

The Coach's Quick-Reference Card

Print this. Keep it open in a session. The dashboard is the textbook; this is the cheat-sheet you reach for with a student in front of you.

The 4-Audience Compass

Read the audience first. Everything else routes from here.

Audience	What to do	Ground reality
A — Class 10 & below	Build stamina, basics, ONE small skill. No career picking yet.	Win = finished + shown. Never push JEE/NEET coaching at age 11.
B — Class 11-12	ONE real skill alongside boards. Exam-stack as the safety net.	Top entrance odds are ~1-5%. Build the backup BEFORE the result.
C — College (any tier)	Paying skill + portfolio + LinkedIn + freelance before graduation.	Year-1 starters reach Rs.30k-1L/mo; final-year starters reach Rs.0-5k.
D — Working professional	Multiplier Skill on top of the job. Tarzan Rule. Freedom-gap math.	Most plateau by 30-32 without a skill upgrade. Build quietly in parallel.

The one core belief to repeat every session

Upskill NOW — with skills that actually matter — at ANY age or stage. Do not wait for academics to finish. The smallest real skill, started the earliest, beats the perfect plan started late.

The 1-line honest sales frame

"I can promise a clearer plan, honest feedback, and the first three free resources to start. I cannot promise an exam result, a job offer, or an income number — nobody honest can. If that frame works for you, we should talk."

The Core Frameworks

The eight you must be able to draw from memory.

Freedom Number (Rule of 30)

Yearly cost of your dream life $\times$ 30 = Freedom Number.

The $\times 30$ reflects a $\sim 3\text{-}4\%$ safe withdrawal from a sensibly invested corpus. Re-check yearly or on any big life event. The bridge from salary to Freedom Number is almost always a real skill you can start this week.

3 Gates of Proof (Fit · Pay · Grow on the skill)

- **Fit:** can they stand the boring 80%, not just the exciting 20%?
- **Pay:** is real money paid for it today, and likely to hold?
- **Grow:** can it grow into more than one salary over time?

All three, or it is not a skill choice worth a year.

4-Checkpoint Protocol (run on every student)

- **Biology:** does the daily work fit how their brain runs?
- **Context:** family, money, geography — what is actually possible?
- **Market:** is real money paid for this in India today?
- **Survival:** can they keep eating while they build it?

A 'yes' needs all four. Re-run at every plateau.

IMS Test (the fuel check inside CP3)

Interest, Income & Intolerance.

Not "what do you love?" but "what kind of hard work can you put up with and master?" If they hate maths sheets, they cannot stare at data all day — even if it pays well.

Tarzan Rule (when to switch / quit)

Don't let go of one vine until the next is firmly in hand.

- Don't quit until the new income is $1.5\text{-}2\times$ the old salary for several months.
- Have 6-12 months of expenses banked before any switch.

Icarus Reset (after every big win)

Within 24 hours of any big win, say out loud:

"I am unemployed. I am back to Day 0."

Kills the post-win laziness that quietly ends careers.

The 3 hard numbers (memorise)

- **Top entrance exams:** only $\sim 1\text{-}5\%$ reach a top seat. Plan a backup, always.
- **Tier-3 placement:** often Rs.2-6 LPA. Portfolio + freelance beats this by year 1.
- **Tarzan threshold:** $1.5\text{-}2\times$ old salary, several months, before quitting.

The 3 promises (open every session)

- "You will leave with a clearer written plan than you walked in with."
- "You will get honest feedback, even if it stings."
- "You will know when to refer out, and I will help you find the right person."

The Career Group Engine

No student has one right career — they have a GROUP. Hand them a group, not a job title. The job title is a 90-day test inside the group.

Group	What they do	Example careers
1. Builders	Make new things — software, hardware, products, apps.	SWE, product designer, app/full-stack/mobile dev
2. Communicators	Connect with people — sell, teach, persuade, market.	Sales, marketing, teacher, content, B2B SDR/AE
3. Analysts	Find truth in numbers, code, money, systems.	Data scientist, finance analyst, researcher, auditor
4. Carers	Direct hands-on human help.	Doctor, nurse, therapist, counsellor, special-ed teacher
5. Operators	Make things run smoothly, on time, on budget.	Ops, supply-chain, PM, COO, support lead
6. Creatives	Visual, sound, story — make people feel something.	Graphic/UX designer, filmmaker, photographer, copywriter
7. Owner-Builders	Build companies themselves (usually 2nd-stage).	Founder, agency owner, family-business successor

How the engine works (coach's 4-step routine)

- **1. Pull the Interest result** (from IMS) — which 2-3 groups have a boring-80% they can live with?
- **2. Cross-check Biology** (CP1) — does their energy / focus / social comfort match?
- **3. Cross-check Context** (CP2) — can their family / money / geography support it right now?
- **4. Cross-check Market** (CP3, CP4, Module 9.2) — which actually pays in India today?

The output is always: 2 groups, then 3-5 roles inside each

"You are not picking one career. You are picking a group. If web developer does not click in 90 days, the next role in the same group is a 2-week pivot — not a 2-year crisis."

The Honest Indian Exam Map

Use this for the parent conversation. Coaching builds discipline — but the maths is brutal, so ALWAYS build a real skill stack alongside.

Exam	Recent takers	Honest conversion
JEE (Main→Adv)	~13-14 L take Main	IIT: ~1-1.5% of Main takers. +NIT/IIIT ~3-3.5%
NEET UG	~22-24 L appear	Govt MBBS: ~2.5%. Private MBBS Rs.50L-1.5Cr fees
CA	~3 L attempt Foundation	Foundation ~25-30% pass; 5-7 yrs avg to qualify
CLAT	~60-75k appear	~4-5% reach an NLU; NLSIU/NALSAR sub-1%
UPSC CSE	~10-11 L apply	Final ~0.1-0.2%; IAS ~0.04%; 2-5 attempts avg
SSC CGL / IBPS PO	30-35 L / 5-9 L	~0.5-1.5%; 12-24 month result cycles
GATE	~8-10 L appear	PSU via GATE <1%; IIT M.Tech ~3-4%

The pattern to memorise for parents

Across India's top entrance exams, only ~1-5% of takers reach the top seat they aimed for. The other 95%+ need a backup that is REAL — not 'I'll try again next year.' The Skill Stack is that backup. Build it before the result, not after.

The 5 honest things a modern coach tells every student

- **The "safe job" is not safe.** Build a real skill stack alongside any safe path.
- **AI is a tool, not a threat or saviour.** Learn to direct it well and quietly outperform peers.
- **Proof of work beats degrees** for most paths (software, design, marketing, content, sales, product).
- **Money skill is a career skill.** Term + health insurance, 6-12 months expenses, then invest.
- **The 1% path is honest only with a backup** that earns its first Rs.1,000 by the time the result arrives.

First-Session Agendas (60-90 min)

Ready-to-run. After 10 sessions you'll personalise — for now, follow the script.

Audience A — Class 10 & below (parent + child)

- 0-15: Frame — "NOT picking a career; picking 1 small skill + 1 habit." Parent + child each speak 5 min.
- 15-50: Pick 1 Pre-Foundation gap + 1 creative sample. Set 30-day micro-plan (deep-work window, 1 finished tiny project).
- 50-90: Parent-only — "don't bet the family on a 2-3% exam chance." Confirm consent. Written summary.

Audience B — Class 11-12 (student-led)

- 0-20: Frame — "boards/entrance are 1 of 4 paths." Run First-Call Routing to find the sub-path.
- 20-55: Freedom Number first pass + 4 college paths with honest odds. Pick ONE skill bet + ONE artifact.
- 55-90: Parent script OR prep the student to handle the parent. Written summary, fortnightly cadence.

Audience C — College student

- 0-20: Frame — "degree decision is made; make these 3-4 years count." Map tier/year/portfolio/income.
- 20-55: Pick paying skill (degree × market overlap). Wave-0 actions. Freedom Number with honest tier numbers.
- 55-90: 30-day plan (1 free intro, LinkedIn fill, 5 cold messages, 8 deep-work hrs/wk). Weekly first month.

Audience D — Working professional

- 0-20: Frame — "not quitting today; finding the Multiplier Skill + the right urgency." Identify urgency + sub-case.
- 20-55: Freedom Number for THEIR costs. Show the salary-vs-Freedom gap. Pick Multiplier Skill. Wave-0 actions.
- 55-90: Tarzan check (when can they quit safely?) + emergency fund + spousal buy-in. Written summary, fortnightly.

Red Flags & Refer-Out Triggers

Some problems aren't career problems. Referring out at the right time makes you MORE useful, not less. Coaching is not a substitute for therapy, legal, or medical care.

Mental health → therapist / psychiatrist

- Self-harm / suicide / "no point" talk → refer SAME day. iCALL 9152987821 · Vandrevalla 1860-2662-345.
- Can't get out of bed 14+ days (not laziness); panic attacks; repeated breakdowns.
- Substance dependence; eating-disorder signs; trauma / unsafe-home disclosures.

Financial / legal → planner or lawyer

- Crushing debt > 30% of monthly income → certified financial planner.
- Investment scams / recovery cases → SEBI/RBI helpline + lawyer.
- Contract / non-compete / IP disputes → employment lawyer. Tax beyond salary → CA.

Medical / family → doctor or family counsellor

- Severe burnout, hair loss, weight collapse, persistent fatigue → physician.
- Sleep / mood symptoms > 6 weeks → physician before any career action.
- Persistent parent-child conflict, caregiver fatigue, domestic safety → family counsellor / helpline.

The 1-line refer-out rule

If the same issue blocks career action across 3 consecutive sessions and is not a career issue, the coach's job is to name it kindly and refer.

Session Craft

The structure, the questions, and the cadence that make a session land.

The default session structure (small cohort / 1:1)

- **0-5:** One written prompt: "1 sentence — your win and your block this week?"
- **5-25:** Round-robin / recap of last week's 3 commitments — done / partial / not, and why.
- **25-45:** Teach the ONE framework the moment calls for (draw from the modules).
- **45-55:** "Take action right now" — 10 silent minutes; everyone writes their next 3 actions.
- **55-60:** Commit aloud + book the next session.

The 5 questions that unstick any session

- "What did you actually finish since we last spoke?"
- "What stopped the other things?"
- "What is the smallest next step you can take this week?"
- "Who would you ask for help with that?"
- "If nothing happens in 2 weeks, what's the honest reason?"

Session cadence (default)

- **Audience A:** monthly (parent in room).
- **Audience B:** fortnightly during exam years.
- **Audience C:** weekly first month, then fortnightly.
- **Audience D:** fortnightly — working pros need a realistic pace.

Wave-Map shorthand (per audience)

- **Wave 0 (now):** remove ONE blocker + start ONE thing.
- **Wave 1 (90 days):** 1 finished artifact; first Rs. optional.
- **Wave 2 (3-6 mo):** 3 artifacts + first paid work.
- **Wave 3 (6-12 mo):** regular income + Tarzan-ready decision.

Negotiation Rules + The Coach's Own Rails

The money conversation, and the discipline that keeps the coach honest and unburnt.

5 universal negotiation rules (coach into every student)

- **Never name your number first** — ask for their range first.
- **Always negotiate the final number in writing** — spoken numbers get reinterpreted.
- **Silence is an answer.** After you state your number, wait. Resist filling.
- **If they say no twice, ask "what else can move?"** — ESOPs, bonus, leave, title, written re-review date.
- **Always have a real BATNA** (best alternative). No alternative = pleading, not negotiating.

The coach's 5 ethical rails (repeat every session)

- **Honesty over hope** — clearer picture of reality, not a sweeter one.
- **No fake scarcity** — never "only 3 seats left."
- **No data theatre** — don't quote made-up placement / salary numbers.
- **Refer out early** — if it's not a career issue, name it and refer.
- **Document consent** — for minors the parent signs; scope + refund in writing before payment.

Burnout protection (the coach lasts a decade, not 18 months)

- Max 4-5 deep sessions/day, max ~25/week. One no-client day a week.
- 15-min gap between sessions. Never back-to-back emotional sessions.
- Always keep 6-12 months expenses liquid. Money pressure makes you accept bad-fit clients.
- Peer-coach circle monthly. Personal therapist if you serve heavy refer-out audiences.

The final frame for the coach

This card is the warm-up. The real practice is delivered one session at a time, with one student in front of you, for the rest of your career. Keep it honest. Keep it growing.