

NLP Spotlight Series

Hello from DCC Headquarters!!

We are back with our “NLP Spotlight Series” where we spotlight our alumni who are doing exciting things with their NLP training. The purpose of this initiative is to share the extraordinary learning interventions being done with the power of NLP.

Get ready to be inspired!

This month, we have Ayesha Afridi, she is a NLP Master Practitioner, Business Coach and a Content Marketing Consultant.

Let's hear from her!

1. When did you complete your NLP Master Practitioner and how did it enable your growth and/or new opportunities to open up for you?

I completed my NLP Master Practitioner in August 2023. September 2022 to August 2023 were the most transformative months for me.

NLP changed me completely - it turned around my life 360 degrees! There was a new found spirit and energy in me to create the life I always dreamed of, it enabled me to overcome my long lost depression. I knew something in me had moved and I was able to set myself up for success.



2. You've gone on to do so much more. Tell us about that?

NLP was the anchor I needed to lean in and find a wealth of resources in me to turn around things for me.

I expanded my consulting business and was able to scale it up to a company level. It was like I was able to put my 13 years of experience to use and create a unique offering using my skills. I started my work with zero investment, NLP enabled me to use my skills and setup a whole digital service business. In 2024 I started helping professionals to create the life they want by using their skills. And voila before I knew I was consulting c-suite executives on this.

I have been delivering workshops on setting up digital businesses for coaches and professionals.



3. How has all this enabled you personally and professionally?

NLP transformed my inner self!

After practitioner and master both I always feel there is an internal elevation in me in terms of thoughts, beliefs and actions. Change your language to change your reality - this is my mantra now.

Professionally it changed the way I conduct my business - it opened new streams of income for me and I was able to create more options for myself. Learning coaching was instrumental in how I consult my clients and how I can provide more value to them. I was able to overcome the fear of losing and what will happen - its more of lets try another way of doing this.

4. What's the impact your working is having on your audience?

My audience has been super receptive to the multiple solutions and value I bring for them. There is nothing that we cant resolve through coaching and communicating and this is working out great so far.

5. What plans do you have for your future growth personally and professionally?

Another thing - I was someone who used to make resolutions every year and forget them, after doing NLP I have achieved all the goals I set in the class! So now there are multiple plans on expanding my digital services for professionals and help them create the life they want.

Personally I am working on doing more work in the communities to help women and young adults.

6. What are your biggest takeaways from all the programs you've done with DCC?

Take control of your life!

Lean in - there's a wealth of resources within you.

Change your language with yourself!

Step out of your comfort zone - go ahead and try new things.

Let it happen to you! It will make you strong.

Train your mind every single day!

Don't let your thoughts control you.

7. What advice would you have for others who are currently enrolled in the NLP courses or for those considering it?

Step in the room with an open mindset and allow the change to come to you. Sit with the discomfort, think, process it and your AHA moment will come.

More importantly - believe that will transform you.

Leave the rest on ALIYAH - She is MAGIC!

