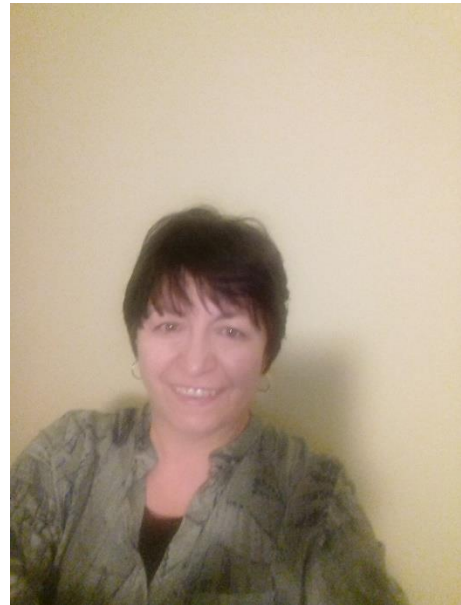


## **WBL-PRO Professional Peer Network: The team talks with the professionals – Maya Ignatova, Bulgaria**

Today we are happy to get you acquainted with **Maya Ignatova** from Bulgaria. She has a Master degree in Human Resources Management and Leadership Behaviour at University of finance, business and entrepreneurship, Sofia and another one in Bulgarian philology at St. Cyril and Methodi University, Veliko Tarnovo. Since 2006 she is a certified Global Career Development Facilitator. Maya has outstanding professional experience - since she is Manager of Human Resources Sector at the public enterprise Radioactive waste - in the specialized department in Kozlodui with 217 employees, from 2004 till 2010 she has been the director of the Regional Pedagogical Center Vratsa with focus on qualifications and career development of pedagogical staff. She has participated in a large number of projects related to professional orientation and career counselling of students and adults, in motivational trainings and in-company leadership trainings, team work, business communication, etc.



**Please review below what he has shared with us:**

“The main advantage of the work-based learning is the flexible learning process in real working environment in which the knowledge and practical skills of the trainees are being updated, their employability and social psychological adaptation in the organization - enhanced and the communication process and sharing of knowledge and experience between the trainer and the trainee - facilitated. In addition trainees benefit from learning from their peers and managers. In this form of learning employees are supported in improving certain aspects of their individual work performance and mistakes are prevented, their career development is fostered, it is cost-effective and relatively easy to organize.

The main challenges coming from the work-based learning are related on one hand on the awareness that learning is a lifelong process. Learning is connected with flexibility and intelligence possession. Providing support from the company management is very important. The leaders and human resources experts have the leading role. They are expected to undertake relevant measures for a broader implementation of the work-based learning model. Other challenges include overcoming the differences between the generations and the necessity of defining the existing training needs in regard with the qualification requirements for each professional activity.

These challenges can be overcome through informing the company management about the efficiency of WBL, introduction and broadening the scope of relevant WBL programs that may lead to new possibilities for enhanced productivity, staff motivation and creation of new workplaces. An integrated individual WBL program is important for combining educational and training objectives and labour market needs.

The main knowledge, skills and competences the WBL professional has to possess include those required for the given profession as well as flexibility, adaptivity, innovativeness, ability to cope with changes, initiative and responsibility in the taking decisions, etc. They can be acquired through non-formal and self-directed learning, professional coaching, mentorship, apprenticeships, internships, professional experience and work mobility, demonstrations, blended learning and guidelines, etc."

Feel most welcome to like our facebook page <https://www.facebook.com/wblpro> and join our linkedin group <https://www.linkedin.com/groups/13505202> to meet more of the professionals we talk with, learn more about our project and follow our progress!

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