M3 COLLEGE | SPEAKERSHUB.BG

WAKE UP SESSIONS 2026

Corporate training formats

focused · practical · measurable

7 PROGRAMS | ONE STANDARD

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ЛИДЕРИТЕ НА МНЕНИЕ СА ТУК

WAKE UP 01

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WAKE UP – SPEAK UP!

Leadership communication in English – for professionals who operate in global environments.

The challenge is not the language. It is confidence, structure, and the authority to be heard.

WHO IS THIS FOR?

Managers, specialists, and high-potentials working in English – in international teams, with global clients and partners, or in cross-border environments.

WHAT PROBLEM DOES IT SOLVE?

- Professionals are competent – but don't come across as authoritative in English
- Presentations lack structure and fail to persuade in international settings
- People hesitate to speak up in meetings with global stakeholders
- Meetings with international partners don't lead to outcomes – because confidence in communication is missing
- The organization loses credibility and influence in a global context

WHAT IS THIS?

This is not an English course. And it is not a typical presentation skills program. This is a signature Wake Up format focused on influence, executive presence, and leadership communication in English – for professionals who already speak the language and want to speak it with greater authority, clarity, and strategic impact.

STRUCTURE

1. Wake Up Your Voice – personal positioning, executive presence, and professional identity in English
2. Wake Up Your Message – leading meetings with authority, clarity, and structure
3. Strategic Negotiation & Verbal Influence – expressing ideas, handling pushback, active listening in English
4. Executive Presence & Leadership – presentations, openings, closings, small talk, voice and impact

WHAT DOES THE ORGANIZATION GAIN?

- ✓ Greater confidence in international environments
- ✓ More effective cross-border communication
- ✓ Direct impact on international performance
- ✓ Stronger presence in meetings with global partners
- ✓ Professionals who speak up – not hold back
- ✓ Competitive advantage through stronger global positioning

LOGISTICS

Format	Full day – 6 hours, 4 modules, in-person
Audience	8–20 participants
Language	Delivered entirely in English
Facilitator	Veneta Behar, M3 College
Option	Individual sessions focused on specific upcoming international presentations or negotiations

WAKE UP 02

m3college.com

SALES. PRESENCE. IMPACT.

The products are similar. The difference is you.

The sale begins before the first word is spoken. The impact remains long after the deal is made.

WHO IS IT FOR?

Sales teams, Key Account Managers, Business Development, Customer Service.

WHAT PROBLEM DOES IT SOLVE?

- People know the product, but they don't know how to 'enter the room' with presence
- They talk a lot, but leave no trace after the meeting.
- They sound the same as the competition
- They lose confidence with difficult or unreceptive clients
- They don't manage the energy and pace of the conversation.

WHAT IS THIS?

A practical, energetic Wake Up format for sales teams, it doesn't teach techniques, but builds a memorable sales presence: confidence, clarity, influence and charisma in real business situations.

STRUCTURE

1. Presence before words: how you enter the room and how they remember you
2. Influence without pressure: asking questions that open the conversation
3. Responding to Resistance: How to Stay Calm and Persuasive with Difficult Clients
4. Wake Up Conversation: what we stop doing / what we do tomorrow.

WHAT DOES THE ORGANIZATION GAIN?

- ✓ More confident salespeople, more structured meetings
- ✓ Better customer experience
- ✓ Long-term partnerships, not one-offs
- ✓ Stronger first impressions
- ✓ Salespeople with presence, not pressure
- ✓ Measurable improvement in deal conversion

LOGISTICS

Format	One day – 6 hours, interactive, face-to-face
Audience	12–25 participants
Language	Bulgarian / English
Presenter	Veneta Behar / Silvia Vasileva / Iliyan Boychev, M3 College & SpeakersHub.bg
Option	Upgrade with individual coaching sessions

WAKE UP 03

SPEAK UP in English

Leadership in international environment for non-native English speakers

The challenge is not the language. It's the confidence, the presence, and the structure.

WHO IS IT FOR?

Managers and specialists working in English, in international teams, with partners and clients. Customer service professionals who need to handle conversations confidently in English.

WHAT PROBLEM DOES IT SOLVE?

- People are competent, but they don't sound authoritative in English.
- Presentations are unstructured and unconvincing
- Meetings with international partners do not lead to results due to uncertainty in communication
- The organization loses trust and authority in a global environment

WHAT IS THIS?

This is a signature Wake Up format for influence, positioning and leadership in an international environment for people who speak English daily and want to communicate with greater authority.

This is not an English course or a presentation skills program.

STRUCTURE

1. Wake Up Your Voice: personal positioning, authentic presence, small talk with intention
2. Structure for clear messages – how to say the main thing in 3 sentences
3. Managing difficult situations in English when it is not your native language - questions, disagreement, building trust
4. Practical module: preparation and presentation of a real situation.

WHAT DOES THE ORGANIZATION GAIN?

✓ Greater confidence in an international environment
✓ More effective internal communication in international teams
✓ Direct connection to results in a global context
✓ Stronger presence in meetings with partners
✓ Professionals who make their voices heard rather than hold back
✓ Competitive advantage for the organization

LOGISTICS

Format	One day – 6 hours, 4 modules, face-to-face
Audience	8-20 participants
Language	Bulgarian / English
Presenter	Veneta Behar, M3 College
Option	Adaptation by industry and specific company situations

WAKE UP 04

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The Global Reality and the Cost of Being Unprepared

A strategic conversation for leaders preparing decisions, budgets and teams for the next 12-24 months.

This is a strategic conversation with different perspectives on decision-making in turbulent times.

WHO IS IT FOR?

C-level, senior management, business owners.

WHAT PROBLEM DOES IT SOLVE?

Which global factors really impact your business? How can you separate them from the information noise when preparing strategies and budgets?

– AI and geopolitics are now directly impacting daily operations
– Traditional business models and established practices do not work in the new reality
– The dynamics of the labor market require new thinking and management decisions
– Leaders make decisions in information noise, without structured analysis

WHAT IS THIS?

Closed strategic session - a dialogue about the global perspective combined with managerial realism.
A fresh and candid look at the real challenges, concerns and strategic directions ahead.

STRUCTURE

1. Reality Check: The world we actually operate in: geopolitics, economics, money, without the media hype
2. AI as a systemic change, not a tool, but a transformation of competitiveness
3. Future of Work, new leadership, new people, new expectations
4. WAKE UP strategic conversation, moderated dialogue with the leadership team.

WHAT DOES THE ORGANIZATION GAIN?

✓ Structured strategic analysis for decision-making
✓ A fresh management perspective on people and the organization
✓ Building management resilience
✓ Clear picture of threats and opportunities
✓ Practical takeaways – what we do differently starting tomorrow
✓ Competitive advantage through informed leadership

LOGISTICS

Format	One day – 4 hours, 4 modules, face-to-face, closed format
Audience	Up to 20 participants – senior management only
Language	Bulgarian / English
Presenter	Veneta Behar + Ivaylo Lakov, M3 College & SpeakersHub.bg
Option	Follow-up individual strategic sessions

WAKE UP 05

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Wake Up... with Max & Veny – Success Has No Limits!

True stories of leadership, career choices, business, courage, change, and continuous learning – told without clichés and without corporate masks.

An inspiring and practical meeting with Maxim and Veneta Behar, who openly share the successes, difficult decisions, and lessons that have shaped their professional and personal path.

WHO IS IT FOR?

- Managers and leaders
- Professionals in a period of development or change
- Entrepreneurs
- Teams looking for inspiration and a new perspective

WHAT PROBLEM DOES IT SOLVE?

- Lack of motivation and new perspective,
- Difficult career and leadership decisions,
- Fear of change and taking risks,
- Information and opinion overload
- Need for real stories and practical lessons

WHAT IS THIS?

A candid conversation about business, leadership, successes, mistakes, and bold decisions that change the direction of life and career.

STRUCTURE

1. Leadership and Career - Stories from managing international business and large teams.
2. Communication and influence - Reputation, media, public presence and personal brand.
3. Big changes and getting out of the comfort zone.
4. Open conversation with the audience.

WHAT DOES THE ORGANIZATION GAIN?

✓ More motivation and engagement
✓ A new perspective on leadership
✓ Inspiration for action and development
✓ Practical lessons from real business
✓ A stronger culture of learning and sharing

LOGISTICS

Format	3 hours, face-to-face, closed format
Audience	Unlimited
Language	Bulgarian / English
Presenter	Maxim Behar and Veneta Behar, option - with Niki Kanchev, M3 College
Option	Personalized discussion according to the audience and goals of the organization

WAKE UP 06

m3college.com

AI-Powered Management for Beginners

A practical introduction to artificial intelligence for managers and business leaders without technical training.

Participants will understand how AI can save time, improve productivity, and support better management decisions.

WHO IS IT FOR?

- Managers and team leaders without technical training
- Business owners and entrepreneurs
- Professionals who want to use AI in their daily work
- Teams looking for practical ways to increase productivity and efficiency

WHAT PROBLEM DOES IT SOLVE?

- Uncertainty about what AI really is
- Missed opportunities to increase productivity
- Time lost on routine tasks
- Lack of confidence in using AI tools
- Difficulty choosing the right AI solutions for the business

WHAT IS THIS?

Hands-on training that shows how artificial intelligence can be used the very next workday. No programming, no technical jargon, and no complex concepts.

STRUCTURE

1. AI without myths and complicated explanations - What is artificial intelligence and what can it do today.
2. The most useful AI tools - Demonstrations and real-world examples from a business environment.
3. AI in everyday work - Automation, analysis, communication and productivity.
4. Action Plan - Specific ideas for implementation in the organization.

WHAT DOES THE ORGANIZATION GAIN?

✓ Higher team productivity
✓ Better use of time and resources
✓ Faster adaptation to new technologies
✓ More informed management decisions
✓ Increased competitiveness
✓ Concrete ideas for implementing AI in business

LOGISTICS

Format	6 hours, face-to-face, closed format
Audience	Up to 20 participants
Language	Bulgarian / English
Presenter	Nikola and Bogoy Bogdanovi, M3 College & AI at Business
Option	Adapting AI solutions to the needs of the organization

WAKE UP 07

m3college.com

Modern Management: The Ability to Make Fast Decisions

Practical training for leaders, managers and professionals who want to make faster, more confident and more effective decisions in a dynamic and uncertain environment.

Participants will learn how to combine analysis, experience, and intuition to act confidently even when they don't have all the information.

WHO IS IT FOR?

- Managers and team leaders
- Entrepreneurs and business owners
- Experts with leadership ambitions
- Professionals who work in a dynamic environment

WHAT PROBLEM DOES IT SOLVE?

- Delay in decision-making
- Uncertainty and fear of making mistakes
- Over-analysis and lack of action
- Difficulties in managing change
- Lack of confidence in complex situations.

WHAT IS THIS?

A practical session on contemporary leadership and decision-making in a changing environment.
The focus is on real business situations, applicable models and tools for action.

STRUCTURE

1. How successful leaders make decisions - Thinking, models and approaches.
2. Data, experience and intuition - How to use the right balance between them.
3. Decisions under uncertainty - How to act when information is not sufficient.
4. Speed as a competitive advantage - How to reduce hesitation and increase confidence.

WHAT DOES THE ORGANIZATION GAIN?

✓ Faster decision-making
✓ Greater confidence among managers
✓ Better adaptation to changes
✓ Higher management efficiency
✓ Fewer bottlenecks and delays
✓ Stronger strategic thinking

LOGISTICS

Format	Half day, in-person, closed format
Audience	Up to 30 participants
Language	Bulgarian / English
Presenter	Tsvetelina Nikolova, M3 College
Option	Adaptation to the organization's specific management challenges

The Top 10 Bestsellers of M3 College

m3college.com

1. Media Training – Speak Like a Leader – Strategic Leadership Communication
2. Crisis Management and Crisis Communication
3. Wake Up – Sales & Negotiations: 2026 Update
4. Internal Productivity accelerator
5. Wake Up –AI Regulations: What Leaders Must Know Before It’s Too Late
6. Present with Confidence in English (for Non-Native Speakers)
7. AI-Powered Management for Beginners
8. Wake Up – Modern Management & Fast Decision-Making
9. Crisis Communication & Real-Time Media Response
10. Morning Mix – Business Breakfast with a Thought Leader on a Hot Topic

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READY TO WAKEUP?

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