

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

Nastya Koeva was born in a small town in Bulgaria — the daughter of two teachers, with a heart full of curiosity and a home filled with love and safety.

Her childhood was happy and nurturing, yet also shaped by expectations.

In a school system still breathing the discipline of socialism, achievement was not only encouraged — it was expected, measured, and carried as a family's pride.

She was among the best — not only because she could be, but because she had to be.

Yet behind the smile of a diligent student stirred a quiet longing: for space, for freedom, for something beyond the paths already laid out.

At the age of 21, she made a decision that would change her life forever:

she packed a single bag, said goodbye to her home and loved ones — and moved to Germany.

Alone. Without a network, without security.

At a time before smartphones or the internet — only with courage, a place at the Free University of Berlin, an unshakable belief in herself, and a hunger for adventure.

She financed her studies on her own, worked part-time, learned in a foreign language, and grew beyond every limit she had known.

What seemed like a new beginning was, in truth, the start of a story uniquely her own — bold, clear, and full of inner strength.

The Story That Shaped Her – Personally and Professionally

"June 2019. A week before my long-awaited summer vacation, I was sitting in my office when my phone rang. It was my sister. Her voice was calm. Diagnosis: breast cancer. In that moment, my world collapsed. For exactly 30 minutes. Then I made a decision — clear and uncompromising like never before:

She will recover. Period.

The following ten months were filled with surgeries, chemotherapy, radiation. And she did recover. I was relieved, grateful — overjoyed. But soon after came a deep emptiness. I begin to understand what had really happened — how fragile life is, how everything we build can change in a single moment. And during that time, I happened to pick up a book. The first line I read was: "You are dying. Start living."

That book changed my entire life. It was a manifesto for life — a love letter to existence itself. A wake-up call for the rebel within each of us — the one who is not here merely to survive, but to live fully, to celebrate life, to break boundaries, and to make the impossible possible. I began reading more, attending courses and seminars. I wanted to understand one thing: Under what conditions does a human being come into their full power — performing at their best while feeling deeply alive? Because if I am alive, I want it all.

Dividing life into "work" and "free time" made no sense to me. Am I not free when I work? The idea of merely surviving forty or fifty years in a job just to live on weekends or after retirement felt far too small.

Life is too beautiful — and too short — for that.

These were questions that had already stirred in me during my university years, but back then I dismissed them as a hobby and chose a form of security and success that didn't align with my true definition. I decided to follow my passion for human potential and personal development. I enrolled in the Life Trust Coaching Program with Veit Lindau, the author of the book that had changed my life. And it was no ordinary training. It transformed me — profoundly and irreversibly.

For over a year, I was mentored by Veit himself — a teacher who believed in me and showed me that none of us are truly living our full potential yet, that so much more is possible — and how to make it real.

Today I know: My mission is to help shape the workplace as a space for human potential to unfold. Because work is self-expression. Work time is life time. And the way we work is the way we live. Life is too beautiful and too short to merely survive — it's meant to be lived fully.

You are a hero.

And we all need you.

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



















As a graduate economist with many years of experience in financial accounting, I know the entrepreneurial perspective on productivity, profit optimization, and efficiency very well.

And yes – success drives me.

At the same time, as a Life Coach, Innovation & Change Manager, Leadership Expert, and Speaker, I'm deeply passionate about topics such as:

Future trends in the world of work

Business psychology

Human potential development

The power of human consciousness

But as a human being, I refuse to accept the following numbers about our current working world:

67% regularly feel burned out

53% are unhappy at work

84% of all employees feel stressed

Only 2.3 hours of effective work per day – that's it

Emails are checked 36 times per hour

Employees face an average of 56 interruptions daily

Why?

Because working time is living time.

People spend one-third of their lives at work – this space should allow them to grow, not burn out.

Because humans are the driving force behind every success – for companies and for themselves.

Because 85% of success depends on personality and purpose, and only 15% on technical expertise.

Because every person deserves to be happy and fulfilled at work.

Because our modern world – volatile, uncertain, complex, and ambiguous – overwhelms not only organizations but also every individual. Yet it's precisely our human intelligence that is needed to meet the challenges of our time.

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



What does work mean to you?

Working time is living time.

The way we do our work is the way we live our life.

For me, there is no separation between work and life — they are deeply connected.

People spend one third of their lifetime at work.

This space should be more than a place of performance — it is where we grow through challenges, evolve through experience, and unfold our unique potential.

That's why I see work as a living environment for human potential to flourish.

How do you define success?

For me, success means using our unique talents, strengths, and gifts — and unfolding them every day with joy, motivation, and passion. It is guided by our values, enriched by meaning and fulfillment along the way, and creates genuine value for others.

What is a human being?

I see the human being as a multidimensional being — defined by their abilities, creativity, intuition, empathy, and the innate drive for meaning and purpose.

We are guided by a consciousness that fulfills our basic needs, embraces diverse interests, perceives, questions, creates, discovers itself, and continuously evolves.

Which values guide your life?

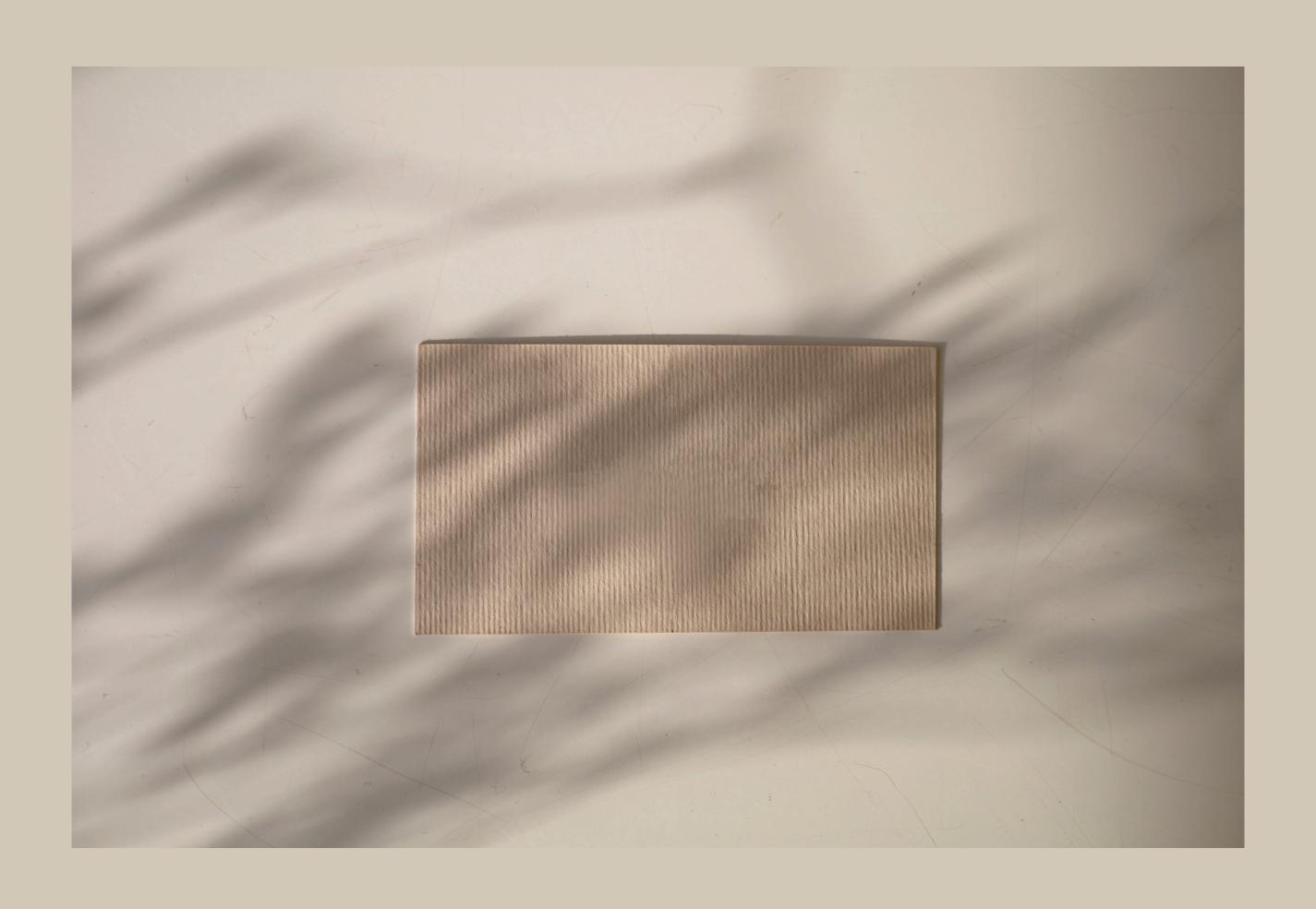
Self-empowerment – the deep trust in one's own ability to create change and shape life consciously.

Respect – honoring the uniqueness of every human being and every perspective we encounter.

Authenticity – living and leading with honesty, integrity, and inner alignment.

Courage – daring to walk unknown paths, to grow beyond comfort, and to stay true to one's values — even when it's not easy.

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.

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

You are already a success story.

Self-empowerment runs in your veins.

Whether you want to or not.

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

You are always leading.

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.

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

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.

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



In her seminars and keynotes, Nastya Koeva combines profound knowledge with emotional depth, practical relevance, and an infectious passion for the limitless potential of human beings.

As an expert in human potential and consciousness development in the modern workplace, she inspires people and organizations to think bigger, feel deeper — and act with greater courage.

Whether the focus is on motivation, creativity, flow, communication, or the question of how personal growth can truly be lived in everyday work, Nastya doesn't offer ready-made formulas.

Instead, she opens spaces for genuine experience, new perspectives, and lasting transformation.

In her keynotes such as

"The Beauty of the Human Power in a World of Digital, Social Media and AI"

and

"Simplicity – the New Trend of Tomorrow,"

she blends depth with lightness, clarity with warmth — and reveals that humanity is our greatest value for the future.

Her events are lively, interactive, and full of energy.

They touch both heart and mind.

Those who experience her leave not only with insights, but with hope, inner strength, and the desire to create change. Because true inspiration doesn't just bring awareness — it awakens enthusiasm.

And that is exactly what she does.





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.

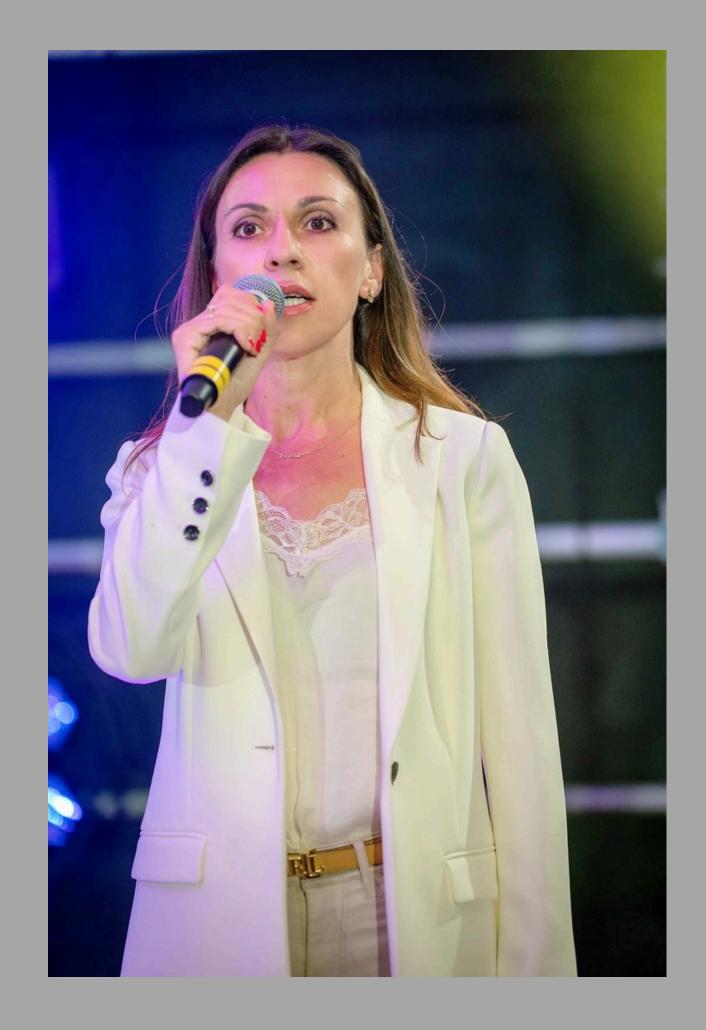
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Leaders Of The New Time

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.

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

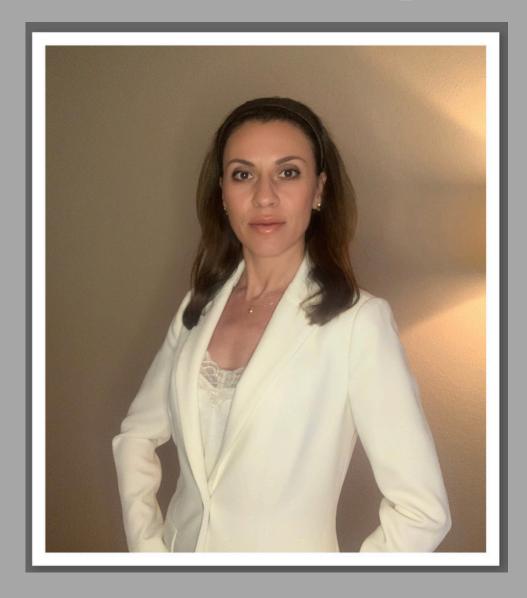
2023

-Lehrsupervision, EASC-Europien Association for Supervision and Coaching

2024

-Agancy 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."

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 charachter, 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.

ANDWEALLNEED

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SOWAKEUP

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NASTYA KOEVA

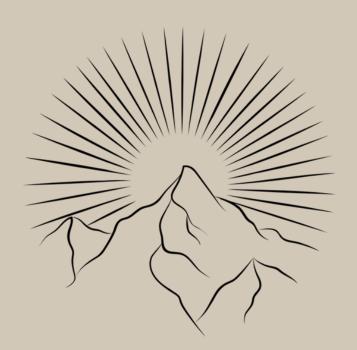


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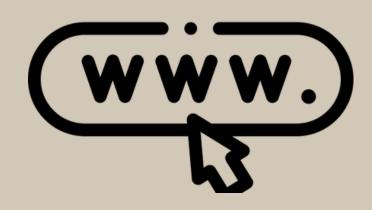
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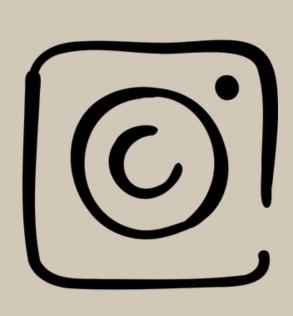
The Power of Human Being

Business Coaching and Consulting















SCAN ME

