Webinars Proposal

By Gabriela Casineanu, MSc, MBA, MBTI®

Award-Winning Author • Systems-Inspired Coach

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INTROVERTS ACADEMY

Webinars

1. The Human Edge: Navigating Job Search in the Age of AI

1.1. Description

While companies increasingly use AI algorithms to screen resumes and analyze video interviews, job seekers frequently feel like they are "battling a machine." This workshop highlights why the human element is even more important in the age of AI.

Positioned in the “space” between the candidate and the employer, the session provides a three-dimensional perspective of the hiring process.

Using systems coaching techniques, participants learn to identify and highlight their unique **"human signature"**—qualities that AI cannot identify and highlight (when candidates use it to tailor their applications), but which could positively influence the employer's hiring decision.

The session is designed to help job seekers understand the **interconnectedness** of their personal attitudes and narrative, the employer’s needs, and the hidden biases of modern hiring technology.

This workshop incorporates insights from Gabriela’s recent article: The Job Interview Blind Spots: A Three-Dimensional Perspective for Hiring in the Age of AI.

1.2. Learning Objectives — Participants will better understand:

- The "blind spots" of their own job search in the AI-driven recruitment process.
- The "three-dimensional" perspective of the hiring process: How to look beyond the job description to understand how to stand out.
- How to identify and articulate their authentic "hidden" strengths to better position themselves for job search success when faced with automated or rigid hiring systems.

1.3. Duration Options: 2 hours (15-minute break) or 1.5 hours (no break)

1.4. Format: Interactive presentation (PowerPoint), experiential exercises, breakout room / small group discussions.

1.5. Fee: Webinar $400 | In-person session: $600

(Discount available for non-profit organizations booking two or more workshops)

2. Authentic and Strategic Networking in the Age of AI

2.1. Description

Traditional networking often feels intimidating, making many job seekers avoid it. Since AI can automate outreach and flood inboxes with generic and spam messages, the ability to build genuine, high-quality human connections has become a **critical competitive advantage.** This workshop introduces an outcome-based approach to networking, which makes professional outreach sustainable and effective.

Participants learn to move away from the "elevator pitch"—which often sounds robotic—toward **strategic curiosity** and customized self-introductions to build genuine connections. Drawing on system thinking concepts, this session motivates participants to strategically network by tapping into the existing ecosystem of relationships—rather than viewing interactions as transactional tasks.

It is particularly effective for those who are:

- Hesitant to network (such as recent graduates or newcomers)
- Unsure how to access the Hidden Job Market in a professional environment increasingly permeated by AI-generated communication.

This workshop incorporates insights from Gabriela's research on personality-based networking, including her article: How to Network Authentically as an Introvert (Using Your Natural Strengths).

2.2. Learning Objectives — Participants will better understand:

- The "Human Signal" in a Digital World: How to differentiate themselves from AI-generated outreach through authentic, personalized communication that feel natural, less pressured, and aligned with their objectives.
- Uncover opportunities: How to use their natural communication style to access the Hidden Job Market for opportunities that AI algorithms cannot find.
- Quality over Quantity: The long-term value of building meaningful professional relationships versus focusing only on one-time or short-term interactions.

2.3 Duration Options: 2 hours (15-minute break) or 1.5 hours (no break)

2.4. Format: Interactive presentation (PowerPoint), experiential exercises, and breakout room / small group discussions

2.5. Fee: Webinar $400 | In-person session: $600

(Discount available for non-profit organizations booking two or more workshops)

3. Tailored Job Search Strategies Based on Personality Strengths

Why Introverts and Extroverts Need Different Approaches to Job Search

3.1. Description

Most job search advice does not take into account the differences between personality traits, which can cause job seekers to struggle in professional environments that have inherent biases. Research shows that **introverts and extroverts** possess valuable, yet **complementary traits**. With introverts making up nearly **50%** of the Canadian population, focusing on personality-based strategies leads to more sustainable and effective results. Drawing on MBTI® research and coaching principles, this session helps participants:

- **Evaluate their current strategies** through the lens of introversion-extroversion strengths. Are they standing out authentically? Or are "playing" against their natural traits, projecting a false impression of who they are (which might fire back after they are hired)?
- **Understand introversion-extroversion** complementary traits and their influence on both the hiring process and the workplace culture.
- **Shift their focus** from "fixing" their personality to using their innate strengths as a competitive advantage.

*An experienced MBTI-certified coach, Gabriela has delivered keynotes and workshops on this topic at **Cannexus 2020** (Canada's largest bilingual career development conference) and for various organizations.*

3.2. Learning Objectives — Participants will better understand:

- Strategy and Energy Management: How to structure a job search to be more effective by using a personality-based approach.
- The Complementary Advantage: How to lean into natural traits so their "true self" and value shine during interviews, allowing them to connect authentically with employers.
- AI-Assisted Job Application Blind Spots: Because AI is trained on historical data, its output may be biased toward a specific personality type or communication style.

3.3 Duration Options: 2 hours (15-minute break) or 1.5 hours (no break)

3.4. Format: Interactive presentation (PowerPoint), experiential exercises, and breakout room / small group discussions

3.5. Fee: Webinar $400 | In-person session: $600

(Discount available for non-profit organizations booking two or more workshops)

Speaker Bio



The workshops in this proposal are designed and facilitated by:

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Books: gabrielaexpressions.com

Established in Canada since 2003, Gabriela Casineanu is a seasoned coach trained in Organization & Relationship Systems Coaching (ORSC™), a certified MBTI® practitioner, and an award-winning author. She has taught Business Communication at York University (Glendon Campus) and is the author of several bestselling books on job search, career, and personal development.

For over a decade, Gabriela has applied a coaching approach to employment counselling—through individual sessions, workshops, and webinars—helping thousands of professionals find jobs and build meaningful careers. Her deep understanding of the recruitment landscape is also rooted in her experience co-organizing three job fairs and the award-winning forum, *"Hire-Retain-Advance Internationally Trained Professionals,"* which received the TSLIP "Collaboration Award."

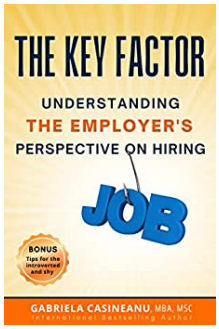
With a multidisciplinary background (Engineering, IT, Quality Assurance, Business, Coaching, Adult Training, and Artistic Expression), Gabriela brings a system thinking approach to her work, helping individuals and organizations broaden their perspectives and transform challenges into opportunities.

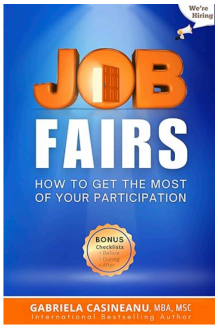
Gabriela's Award-Winning Books on **Job Search** & **Career Development**:

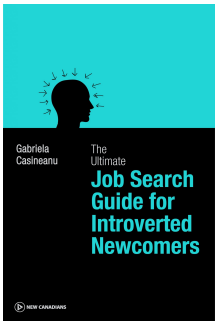
- *Introverts: Leverage Your Strengths for an Effective Job Search* – Winner of the "Readers' Favorite International Book Award." Amazon bestseller in seven countries (including Canada). Featured on BookAuthority's "Best Books of All Time" lists for *Job Hunting*, *Introverts*, and *Job Interviews*.
- *The Key Factor: Understanding the Employer's Perspective on Hiring*
- *Job Fairs: How to Get the Most Out of Your Participation*
- *The Ultimate Job Search Guide for Introverted Newcomers* (Published by New Canadians TV Network)

Gabriela founded **Introverts Academy** to raise awareness of the complementary strengths of introverts and extroverts and their potential to build a better world. She is also the Founder and Past President of **Immigrant Writers Association (IWA)**, a non-profit organization that encourages diverse voices to share their stories, knowledge, and perspectives to build bridges and strengthen the **Canadian social fabric**.









**ORSC™ is based on Systems Theory, Process Work, Family Systems Therapy, Alternative Dispute Resolution, Quantum Physics, Co-Active Coaching™, and more. At its core is the study of Relationship Systems Intelligence (RSI™).*