



Nastya Koeva

Speaker

Coach

Trainer

Leadership Expert

Nastya Koeva

Master's Degree in Economics & Expert in
Consciousness and
Human Potential Development



Her speech touched both heart and mind, inspiring people to act – accompanied by a captivating stage performance. Nastya Koeva is a visionary and a creator of change.

-presseworld-



Икономистката и експерт по развитие на потенциала и съзнанието от Силистра използва вдъхновяващата си реч, за да насърчи хората да разпознаят вътрешната си сила и да действат. Тя остави не просто вдъхновение, а и надежда, увереност и желание за промяна – за активно справяне с предизвикателствата на нашето време.

-кворум-



Die Rede war ein Weckruf an den „Rebellen“ in jedem von uns, der weiß: Erfolg und Glück sind unsere Geburtsrechte. Es geht darum, sich selbst zu entdecken, die eigenen Fähigkeiten zu nutzen und Wirkung zu entfalten – genau dort, wo wir sind.

-Swiss Equity Magazin-



Nastya Koeva

privat



She dances her way through life. She loves the sea — it reminds her of infinity, and the mountains — they remind her of the greatness within people.

She dances because sometimes the body speaks more honestly than the mind.

She reads to discover new worlds — and to find herself within them.

She doesn't exercise to impress — but because it feels good to sweat now and then. Music? Always. The louder, the better.

Mindfulness? For her, it's not a trend — it's a way of being.

Art moves her, good food seduces her. She loves to play — with words, with ideas, with possibilities. Challenges?

She doesn't just face them — she invites them for coffee.

She stretches her mind the way others stretch their bodies — regularly, and with quiet curiosity. She feels at home in both Germany and Bulgaria, and speaks four languages. She loves to travel and to meet people.

And she believes that life is too beautiful and too short to merely survive — it's meant to be fully lived.

You are a hero. And we all need you.

So wake up and step into your own Power of Human Being.

HER JOURNEY



In Conversation with Nastya Koeva

**WHAT
DRIVES
YOU TO
DO WHAT
YOU DO?**

That's why I've made it my mission to help shape the workplace as a living space for human potential and conscious growth.

I support organizations in building high-performing, deeply motivated teams that unite professional success with personal fulfillment.

The result?

Sustainable business success and a strong, positive company culture.

Let us co-create the workplace of tomorrow — starting today.

Nastya Koeva



WORDS THAT INSPIRE



The true strength of a leader is not measured by how many
follow them,
but by how many grow because of them.

Leadership is an act of responsibility — not
only toward others, but also toward oneself.

Only 15% of success comes from what you know —
the other 85% comes from who you are.

Joy is your birthright.
Even in the workplace.

Those who feel strong by making
others small will lose in the long run.
But those who empower the strength of
others gain trust, respect —
and a legacy that goes far beyond
themselves.

You are always leading.
Whether you want to or not.

The way you work
is the way you live your life.

The workplace is a living space for
human potential to unfold.

You are already a success story.
Self-empowerment runs in your veins.

The success of each individual
strengthens the success of the
organization. And the success of the
organization, in turn,
nurtures the success of each individual.

Your ego is your best friend
or your worst enemy.
You decide.

You can have great goals and even achieve
them.
But if you betray your values along the
way,
it will cost you your self-respect.

Success and failure travel the same road.
Failure is simply an earlier exit.

In stillness, our true wealth is revealed:
the abundance that surrounds us,
and the happiness that lives within us.

We don't really know how success and happiness work.
And if we do —
we don't want to.



Workshops and Keynotes





Books and Podcast



My Way Back Home

A Story for Grown-Ups*



Amid the noise of overstimulation, self-optimization, and the endless chase for recognition, this book awakens a quiet longing — the desire to find oneself again.

Through a powerful yet graceful narrative, the author encounters her inner voices — the ego, the soul, old wounds, and forgotten dreams — and realizes that true strength does not come from the outside world, but from the courageous journey within.

In a world that spins ever faster, many have forgotten who they truly are. They live outwardly, driven by ego and expectation — functioning, yet feeling empty inside.

This book is an invitation to return to what lies at our very core — our essence, our light, our true self.

It is a wake-up call.

A story that inspires, touches, and stirs the soul — encouraging readers to stop hiding and to step into their greatness.

You are a hero.

And we all need you.

So wake up and step into your own Power of Human Being.

**Coming soon*

Leaders Of The New Time

Podcast*



While old systems crumble and the world stands on the brink of profound transformation, a new form of leadership is quietly emerging — one led by people who do not seek power, but purpose, connection, and genuine change. A new era calls for a new kind of leadership —not loud, not ego-driven, but courageous, clear, and deeply human.

In Leaders of the New Time, I give voice to those who — whether visible or behind the scenes — take responsibility, live their values, and bring real transformation to life. They are not self-promoters, but pathfinders. Not servants of the ego, but examples of integrity in everyday life.

This podcast gives hope.

It reminds you that you, too, have the power to create impact — right where you are.

For yourself. For others. For this world.

**Coming soon*

Nastya Koeva

Stationen

1980

-Born in Tutrakan, Bulgaria

1998

-High School Diploma – Foreign Language High School, Silistra, Bulgaria

2001

-Bachelor's Degree in Economics – University of Economics, Varna, Bulgaria

2009

-Master's degree in Economics, FU-Berlin, Germany

2017

-Berlin School of English, Berlin

2021

-Certified Leadership Expert, AlfaTraining Bildungszentrum

2022

-Change and Innovation Management, AlfaTraining Bildungszentrum

2023

-Speaking Performance, Tobias Beck Academy



2023

-Certified Life Trust Coach (EASC), Life Trust Coaching by Veit Lindau, Germany

2023

-Lehrsupervision, EASC-Europien Association for Supervision and Coaching

2024

-Agency Builder, Entrepreneur University, Germany

Nastya Koeva

Professional Experience



Founder & Owner

The Power of Human Being · Sept 2022 – Present · Lahr, Germany

Project and Team Leader – Implementation and Organization of Accounting Processes in SAP, K&R Transporte GmbH · Full-time · June 2018 – Aug 2022 · Lahr, Germany

Sabbatical Break Aug. 2017–Mai 2018 · Berlin, Deutschland

Financial Accountant

HGHI Holding GmbH · Full-time · Feb 2017 – July 2017 · Berlin, Germany

Property Accountant – Development and Management of a New Real Estate Portfolio JLL · Full-time · March 2015 – Aug 2016 · Berlin, Germany

Financial Accountant – In Charge of General Accounting and Financial Analysis Alitania Group · Full-time · Apr 2013 – Feb 2015 · Berlin, Germany*

First Professional Experience in Financial Accounting – Building the Foundation for My Career in Finance

COUNT Accounting and Payroll Services · Full-time · May 2009 – March 2013 · Berlin, Germany

Part-time Student Employment – Caras Gourmet Coffee Shop

Aug 2001 – Apr 2009 · Berlin, Germany



What My Clients Say

“Great keynote, great expertise- thank you!”

Daniela M.

“An inspiring speaker. What stayed with me most was her sentence:

‘Working time is living time’ —
a reminder to live one’s life more consciously.”

Gerhard A.

“Nastya combines business expertise with genuine humanity.

She inspires with clarity, presence,
and a powerful vision for the future of work.”

Cleo M.

“With heart, mind, and genuine passion, Nastya gets right to the point:
‘Working time is living time’ — and she shows how both can exist in harmony.

Thank you so much!”

Sebastian B.

“Nastya Koeva is an authentic and inspiring speaker
with a truly valuable message. Her energy is tangible, and her words stay with you.
I wholeheartedly and unreservedly recommend her.”

Ingrid S.

“Nastya carries a rare mix of warmth, professionalism, and intuitive clarity- something that make her unique
She looks beyond the obvious and quickly recognizes what’s holding you back.

I wholeheartedly recommend her to anyone who truly wants to grow.”

Claudia G.

“With passion, competence, humor, charm, and esprit,
Nastya guides people on their professional journey — helping them fully unfold their personal potential.
She inspires and captivates with her work.

I’m already looking forward to our next session together.”

Ingo L.

“There are people who carry light — not because they try to,
but simply because that’s who they are. A woman with a voice that echoes beyond stages and borders.
With a presence that transforms. With a soul that inspires. Dear Nastya, thank you for being.”

Tanja P.

“Nastya has a special gift — through her gentle and empathetic shift in perspective,
she reveals new aspects in every situation.

She always provides the right impulses and supports you in finding the best possible solution,
helping you create your own personal action plan — toward a more conscious and self-empowered self.
She is a wonderful and experienced coach. Working with her is not only effective, but also truly enjoyable.
A clear recommendation for anyone who strives for a meaningful and fulfilling life.”

Assya O.

What My Clients Say

“N. Koeva offers highly competent and inspiring consulting. With an integral perspective on situations and challenges, she works with dedication and delivers exceptional results.”

Mario F.

“Her expertise and commitment are exceptional — professional, authentic, and truly heartfelt. Thank you, Nastya!”

Maria K.



“N. Koeva impressed me with her focused, efficient, and innovative way of working. Her genuine passion for guiding people in their personal growth is truly inspiring.”

Kerstin N.

“A truly empowering woman!
She helped me identify my core strengths and apply them effectively in my professional life.
I’m deeply grateful — highly recommended.”

Petra W.

“As a coach, I know what true transformation requires — and Nastya Koeva embodies exactly that. She combines depth with clear structure and meets people at eye level. Her insights are well-grounded, inspiring, and immediately effective. A colleague I deeply value — her impulses make you reflect, and more importantly, take action. She combines a genuine intuition for people with strategic foresight. Anyone seeking personal or professional growth is in the best hands with her.”

Henning G.

“A truly empathetic and impactful workshop.
For Nastya, personal development and human potential are not empty phrases — they represent a living, working concept.
I can highly recommend her.”

Juergen M.

“I had the pleasure of listening to your keynote — it was deeply inspiring and energizing.”
Christiane T.

“For Nastya, there is no “right” or “wrong”- only the uniqueness of each person's character, which she embraces fully. Her presence inspires courage, self-belief and peace. She is not just a dear friend, she is a light for everyone lucky enough to know her.”

Gergana T.

**“YOU ARE A HERO.
AND WE ALL NEED
YOU.
SO WAKE UP
AND STEP INTO
YOUR OWN POWER
OF
HUMAN BEING.”**

NASTYA KOEVA



“Now is the best time —
the only time we truly have.
From the present, all creation begins.”

Nastya Koeva

Nastya Koeva

Master's Degree in Economics

&

Expert in Consciousness and
Human Potential Development

info@thepowerofhumanbeing.com

+49 (0) 178 67 320 14

www.thepowerofhumanbeing.com

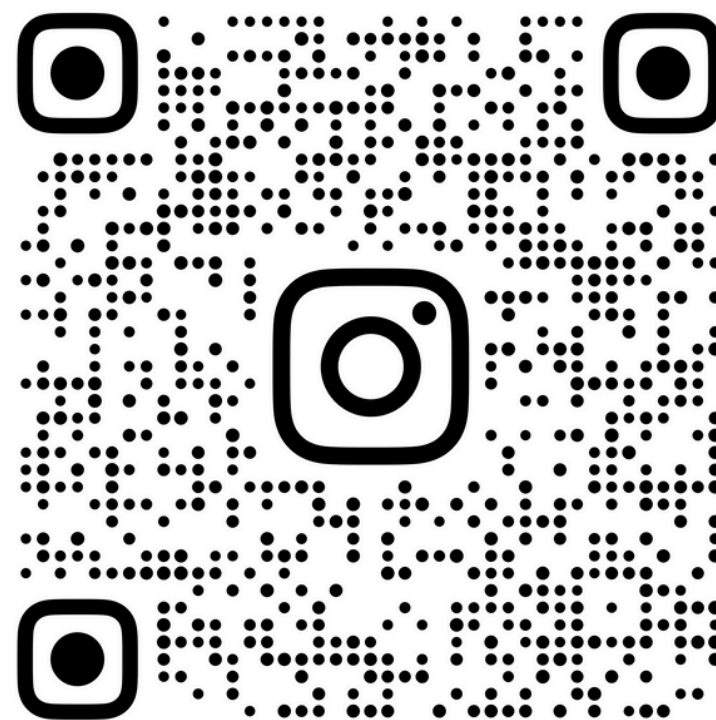
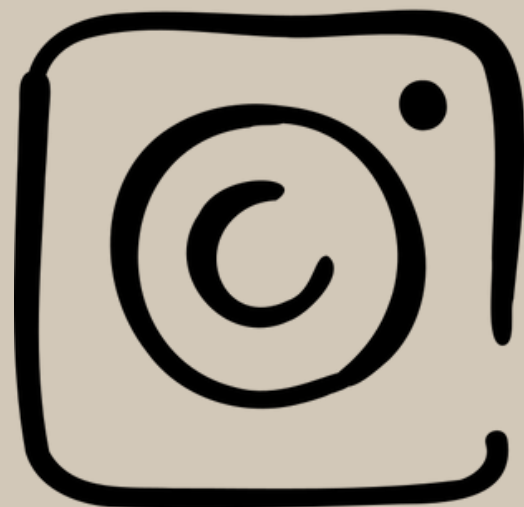


The Power of Human Being

Business Coaching and Consulting



SCAN ME



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SCAN ME



