

# CAREERS BY DESIGN

your brighter future begins here

## Media Kit

### Expert Career Counselling and Career Coaching

Shirin Khamisa, B.A., B.Ed., ACC  
Founder & Principal  
Licensed HeartMath<sup>®</sup> Coach

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**SHIRIN KHAMISA**  
Founder & Principal

Expert coaching to help you get what you really, really want

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At Careers by Design, we help professionals get over career challenges and get what they really want.

Our main advantage lies in our unique & powerful approach of: **“Connecting Head and Heart”** to achieve personal and career success.



"Before coaching I was lost and I wasn't sure that I wanted to fit into the typical career of an artist. I was unaware about how to create a career that fits for me and the necessary steps that I need to do to get myself there."

- Brittney Francis, Theatre Artist



Career Advice  
Featured in:



Expert coaching to help you get what you really, really want

## About Us

Careers by Design is a national Career Counselling and Life Coaching firm. Founded in 2005 by Shirin Khamisa, a recognized thought leader at the intersection of career development and personal leadership.

For over nine years, Shirin's career advice has been featured in national media outlets including: CTV, CBC, The Globe & Mail, and the Financial Post.

Shirin's passion about helping people find work they feel good about has helped thousands of Canadians to create "More Happy Mondays" with support to:

- \* Find a career that fits
- \* Land the job!
- \* Be happy at work
- \* Specialized services

Follow Shirin's posts at our blog  
[www.morehappymondays.com](http://www.morehappymondays.com)



Find a career that fits  
What next and how?



Be happy at work  
Purpose. Passion. Profit.



Land the job!  
Secrets of success



Specialized Services  
You are unique - so are these!



Expert coaching to help you get what you really, really want

# Media Coverage

For nearly a decade, Careers by Design has been widely published in national TV, newspapers, and magazines. Some highlights include:

\* 2014 Canadian Press video series published on The Globe And Mail, Yahoo! Finance and Aol.



\* TV appearances on CTV's Canada am high five, Slice Network's Three Takes, and CMT TV's Kortney & Dave: By Request!



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\* Over 100 articles featured in Metro, Toronto Star, Edmonton Journal, The Globe And Mail, Canadian Business, Chatelaine, jobboom.com, Workopolis and many more.



financialpost.com



FINANCIAL TIMES

J EDITOR: PAUL CASHMAN, 416-569-working@thejournal.com EDMONTON JOURNAL SATURDAY, JULY 19, 2008

## Excessive niceness no recipe for success

Failing to assert yourself and your needs can create stress, resentment among co-workers and career stagnation

CATELIN CRAWSHAW  
Special to The Journal  
EDMONTON



Shirin Khamsia runs Careers By Design in Toronto. She says nice people are prone to burnout.

Most of us have taken on the niceness trap at least once — perhaps apologizing for something that wasn't our fault, or taking on a time-eating assignment we didn't have time for — and later regretted it.

For those who overextend themselves habitually, an likely on the fast-track to a crushing workload, terrible assignments and resentment — not the career fast-track.

"Whenever we put the word 'yes' in front of 'no' — right as it rises big flags for us," says Toronto career coach Shirin Khamsia. "When I've come to see my own life, and as working with people, I've had more courage to say no, ... the better you'll excel in whatever you're doing."

Being savvy at work means being able to tell the difference between the right time to overextend yourself — like when the company is severely short-staffed or when a special project presents itself — and when to stick to your job description and your other hours. It also requires the ability to say no.

People who are unable to assert their needs and limitations can be vulnerable to burnout, which will ultimately sap you of both your energy and creativity, she adds. Being too accommodating becomes a damaging habit, says Khamsia. People may mistake you as someone they can unload projects on, and you may find yourself too busy to jump on career-building projects (or even notice them in the first place).

Your reputation may suffer in another way, says Victoria, B.C., career coach Michele Waters. Being overly nice may cause others to question your authenticity.

"I think it can lead to a lot of resentment. The messages become confusing, because when the person is overly nice, or a doormat, they're not honest about what they want," says Waters. "It's really hard for people to figure out, 'What is this person doing or thinking?'"

As a result, these people can be difficult to be around, despite their best intentions.

"They're kind of disruptive and dysfunctional people to be around, because they're usually quite self-absorbed."

Fortunately, with some self-reflection, change is possible.

"When you agree to a new workload, thoroughly assess how you feel about it, says Waters. If it's not good timing, or if you could modify it slightly to suit your schedule or skills, try to find a compromise. If it really doesn't work, don't be a martyr — say no, even if it's after the fact.

Also be conscious of your choice of words. Never put yourself down or diminish a colleague, and don't expect excessive praise after making an error — other symptoms of excessive niceness.

According to Khamsia, change starts when you become aware of how you're interacting with others and can identify where you're overextending yourself and how you feel when you agree to something that isn't in your best interests. Begin developing your own criteria for deciding what works for you, and when to say no.

Khamsia has seen excessive niceness in both her male and female clients, but says women are more susceptible because of how they're socialized.

Waters agrees, but in her practice, middle-aged women struggle with it the most.

"Women have been trained to be nice and do things to please people, rather than themselves."

But when many women reach the 40s and 50s, they experience divorce or life changes that remind them to put themselves first and be kinder to their own needs.

Fortunately, younger generations are figuring this one out, says Waters.

"I'm working with some clients in their 20s and 30s. They're speaking up so much more about what they want, and walking away if it's a bad fit."



Have a summer vacation? I didn't!

## Globe Careers

THE GLOBE AND MAIL • CANADA'S BUSINESS NEWSPAPER • GLOBE ONLINE, WEBSTORE.COM

### CAREER CONNECTION

## Rookies could use a little coaching too

Used to stress hours, finding more pressure than their parents, new graduates are hiring coaches to help navigate the waters of early working life.



metrO

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Take your job search to the Internet



Planning your career path can seem daunting, but it's not if you make your choices a little easier.

Going online to research your career options can make the whole job search process a lot easier. It's easier to find the right job and can be a great starting point to get a sense of what industries and careers are out there that match your interests and skills.

Shirin Khamsia, a career coach at Careers By Design, says with some flexible web surfing in the right direction, you can do more than just look for your next career choice to enter you spend your life and don't get too stressed or discouraged.

"When you open the computer, ask yourself, 'What are my objectives with the research? What am I looking to find?'" Khamsia says. "That can make a big difference in how effectively you're looking."

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## Connecting Head & Heart

Globally, we are the only career counselling firm that uses HeartMath<sup>®</sup> tools and strategies as part of our career development programs.

HeartMath<sup>®</sup> is the only scientifically-validated system of stress reduction proven to boost the health and performance of individuals and organizations - making you much more effective in your search for work that's a good fit for you.

And if you are not feeling stressed, these HeartMath<sup>®</sup> tools will still help you to focus, take action and get what you want faster. So either way, you can't lose.

The HeartMath<sup>®</sup> tools have been helped 100,000 employees and managers reduce stress and increase productivity at various companies including Sony, Unilever and HP.



The HeartMath<sup>®</sup> tools and strategies integrated into our career programs have enabled more than 100,000 employees and managers at companies such as: **Sony, Unilever and Hewlett Packard** – to beat stress and boost productivity.



Expert coaching to help you get what you really, really want

## What our customers say

100+ testimonials from satisfied customers!

"Learning more about myself helped me to leverage my skills and experiences and use them to start a new venture that is off to a strong start. I highly recommend Careers by Design to anyone who wants to start feeling better now and have a career that really fits who they are."

- Rob Arnott, Chief Operating Officer, Paro Strategic Marketing



"Lee has a marvelous knack of connecting the dots and offering an alternative way of approaching the task. I liked the fact that Lee brought a fresh perspective to an issue and shared her insights about why something worked or didn't"

- Mavis Fernandes, Organizational Change Consultant

"It was great to feel like I had someone on my side who supported my direction."

- Keith Innes, Accounting Professional



Expert coaching to help you get what you really, really want

”Shirin and I worked together to evaluate and clarify new priorities and better understand how my career contributes to them. She helped me zero in on aspects of myself that were not being fulfilled and encouraged me to pursue my dreams in a tactical and realistic way.

We used simple, efficient exercises and monthly meetings that kept me on track. Her coaching continues to help me navigate and identify new opportunities. I feel so fortunate to have connected with Shirin so early in my career!”

- Michelle Quintal, Culinary Herbalist

## What the columnists say

”As a freelance journalist, it's important for me to have go-to experts for stories. For the last couple of years, I've interviewed Shirin numerous times for articles on career development. Always articulate and prepared, she's incredibly quotable and provides an abundance of information. She understands deadlines and is kind enough to accommodate my tight timelines.”

- Caitlin Crawshaw, Freelance journalist and visual artist





## Contact Information

For more please contact:

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Did you know?

Careers by Design is affiliated with many organizations and has been listed for 7 years in the 'What Color is your Parachute?' books.

Affiliations and  
Certifications:



Association of  
Career Professionals  
INTERNATIONAL  
*The World's Voice on Career Issues*



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*"Connect Head  
& Heart"*



Expert coaching to help you get what you really, really want