



Alina Cristina Buteica,
CEO & Growth Hacker, Growth Hives
Inner Leadership Coach
TEDx Speaker & Author

**Company
presentation**

PRESENTATION OUTLINE:

1. About Alina
2. Growth Hives Vision & Values
3. Services
4. Client praise

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1. About Alina

Founder's Journey:

- 10+ years in Learning & Development, organizational development and leadership psychology
- Head of the L&D and Management & Leadership Trainings Academy for Africa's first \$1 billion company, spanning over 10 countries in Africa
- Worked with, trained & coached thousands of managers and executives in over 20 countries & 3 continents



1. About Alina

Founder's Journey:

- ✓ 3 Masters in Business (UK, France, Germany)
- ✓ Certified ICF Leadership Coach
- ✓ 10+ years in HR, Learning & Development & Leadership Psychology
- ✓ Energy management techniques (for working through limiting beliefs, wellbeing blocks, happiness and productivity)

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“We help people connect to their own Authentic Leadership”



Our Empowering Vision

Our vision is to be the **most efficient** provider of **inner leadership products (happiness, productivity, burnout prevention)** for both leaders and their organizations, guiding them to step into the next level of their development, through effective energy management habits and the science of happiness.

Mission:

- Until 2030, help 1000 most innovative leaders and their organizations achieve sustainable growth by better **managing their mindset, emotional wellbeing and overall energy.**



VALUES

HAPPY:

- **Humbleness:** It's not about us, it's about the lives (individuals & companies) we impact
- **Aligned truth:** always speaking and living the truth, in a way that serves the highest good & builds Connection
- **Purpose-driven:** We believe in living ignited by our vision of being in service. And we also commit for all transformational programs to have a give-back component
- **Play:** we believe in the importance of turning work into play and enjoying what we do
- **Yummy Co-Creations:** Together we go where no one has gone before... and we are excited to expand your life, vision and company



Growth & Leadership Programs

Leadership 1.0:
Initiation

**Junior & Middle levels in
the company**

3 Units: 9 Modules

Managing
Self

1. Prioritization & To-do management
2. Time Management
3. The Art of Delegating
4. Personality assessment & self-growth

Managing
People

5. Running Effective Meetings
6. **Effective Communications** (4 sub-modules: Build your convincing message; e-mails; Calls; Presentations)
7. **Managing a Team** (4 sub-modules: vision & planning, norms, motivating for action, team-building)
8. Giving Effective Feedback

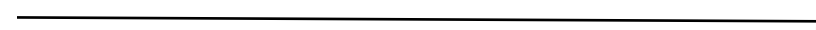
Managing
Projects

9. Problem-solving (Problem solving frameworks)



Execution Leadership

7



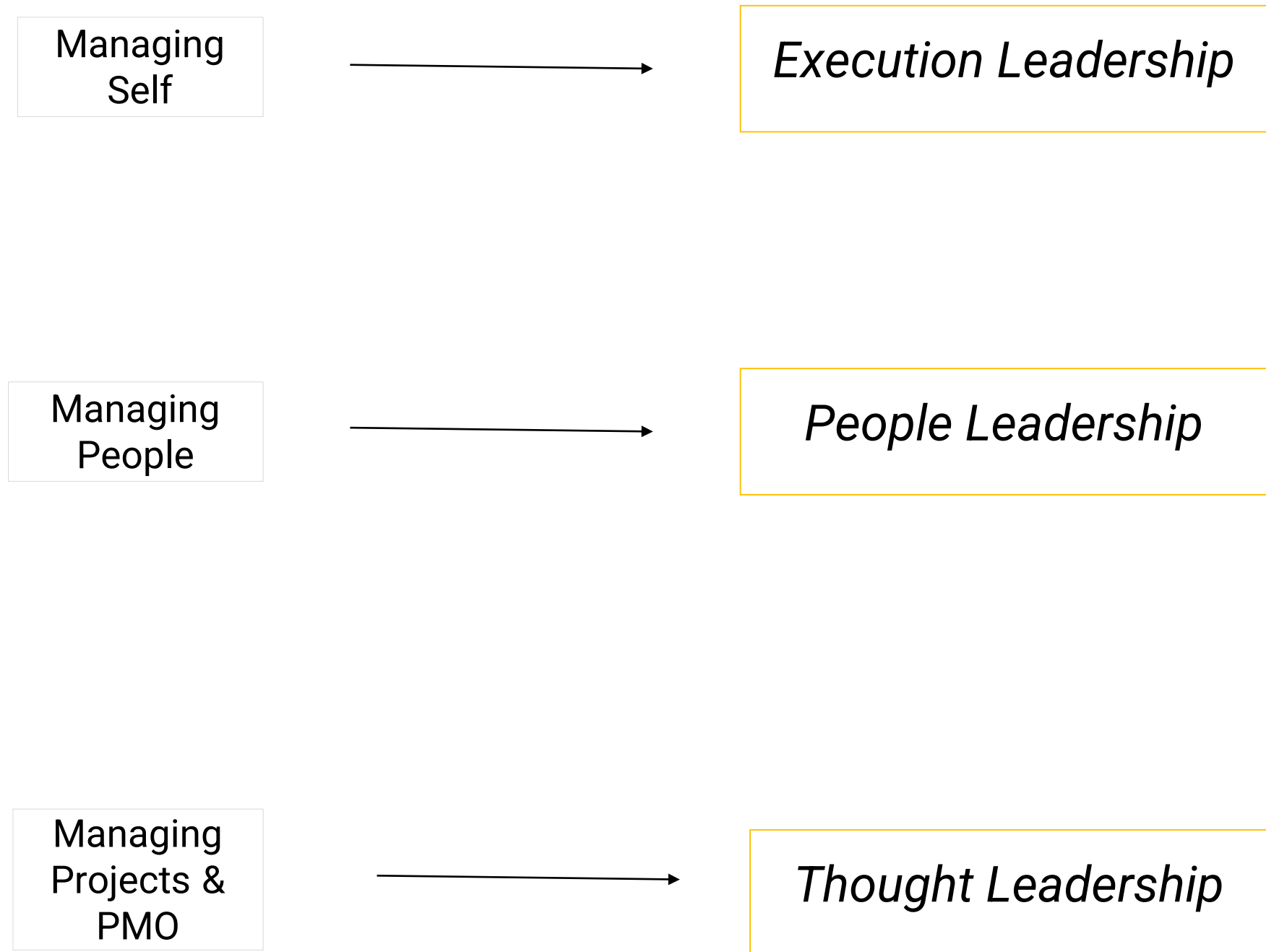
People Leadership



Thought Leadership

Program structure follows our values & development approach

3 Pillars



Your team will learn to:

- **Organize** themselves, their time and priorities
 - Know their core **personality strengths & how they impact** the team
 - **Delegate nimbly and smartly**
-
- **Engage** his / her team under a common vision
 - **Develop** long-term & short-term plans for their team
 - **Motivate** & show care
 - **Encourage** structured communication in the team & model it
 - Give **constructive feedback**
 - **Build** trust in the team
-
- **Identify** problems proactively
 - **Analyze** & break down complex problems into simple steps
 - **Focus on solutions** that encourage innovative & cost-efficient approaches

Growth & Leadership Programs

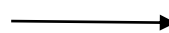
Leadership 2.0:
ELEVATE

**Middle Managers up to Top Executives
in the company**

3 Units: 9 modules

Managing
Self

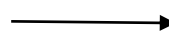
1. Mastering Self Awareness & Emotional Intelligence
2. Managing your Energy (Framing & Energizing)



Execution Leadership

Managing
People

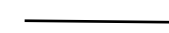
- Communicating, Working with & Growing People:
3. Managing High-Performing Teams
 4. **Managing Trust & Solving Conflicts** (2 sub-modules: Active Listening & Powerful Questioning; Managing Difficult Discussions and Conflicts)
 5. Interviewing skills
 6. Basics of mentoring



People Leadership

Managing
Projects

7. Effective Decision-making
8. Basics of Design Thinking
9. How to Win Your Presentations: Basics of Story-lining



Thought Leadership

Growth & Leadership Programs

Management 3.0:
ELEVATE

Each Program focuses on 3 major Units:

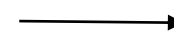
Middle Managers up to Top Executives in the company

3 Units: 9 modules

Your Managers will grow by learning to:

Managing Self

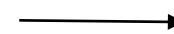
1. Mastering Self Awareness & Emotional Intelligence
2. Managing your Energy (Framing & Energizing)



- Know one's emotions, strengths and weaknesses to self regulate, and drive social skills / empathy / motivation
- Proactively manage one's level of energy and that of others towards focused execution

Managing People

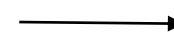
- Communicating, Working with & Growing People:
3. Managing High-Performing Teams
 4. **Managing Trust & Solving Conflicts** (2 sub-modules: Active Listening & Powerful Questioning; Managing Difficult Discussions and Conflicts)
 5. Interviewing skills
 6. Basics of mentoring



- Understand and apply what high performing teams have in common to increase team productivity
- Develop better and more trust based relationships at hand of simple tools
 - Active listening & ability to surface topics
 - Powerful questioning
 - Navigating difficult conversations
- Learn how to convince to the highest levels of hierarchy in a poised manner and whatever the channel
- Identify talent when in interviewing
- Be able to mentor more junior levels on a series of topics (lifestyle, productivity, career development)

Managing Projects

7. Effective Decision-making
8. Basics of Design Thinking
9. How to Win Your Presentations: Basics of Story-lining



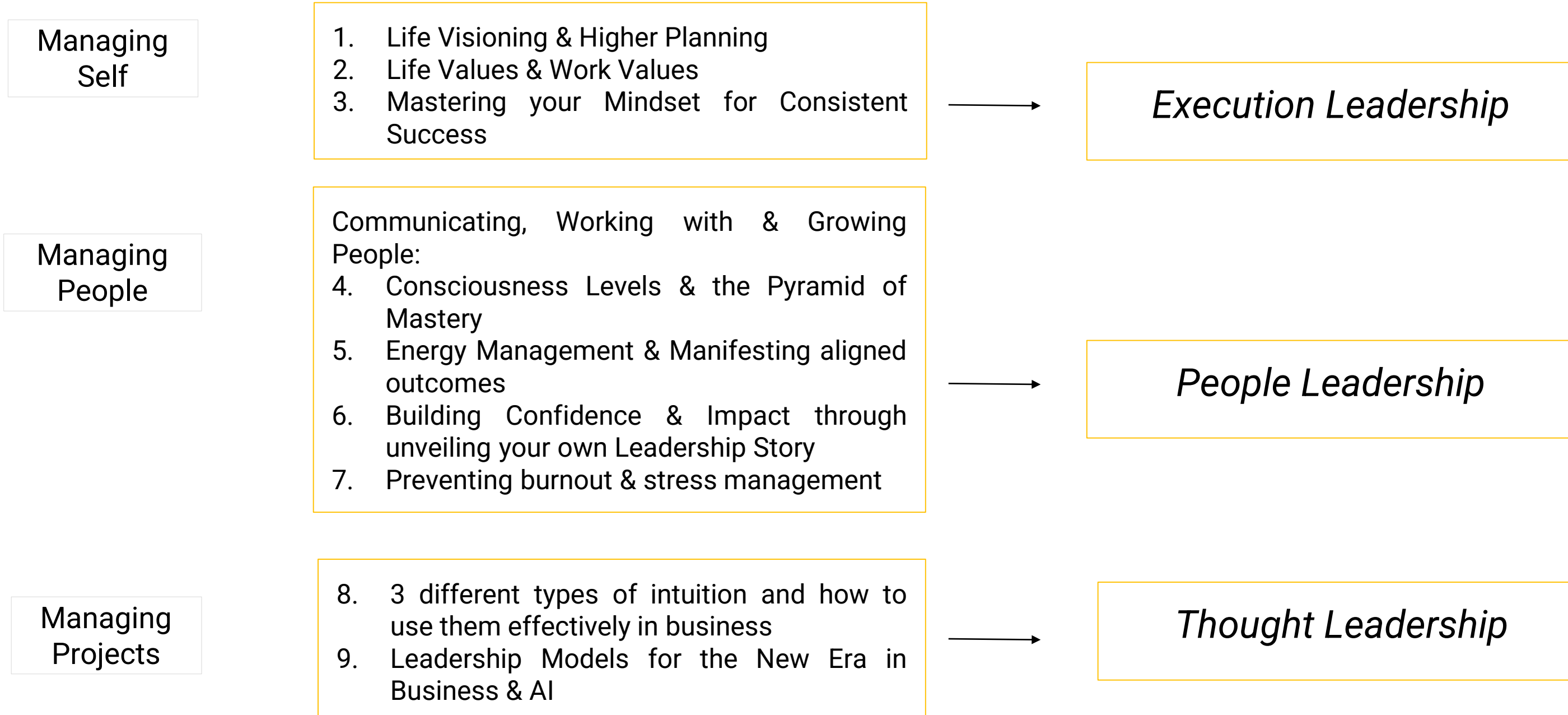
- Learn how to problem solve on the go
- Make swift decisions and own them across topics, countries, and teams
- Craft and deliver a convincing story

Growth & Leadership Programs

New 2026 Leadership Development Track:

The Inner Leader Track: Elevate your Life & Work

3 Units: 9 modules



2026: New program on Life Mastery & Burnout Prevention

Conscious Evolutionary Leadership™ (12 weeks online program)

Includes the Inner Compass Burnout Prevention™ assessment

Includes 4 Pillars:

1. Envisioneering
2. Deep dive into Inner Compass assessment results
3. Mindset Rewiring Process™ : for rewiring limiting beliefs & subconscious programming
4. Strategy & Action for amplifying positive outcomes



Delivery mode: Online (1-on-1 or Group Coaching)

2026: New program on Life and Leadership Mastery & Burnout Prevention

The Conscious Evolutionary Leadership™ (CEL) program bridges the worlds of science, consciousness, and leadership energetics.

It is a 21st century response to the rising uncertainty, fast burnout rates and need for a more grounded and conscious level of leadership in the current business world.

🌐 CONSCIOUS EVOLUTIONARY LEADERSHIP PROGRAM

LEAD FROM YOUR HEART.

THRIVE IN YOUR PURPOSE.

EXPAND INTO YOUR HIGHEST POTENTIAL.

A 12-week private mentorship for visionary Leaders, Founders, and Executives ready to evolve their leadership — from mental overdrive to heart-aligned mastery



Delivery mode: Online (1-on-1 or Group Coaching) or in Person

Additional Services:

Executive 1-on-1 Coaching:

- 1. Conscious Evolutionary Leadership™ :**
Applying the entire **Conscious Evolutionary Leadership™** framework through 1-on-1 coaching, over 12 weeks (3 months)
 - Removing any blocks in the way of personal growth, building self confidence, emotional intelligence and self motivation & performance

Team L&D (Learning & Development):

- 1. Team building, communication & emotional resilience for Teams**
workshops: online/offline 2-days events:
Weekend-long events to improve team motivation (tuning personal vision into organizational vision), effective team communication and self-organization
- 2. Innovation Camp workshops for teams:**
Applying High Impact Envisioning, Design Thinking & Creativity principles to dedicated company teams in order to increase the generation of innovative ideas and concepts for clients

Delivery mode: Online or In-Person (weekends or company retreats)

The biggest, most rewarding journey you will ever take – is the **journey of discovery inside of yourself** as a leader !

It's the journey of activation of all your innate potential.

This is where the **Conscious Evolutionary Leadership Method™** comes in.



5. Client praise

Leadership retreats & trainings:

“Alina, I don’t know how I could have ever deserved you but I thank God for you! This is a pivotal moment for CreditRegistry and I'm so glad to have you run this transformational, EPIC Leadership retreat! Thank you!”

(Jameelah Ayedun, CEO CreditRegistry Nigeria, one of Africa’s top financial credit rating agencies)

“We absolutely loved your leadership training and team building contribution to the Future Living phase II, at the PKF Hospitality Group” (Paul Rands, Managing Director of PKF Hospitality Group, Vienna, Austria)

Executive Coaching: “After several conversations with other potential coaches, I spoke with Alina and was immediately struck by her insight and the deep well of professional knowledge and personal wisdom. One of the key learnings from our sessions was identifying and narrowing down on some fundamental business values. I am now guided by those values, thus making better career and business decisions. I highly recommend Alina!” (Nakia White, executive, 2-time Award winner & expert in Strategic Communications and media)

Career Coaching: “I had so far 3 wonderful sessions with Alina. We took a methodical approach to assessing the different areas of my life & career. Alina has a great way of tying the pieces together so you are able to identify areas of strength and leverage this more in getting things done!”

(Lornah Mutegi, executive in management consulting)



More about the Founder :

Alina Cristina Buteica is a **wellness hacker & leadership coach**, partnering with companies and individuals in order to help them grow and live in alignment with their highest purpose.

Alina has previously run the largest trainings academy for the biggest e-commerce company in Africa (and the first unicorn of the continent), Jumia. She has started and expanded Jumia's management and leadership programs to 10 countries in Africa and trained managers across the continent.

Her journey is nothing short of extraordinary. By the time she reached her early 30s, she was a graduate of 3 business schools with a specialization in "Organization, Change & Strategy" and had **lived and worked in 17 countries on 3 continents**.

Her openness, curiosity, kindness and thirst of knowledge has allowed Alina to become highly adaptable to all environments she has worked in.

In a non-judgmental and 100% encouraging way, Alina has a keen sense of going straight into the heart of the matter with all leaders and organizations she engages with. She senses beyond the immediate and has a **strong sense of empathy, coupled with laser-sharp focus**. That is what makes her able to facilitate so easily breakthroughs as well as new avenues for growth.

Her greatest joy comes from seeing people and their organizations rise to the next level of their own evolution. Alina brings an ecosystem approach to all her partnerships and likes to bridge knowledge from various fields and bring it into the entrepreneurial and corporate world.

That is why, when she is not working, you will find her travelling extensively, studying meditation & mindfulness, hypnotherapy, yoga, Akashic readings and ancient energy therapies or simply enjoying music, art, poetry and the living architecture of places she is in.

Alina is a **celebrated author** as well in the Ignite series, with "**Ignite your Female Leadership**" that went international bestseller in 2019.



Where can you find me?



Website: <https://growthhives.com>

LinkedIn:
<https://www.linkedin.com/in/alinacbuteica/>

Thank you & I look forward to co-creating the future!