

## **A good idea helps make dreams come true**

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BizYou was created for organizations that want to unleash their potential through people. Initially, the company supported the implementation of remote and hybrid work, but it quickly gained a reputation as a partner that can strengthen an organization's leadership competencies and mental resilience.

Today, BizYou is more than just HR consulting—it is a team of experts creating innovative AI-powered development tools that strengthen organizational cultures based on trust, dialogue, and innovation.

In a world where we increasingly talk about authenticity, commitment, and truth, it is hard not to notice that many organizations stop at declarations. How can we distinguish between the real organizational climate and a game of appearances? Are we able to talk honestly today, and what does it give us?

We talk to Katarzyna Lorenc, CEO of BizYou, a leader with 25 years of experience in change management and people development, about why honesty is becoming a strategic competence, how technology can help measure and strengthen it, and what the collaboration between science and business looks like in the development of the groundbreaking tool Truler.

Sebastian Wach: BizYou was founded in early 2020 to support organizations in implementing remote work. What is the origin of the company?

Katarzyna Lorenc: The idea had been germinating for some time. For years, I had been observing how remote working was evolving from a benefit into a real necessity – and how many organizations were not ready for it. There was a lack of consistent solutions. That is why, back in 2019, I began designing a company that would specialize in this area. The pandemic was a kind of test for our vision – and it confirmed that the market really needs this. In a short time, we developed effective methods for managing dispersed teams, educating managers, and building trust remotely. Today, we are going further: we

support companies in developing efficiency, well-being, and cohesion in their organizational culture.

SW: What challenges did you face at the beginning, and what challenges do you face today?

KL: We started by showing during the pandemic that online development activities can be just as effective as face-to-face ones. At the same time, my team helped hospitals and coordinated assistance from employers from the Business Center Club, for which we received the Benefactor of the Year award. Seeing the deteriorating condition of employees, we focused on certifying trainers, coaches, and HR professionals in the diagnosis and development of mental resilience. It was a bull's-eye. To date, we have trained 500 experts. In 2023, we applied for funding for research on honesty, authenticity, and trust in the workplace. These are not just buzzwords—they are the foundations of healthy, resilient teams. Today, we are implementing this project together with Nicolaus Copernicus University in Toruń. Among other things, we are analyzing voice as a carrier of emotion and truth. Truler aims to help companies distinguish between messages that are just for the sake of peace of mind and those that really mean something. Because the quality of decisions starts with the quality of data – and data based on appearances leads nowhere.

SW: You have 25 years of experience in work process optimization and change management. What role does trust play today?

KL: Trust is not a “soft value.” It is a condition for survival. Without it, there is no open exchange, no synergy, no innovation. We can have the best systems, but if people don't feel safe to say what they really think, everything else is just theater. Trust is the currency we pay for efficiency. That's why we develop tools that support and diagnose it.

SW: Is management in Polish companies becoming more conscious?

KL: Definitely yes. I see how many organizations are working on the work environment, well-being, and mental toughness of teams. These are positive changes. But they are also demanding – because it is no longer just about “more benefits.” We need tools that help us understand people, not just evaluate them. Our approach assumes that every leader

and every HR professional should have access to reliable, in-depth data – not just at the level of indicators, but at much deeper levels.

SW: You are also currently focusing on the competencies of the future. What does your research look like?

KL: We work on multiple levels – from 360-degree assessments, through Development Center and psychometric tests, to opinion polls. In the coming weeks, we are launching the First Nationwide Critical Thinking Assessment, which is free of charge and open to individuals and organizations. In the survey, we will use the potential of 360 to objectify our thinking about ourselves. Together, we will create a benchmark of our readiness for, among other things, the growing potential of working with artificial intelligence. We invite anyone interested to sign up via our contact page: [bizyou.pl](http://bizyou.pl) and Adult Learning Days, supported by UNESCO: [edurosli.pl](http://edurosli.pl).

SW: Let's move on to the Truler app. What exactly is this tool?

KL: Truler is the answer to the question: “Can I trust what I hear?” It is an advanced tool based on voice and language analysis. Supported by AI, its purpose is to detect inconsistencies in communication – not to catch someone out, but to understand where declarations end and the truth begins.

Truler works wherever decisions are based on conversations – in HR, sales, leadership, and coaching. It allows organizations to hear more – including what was previously overlooked or ignored. We are currently in the research phase, and the results already show enormous potential.

SW: You are implementing the project with a research team from Nicolaus Copernicus University. What is the cooperation between business and science like?

KL: Like a good relationship – based on trust, patience, and listening. I met Dr. Paweł Szczęsny, who passionately combines the worlds of science and technology. Thanks to him and Prof. Milner's team at Nicolaus Copernicus University, our project not only has a solid scientific foundation, but also practical applications. The sensitivity of this dialogue –

between evidence and implementation – is something I value greatly. And it is this dialogue that builds Truler's value.

SW: You also mentioned the Provime platform. What kind of project is it?

KL: Provime is our answer to exhaustion, burnout, and professional chaos. We are earning more and more, but we feel less and less meaningful. More and more people have access to training, but fewer and fewer know where they are going. Provime is a platform that encourages reflection and provides tools for planning your own career path. It analyzes CVs, helps you discover your potential, and creates creative development scenarios. It is a combination of technology and self-awareness. For organizations, it is a tool to support the careers of their employees. For individuals, it is a compass.

SW: What can I wish you, Madam CEO?

KL: Good partners in building organizations that want to know the truth. Honesty, courage, and consistency are the values that will determine the future of companies. And that is exactly what I wish for all of us—to live in harmony with ourselves and others.

Interviewed by: Sebastian Wach

(40min)