

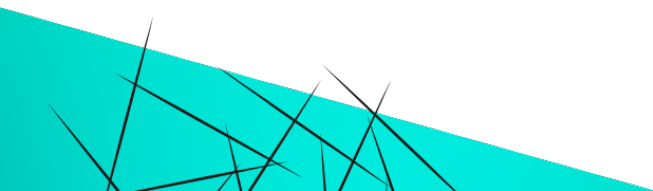


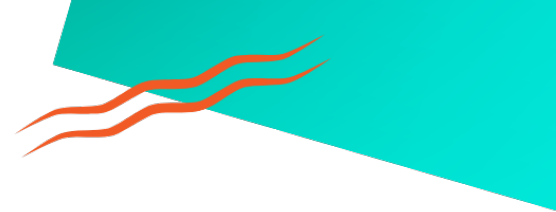
Workshops for Entrepreneurs

By **Gabriela Casineanu**, MBA, M.Sc., MBTI®

Consultant | MBTI® Certified System Coach | Award-Winning Author

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1. Workshop Themes & Topics

The 'human engine' is an important factor in entrepreneurship, besides the business model, strategies, and implementation.

By addressing the strategic, psychological, and systemic challenges founders face, we help them build resilient businesses that thrive in the age of AI and beyond.

These workshops are designed to complement your existing programming by bridging the gap between technical efficiency and personal leadership.

Each session offers a practical shift in perspective, allowing entrepreneurs to also build the mindset required to go from daily "hustle" to sustainable growth.

The workshops listed in this proposal are focused on three themes:

Strategy Pillar

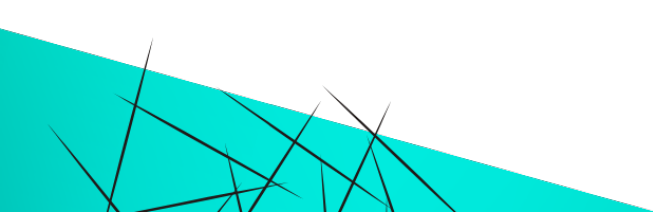
- **The Flywheel Engine:** Strategic Business Growth without Burnout
- **Authentic Connection:** Master Business Communication in the Age of AI

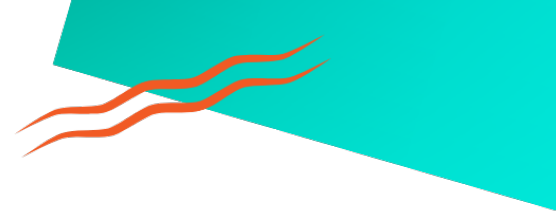
Tech/Efficiency Pillar

- **AI (Gemini):** As a Business Development Tool
- **Webinars:** A Powerful Marketing Tool for Business Growth

Human Pillar

- **The CEO Mindset:** Overcome Psychological Barriers to Scaling the Business
- **Beyond Stereotypes:** How Personality Traits Influence Your Business Growth





2. Workshop Details

Strategy Pillar

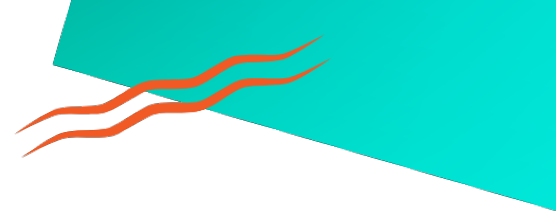
➤ The Flywheel Engine: Strategic Business Growth without Burnout

The Shift (From → To)	From "Doing more" to "Working ON the Business."
Key Focus	Using the Wheel of Business to diagnose current "issue" vs. "momentum." Transitioning from the day-to-day grind (Working IN) to the Flywheel model (Working ON the business).
Learning Outcome	A visual map of where the business is struggling and a strategic plan to build business momentum that sustains itself.

➤ Authentic Connection: Master Business Communication in the Age of AI

The Shift (From → To)	From "Efficient messaging" to "Relational Intelligence"
Key Focus	Applying the ORSC* Metaskills Wheel (attitudes like intentionality, curiosity, and putting things in perspective) to AI-assisted communication to ensure the "human soul" isn't lost in automation. The eight Metaskills also improve the team's productivity and communication. <i>ORSC*=Organizational & Relationship Systems Coaching</i>
Learning Outcome	The ability to enhance AI-supported communication while building authentic connections with clients and partners.





Tech/Efficiency Pillar

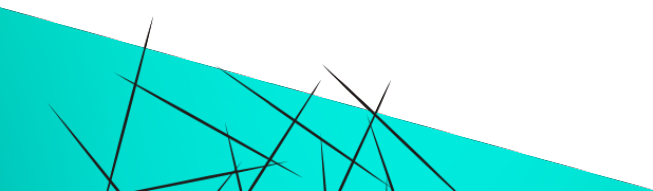
➤ AI (Gemini): As a Business Development Tool

The Shift (From → To)	From "AI as a tool" to "AI as a Strategic Thought Partner."
Key Focus	Moving beyond prompt engineering for "tasks" to using AI for high-level brainstorming, business model options, and strategic growth planning (i.e. collaboration for building the "Flywheel").
Learning Outcome	Entrepreneurs will learn how to take charge and leverage AI to gain a big-picture view of their business development (instead of getting lost in day-to-day tasks or AI eagerness to share more).

➤ Webinars: A Powerful Marketing Tool for Business Growth

For Businesses Offering Professional Services & Expertise-based Offers

The Shift (From → To)	From "I'm not good at speaking" to "Using Workshops to Build a Conversion Ecosystem that saves time."
Key Focus	The "Before, During, and After" architecture. Managing the lead-generation funnel, visibility strategy, and follow-up systems that turn strangers into potential clients with less effort and time.
Learning Outcome	A repeatable business process that ensures every minute spent on a webinar also translates into measurable business growth.





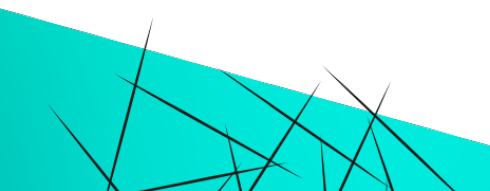
Human Pillar

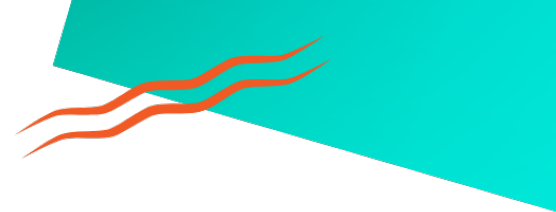
➤ The CEO Mindset: Overcome Psychological Barriers to Scaling the Business

The Shift (From → To)	From "Mainly Action" to "Mindset • Strategy • Self-Management • Action Integration."
Key Focus	Increasing awareness of how entrepreneurs' beliefs and self-management influence the business results. Shifting from "doer" focus to strategic "leadership" that constantly monitors inner and outer barriers to overcome them.
Learning Outcome	A foundational shift in how the entrepreneur views their role, making subsequent strategies "stick" and lead to better results.

➤ Beyond Stereotypes: How Personality Traits Influence Business Growth

The Shift (From → To)	From "Labeling" and "Marginalizing" individuals to "Leveraging their Complementary Personality Strengths" for increased ROI without burnout or leaving money on the table.
Key Focus	Understanding that—while complementary—both Introversion and Extroversion strengths are valuable assets for business growth. These traits can positively impact leadership, marketing, team dynamics, client relationships, and business outcomes when strategies leverage them well. <i>Note: To further enrich the experience, individual and team MBTI® assessments are available as an optional pre-workshop add-on.</i>
Learning Outcome	A nuanced understanding of how to optimize the personality strengths (including founder's) for increased sales, business development, and leadership without burnout.





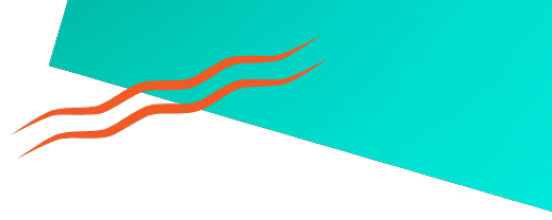
3. Workshop Checklist

Please check the workshops you are interested in exploring for your clients, members, or participants.

Once we receive the checklist back, we can schedule a brief discovery call to customize the workshop(s) to your specific program goals and the participants' needs.

Strategy Pillar	
	1. The Flywheel Engine: Strategic Business Growth without Burnout
	2. Authentic Connection: Master Business Communication in the Age of AI
Tech/Efficiency Pillar	
	3. AI (Gemini): As a Business Development Tool
	4. Webinars: A Powerful Marketing Tool for Business Growth
Human Pillar	
	5. The CEO Mindset: Overcome Psychological Barriers to Scaling the Business
	6. Beyond Stereotypes: How Personality Traits Influence Your Business Growth





4. Logistics (format, duration, fee options)

For all workshops, the primary goal is actionable transformation.

Whether delivered virtually or in person, each session is tailored to provide a mix of high-level strategy and immediate, “next-day” implementation steps for the participants.

Format:

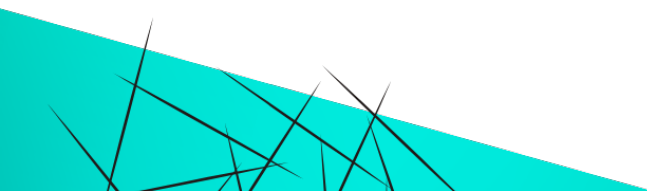
- Workshops are available virtually (via Zoom) or in-person at your location. For workshops within the Greater Toronto Area, in-person delivery is included; for engagements across Canada, travel and accommodation arrangements can be discussed.
- Depending on your preference, topics can be tailored as a simple presentation, an interactive presentation, an interactive and experiential training, and could include hands-on exercises. Combining the last options leads to a higher, long-term impact.

Duration:

- Usually 1.5 hours (without break), a workshop duration can be adjusted to fit your organization training and time frame needs.
- The duration could also depend on the number of the participants. Interactive and experiential workshops require more time for exercises and learning integration.

Fee options:

- Please contact us gabriela@introvertsacademy.org to discuss which workshops and format you are interested in and budgeting options.
- We offer a discount for bundling multiple workshops in a series.





5. Testimonials

"Gabriela is a very creative thinker... She has also a powerful logical side: an **outstanding business coach**, unbelievably resourceful thinker, and connector. She can **see the opportunities**, skills, and relationships among different facets, which sometimes are 'invisible' and could multiply the options for success."

— Felicia Weinstein, *Interior Designer*

"Gabriela is highly capable of **demystifying systems thinking** in relation to group and organizational dynamics. The techniques she shared were **practical, grounded in lived experience**, and encouraged adaptation to context. Her ability to thoroughly debrief the techniques were well-noted by the cohort."

— Omar Ramroop, *Director of Learning, The School for Social Entrepreneurs of Ontario*

"After she heard I didn't have my tech in place yet, she took extra time and shared tips that will help me **save the hours and days** I would have taken to research and analyze all the options. AND she showed me where I could **keep costs low or at zero**.. Who doesn't need that kind of advice?!"

— Derek Patterson, *Sales and Marketing Consultant*

"It was an extremely useful and effective experience. Gabriela helped me identify the **hidden 'hindrances' in my networking and sales approach**, allowing us to devise a more strategic way to handle event participation and business communication. Her guidance helped me overcome hesitation and reluctance, leading to **improved interaction skills**. I highly recommend her to tech founders looking to sharpen their communication skills."

— Anthony Potikha, *Serial AI & AR Entrepreneur (Exited Founder)*

"**Excellent and so engaging!** The audience was very hungry—I could tell how **engaged and interested in the topic** everyone was. In my life, I have never been at a non-profit event that started 20 minutes early because everyone had eagerly shown up. Thank you for making this event such a resounding success!"

— Meghan Wankel, *Coordinator, TWLIP*

"Gabriela's deep expertise and laser-sharp intuition helped me **cut through overwhelm**, recenter when I got distracted, and challenge the limiting beliefs that were holding me back. As an introvert, I deeply appreciated how her approach respected my pace while **encouraging me to lean into my strengths**."

— Daniela F.

"Gabriela **facilitated an excellent MBTI and System Coaching session** for our **international team**. It identified gaps in our team profile, helped the group open up, and **triggered much-needed opportunities for communication**. Great facilitation!"

— Adam Hammes, *Director of Technical Business Development, SGS*

6. Presenter Bio & Introverts Academy



The workshops are designed and presented by:

Gabriela Casineanu, MBA, MSc, MBTI®
gabriela@introvertsacademy.org

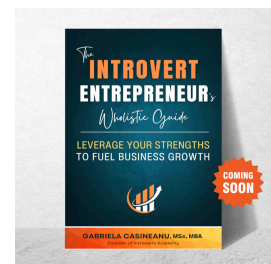
A systemic thinker with a background in engineering, IT, and Quality Assurance, Gabriela Casineanu bridges the gap between the technical, strategic, and human potential in the business world.

Combining an MBA in small business and technical expertise with 20 years cumulative experience in professional coaching and entrepreneurship, she specializes in helping entrepreneurs and organizations build the “flywheel” momentum for growth using a systemic and wholistic approach. An award-winning author of several non-fiction books and keynote speaker, Gabriela’s work is grounded in lived experience and a deep understanding of organizational dynamics.

As a certified MBTI® and Organizational & Relationship Systems Coach (ORSC™), she has facilitated transformative sessions for diverse groups, ranging from local non-profits and entrepreneurship hubs to international teams at organizations like SGS (world’s leading Testing, Inspection and Certification company).

Inspired by the complementary strengths of introversion and extroversion, the fact that 51% of Canadians are introverts, and that 78% of companies report a talent shortage, Gabriela is on a mission to empower individuals to leverage their unique human strengths to build fulfilling careers, and to help organizations tap into the overlooked strengths of their employees as a valuable resource for mission-aligned growth.

Founder and CEO of Introverts Academy, Gabriela (an introvert herself) is the author of the upcoming book *“The Introvert Entrepreneur’s Wholistic Guide: Leverage Your Strengths to Fuel Your Business Growth.”*



Introverts Academy (IA) is a purpose-driven business specializing in coaching, consulting, learning and development, facilitation, and MBTI® assessments to help introverted professionals and entrepreneurs thrive in a world that often feels built for extroverts. IA also helps organizations identify strategic opportunities and better leverage their workforce strengths without burnout—ensuring that valuable contributions from different personality types

lead to business growth. Talent shortages are addressed by identifying systemic gaps in hiring, employee advancement, and team dynamics. Through a blend of coaching and strategic training, IA provides a supportive, non-judgmental space for high-potential individuals—to identify their innate strengths and aligned strategies to achieve their goals. By advocating for the complementary, yet valuable strengths of introverts and extroverts, IA unlocks internal and external growth opportunities that otherwise may be missed, leaving money on the table.

Services for Entrepreneurs: <https://learn.introvertsacademy.org/for-entrepreneurs>

Services for Organizations: <https://learn.introvertsacademy.org/services-for-organizations>

Services & Resources for Introverts: <https://learn.introvertsacademy.org/for-introverts>