

SILVIA KOUMANOVA FROM SOMENSO: WE ARE, ABOVE ALL, HUMAN BEINGS

#TALK OF THE TOWN (/ADVERTORIALS/LINK)

MON, 02/24/2020 - 10:13

The founder of Bulgaria's first centre for stress management, on the role of fear of change



Silvia Koumanova

When she founded Somenso 2 years ago, Silvia Koumanova had already 20 years of experience on managerial position in the corporate world at recognised brands on the Bulgarian and international market. Powered by her passion to understand the nuances of intercultural environment, Silvia thinks of herself as "the constant explorer," impatient and building upon her academical background in physics, business economy, psychology and psychophysiology in order to be in line with the latest strategies and approaches for influence of the unknown.

Why did you choose to focus on stress?

On a global level, the style of change management is transitioning from authoritarian to democratic one. It requires focusing on positive emotions: motivation, balance, right to error, second chance and empathy. The transition creates stress in both leaders and employees, this is why stress management is change management. Striving to be the best in our work, we forget that we are human beings with their own emotions, feelings and right to error.

By creating a centre for stress management I focused on acceptance of transformation at a personal life level. Life constantly teaches us lessons that are sometimes difficult and hard. In order to change your lifestyle with the democratic approach, you need motivation. Sometimes this motivation is a side-effect of irreversible physiological reactions: cardiological, oncological, autoimmune diseases, difficulty conceiving, anorexia, bulimia, drug and alcohol abuse, others.

For whom are Somenso's services?

Our Service For All improves quality of life and treats problems such as burnout, stress effects, social anxiety, panic attacks, emotional collapse, depression and others with high-quality help and personalised therapy with quick results. Our Psychophysiological Laboratory was created together with scientists from the Bulgarian Academy of Sciences and international partners, and provides empirical evidence on the influence of stress, genetic predisposition and noninvasive methods for brain stimulation. Our Corporate Programmes are for acquiring skills needed for stress reduction and change management. Our Employee Assistance Program is adapted for Bulgaria, and our own development called Mental Talks uses the power of collective sharing. We offer the whole range of Human-Centric Menu trainings for development of soft skills and the increasingly popular management of psycho-social risk factors. Our Business Consultancy service realises transformation towards democratic style of management and achieving of intensive growth via new levels of effectiveness, new markets and others.

How do you measure their success?

The most important thing for us, as a company that puts the individual at the centre of business, are the smile and happy glance in the eyes of our clients, reflecting in increased productivity and better quality of life. For its 2 years of existence Somenso signed a number of cooperation agreements, successfully transformed 4 companies, its corporate programmes for stress management have 1,300 customers, 30 business owners and managers successfully overcame burnout state, and our individual clients' quality of life improved. Our plans for development include a new product for stress management, for which we are looking for an investor, and a bigger focus on psychophysiology and life management during actual stress situations.

Sofia, 239 Aleksandar Stamboliyski Blvd, floor 10

phone: 0896 704 665

www.somenso.com (<https://www.somenso.com/>).

[Web Exclusive \(/taxonomy/term/106\)](#)

o COMMENTS

Discover More



[DIBLA DESIGN AWARDS 2020 IS NOW ACTIVE AND IT FEATURES A NEW CONCEPT ACCESSIBLE BY EVERYONE \(/dibla-design-awards-2020-now-active-and-it-features-new-concept-accessible-everyone-2896\)](#)

An international jury of renowned professionals will give the prestigious Designer of the Year award once again.
