions

5 Leaders Supported

## Gender Distribution



67%

Female (8)



33%

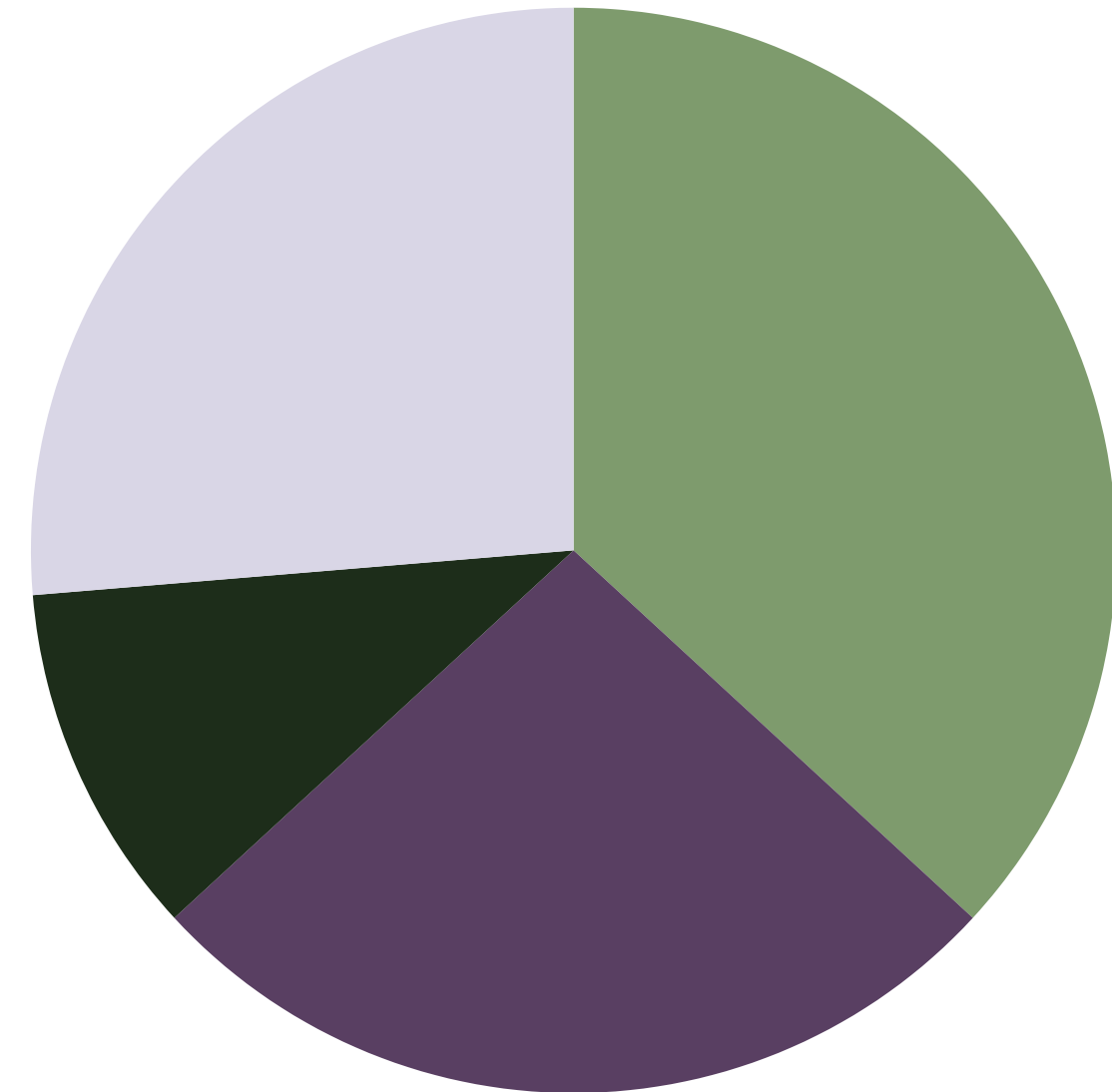
Male (4)

● Paid Clients

● Pro-Bono

● Returning

● B Corp Gift

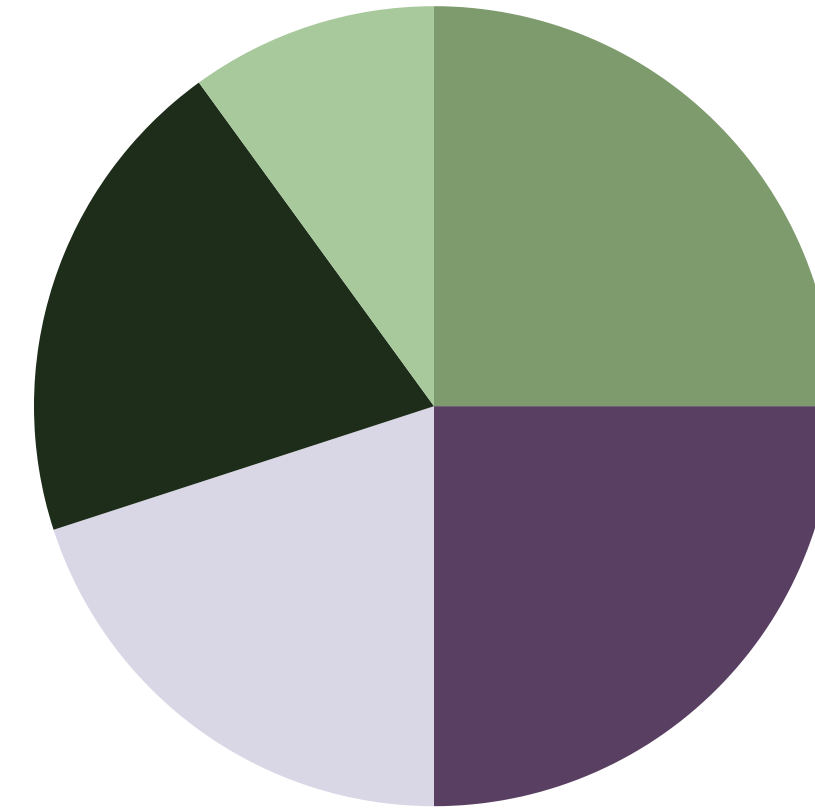


# Program Distribution 2025

Diverse Pathways to Leadership Transformation



- Thriving Leadership 1:1
- Pro-Bono 1:1
- Team Coaching Diploma
- Action Learning Sets
- Energy Elevation



## KEY INSIGHTS

- **50% 1:1 Focus** — Individual coaching remains our core impact driver
- **25% Pro-Bono** — Commitment to accessible leadership development
- **Group Programs** — Team learning amplifies collective transformation

# Inspiring Youth to Thrive and Serve Community and Nature



# Inspiring Youth to Thrive and Serve Community and Nature



# Impact and Satisfaction Together for the Children of Bulgaria 2025



90%

## LEVEL OF PROGRAM SATISFACTION

This year, we witnessed a 75% increase in participant engagement across our programs, demonstrating the growing interest in leadership development among youth and community members.

70 +

## LIVES IMPACTED

Local Community members

# Youth Leadership Academy Key Insights

100% of participants reported exceptionally high motivation to continue their leadership development.

100% of participants identified practical, hands-on work as their favorite method, particularly organising and leading meetings.

*"The Leadership Academy with Elly is the only one of its kind in Bulgaria. It is very different from a university academy or school academy. You don't feel like you're studying, but you acquire invaluable skills."*

*"It is very useful not only for leadership, but also for life. Many of the things I learned I use in everyday life. The academy improved many things in my life. And you have the opportunity to connect with incredible people."*



Official graduation

October 2025



# Bridging Polarities

## Ripple Effect: Youth-Led Leadership Initiative

A transformative leadership event emerged organically from the Youth Leadership Academy, demonstrating the regenerative impact of our "Designed to Give" model:

### Youth-Led Leadership:

Facilitated by Martin Weider, a graduate of our Youth Leadership Academy, exemplifying the multiplier effect of investing in emerging leaders

### Aligned with Global Movement:

Designed in alignment with the Inner Development Goals 2025 theme "Bridging Polarities"

### Core Focus:

Building capacity to hold space for authentic dialogue—developing the skills, mindset, and presence needed to lead dialogue in a world marked by division and conflict

### Experiential Learning:

Participants physically constructed a bridge as a metaphor for connection, followed by structured dialogue circles that practiced respectful engagement across differences while maintaining personal values and authentic presence



# B Corp: Using Business as a Force for Good

Building the B Corp Community in South-Eastern Europe

"We are proud to meet high standards of environmental and social performance"

## WHAT B CORP CERTIFICATION MEANS

- Balancing purpose and profit for stakeholders
- Verified social and environmental performance
- Public transparency and legal accountability
- Part of a global movement for good business

## CONFERENCE DETAILS

The Villa, Bucharest • 8 October 2025 • Better Business Alliance



# Sharing Our Impact on the B Corp Stage

First B Corp Conference in Romania | Bucharest, 8 October 2025



## Dr. Elena Hinova-McNamee

Founder, Thriving Leadership™

International B Corp speaker representing Bulgaria alongside leaders from Greece, Romania, and CEE region

### PANEL DISCUSSION

"More than Certification: B Corps Share Their Purpose in Doing Good for Nature and People"

### PRESENTATION TOPIC

## CORE Alignment for Leaders

How purpose-driven leadership and inner alignment create sustainable impact – connecting coaching with B Corp values.

### FELLOW PANELISTS

Nespresso Romania • Apivita Greece • Polypan Greece • Opella Romania

# Forbes Women Forum 2025

Masterclass: The Art of Dialogue | Hyatt Regency Sofia, 23 October 2025



Dr. Elena Hinoва-McNamee

Founder, Thriving Leadership™ | PhD in Leadership & Coaching

## Masterclass: The Art of Dialogue

### THREE CRITICAL ELEMENTS OF DIALOGUE

- Knowing When – Understanding when to use dialogue as a tool
- Vulnerability – A superpower flowing from inner confidence
- Presence – Determines whether dialogue flows like a river

*"Our polarised world needs fewer winners and more dialoguers – open, curious people seeking shared meaning."*

350+

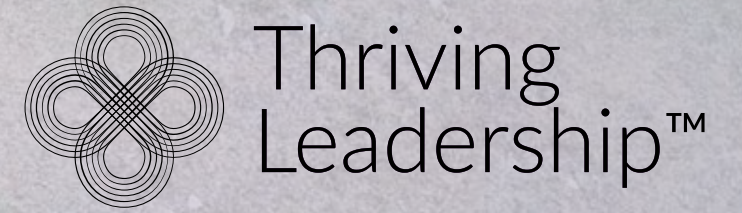
Women Leaders

14th

Edition

From Idea  
to Triumph

# Looking Ahead to a Brighter Future



# Looking Ahead to 2026

## ПОТОКЪ YOUTH ENTERPRISE

Launching a youth social enterprise born from Together for the Children of Bulgaria. Engaging architects, investors, and builders following ESG principles.

## TEAMS OF TOMORROW

Our purpose is to inspire human and team transformations, curating spaces where individuals and teams learn to become truly regenerative.

## B CORP AWARENESS - Balkans

Co-organising the first B Corp Balkan Summit in Bulgaria.

Raising awareness about B Corp principles during B Corp Month.

## EVOLVING YOUTH PROGRAMS

New deep-dive format integrating Inner Development Goals with learning-by-doing, focused on social and environmental impact in the Stokite region.

## SCALE FROM WITHIN

We help female CEOs and founders become confident cultural architects, mastering wellbeing, growth, and organisational culture with emotional resilience.

## NEW B CORP STANDARDS

Reviewing Thriving Leadership through new B Corp standards. Creating an alignment plan with focused areas for improvement.

# When Leaders THRIVE, Communities and the planet THRIVE



Strong Roots • Strong Branches • Thriving Future