

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 the uber talented Safa Shoaib, she is a College Counselor, Ed.M Masters Candidate, NLP Master Practitioner & mBIT Coach.

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 certification in 2023, immediately after my Practitioner course, driven by a fascination with its powerful communication tools and techniques. These strategies not only helped me navigate challenging conversations with greater ease but also deepened my understanding of the subconscious mind’s influence on behavior. NLP became the key to unlocking a new level of emotional intelligence, enabling me to connect with clients on a profound level and transforming theoretical concepts into actionable strategies that laid the foundation for personal and professional breakthroughs. Since then, I have represented Pakistan at numerous prestigious college counseling conferences across the globe, including the UBC International Counselor Conference 2023, IACAC MENA 2023, and IACAC Western Ontario 2024. Touring over a couple of dozen campuses and engaging with a vast community of professionals and institutions has expanded my professional network, enriched my understanding of diverse educational systems and cultures, and further enhanced my ability to connect with and support students in their educational journeys.



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

Since then, I have made the journey from a school counselor to the head counselor of my own counseling firm and served as the Executive Director of Prime Education. I launched my own college counseling company, *The Holistic EDvisor*, where I integrate NLP principles into my practice. Whether it's leveraging SMART goals and Big Hairy Audacious Goals (BHAGs) for strategic planning or utilizing Time Line Therapy to guide students through essay brainstorming, NLP has profoundly shaped my approach. Beyond technical skills, NLP has also instilled a mindset of growth and adaptability that fuels my work in empowering students to achieve their dreams of studying abroad. NLP transformed my profession into a purpose that now serves as the guiding light for all my future endeavors.

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

Personally, NLP has been a transformative force, helping me challenge limiting beliefs, overcome self-doubt, and break free from cycles of self-sabotage like procrastination. Professionally, it has been instrumental in my journey as a leader and educator. I've become more attuned to the nuances of communication and better equipped to inspire those I mentor. My commitment to growth didn't stop with NLP; I also pursued certifications in mBIT (Multiple Brain Integration Techniques) and CPC (Certified Professional Coach). Now, I am pursuing a Master's in Education Leadership at the Harvard Graduate School of Education, where I continue to explore innovative frameworks for impact-driven leadership.



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

My work empowers students to believe in their potential and take actionable steps toward achieving their goals. I've seen the ripple effect of empowerment—when one individual is inspired, it uplifts an entire community. This idea was beautifully captured by Aaliyah in my Practitioner course when she said, "When you invest in yourself, you invest in everyone else around you." By instilling confidence, clarity, and self-awareness in my students, I've witnessed them navigate challenges with resilience and grace, whether it's crafting standout college applications or embracing personal growth during this pivotal stage of life.

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

I envision expanding *The Holistic EDvisor* into a global consultancy that bridges educational opportunities between South Asia and the West. I am determined to make my coaching and counseling career global, connecting with students and educators worldwide to create a lasting impact on access to quality education. On a personal front, I'm committed to lifelong learning and plan to delve deeper into leadership frameworks and equity-centered education.

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

The programs at DCC have been a masterclass in self-discovery and transformation. I've learned that the biggest breakthroughs often lie outside our comfort zones. One of the most valuable lessons was about nervous system regulation and how aligning the mind and body can create harmony in decision-making and communication. Each module reinforced the importance of alignment—aligning thoughts, emotions, and actions to achieve harmony and excellence. Another invaluable lesson has been the power of listening—not just to others but also to our inner selves—to identify what truly drives us. These takeaways have become guiding principles in both my personal growth and my counseling practice.

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

If you're currently enrolled, my advice is to embrace the process wholeheartedly. Every exercise, no matter how small, is a stepping stone to greater awareness and mastery. For those considering it, I can't stress enough how life-changing this journey can be. NLP is not just a set of tools; it's a philosophy that reshapes how you see yourself and the world. Invest in yourself because the return on that investment is limitless. Remember, you're not just learning—you're transforming.