

Recommendation for WeCoach.Team

During my tenure as CMO of tbi bank, my team participated in a series of three workshops organized and facilitated by WeCoach.Team.

tbi bank operates in a dynamic and highly competitive environment where clear communication and strong coordination within the marketing team are essential for achieving sustainable results.

WeCoach.Team organized the **Project We** program for our marketing team, consisting of:

- Workshop 1: *Synergy in Action: Mastering Teamwork*
- Workshop 2: *Your Brand in Action*
- Workshop 3: *Effective Interpersonal and Team Interactions*

The program focused on strengthening team cohesion, improving collaboration, and helping team members better understand their individual roles and strengths. Through practical exercises, shared challenges, and open discussions, the workshops created a space where people could interact not only as colleagues, but also as individuals.

This proved particularly valuable. Many tensions inside organizations do not come from lack of competence, but from the fact that people rarely have the opportunity to truly understand the personalities, motivations, and communication styles of the people they work with every day.

The workshops helped break down some of these invisible walls. Team members became more open with each other, more understanding of individual differences, and more willing to support one another.

As a result, collaboration improved significantly. When tensions or challenges appeared, they were no longer ignored or escalated emotionally. Instead, they turned into discussions where people searched for solutions together. This created new energy within the team and helped projects move forward faster and more efficiently.

From my perspective as an executive responsible for delivering results, this type of team dynamic is extremely important. When people trust each other and communicate openly, coordination improves, execution becomes more efficient, and achieving business KPIs becomes easier.

The workshops also reinforced an important leadership insight for me personally: building a strong team requires constant attention and conscious effort. Creating opportunities for people to connect, reflect, and grow together is an essential part of that process.

WeCoach.Team demonstrated a high level of professionalism, a strong understanding of team dynamics, and the ability to adapt their approach to the specific needs of the organization.

Communication throughout the process was smooth and constructive, and each session was followed by clear feedback and next steps.

What I particularly appreciated was their ability to create a balanced environment - structured enough to guide the discussions productively, but open enough for the team to speak honestly and engage fully in the process. They managed the dynamics of the group with confidence and sensitivity, which helped people participate naturally rather than feeling pushed into artificial exercises.

Throughout the workshops we worked as true partners, aligning on the objectives of each session and adjusting where necessary to ensure the discussions remained relevant for the team.

Beyond the immediate benefits for the team, initiatives like this also contribute to something equally important - building a culture where people feel comfortable communicating openly, asking difficult questions, and working together toward shared goals.

For organizations that value both strong performance and a healthy team environment, workshops like these can be a meaningful investment.

Karolina Sofronieva
Ex-CMO
tbi bank Bulgaria