

Founder

Training Model

How it works — and what it's designed to give you

3 Modules	5 Outcomes	OWN IT The Goal
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Confidential — For Prospect Use Only

Most agencies leave you dependent.

We leave you capable.

Founder Training is the third and final phase of a Parishva engagement — and it is the part most agencies never offer. The reason is simple: if you understand your own business clearly enough to make branding decisions independently, you no longer need to pay someone to make those decisions for you.

That outcome — your independence — is exactly what we are building toward from day one.

“Our long-term goal for every client is independence, not dependency. You should understand your own brand well enough to steer it yourself.”

WHAT FOUNDER TRAINING IS NOT

- A lecture or a workshop you sit through passively.
- Generic business education you could find anywhere.
- Something designed to extend your engagement with us.
- A certificate programme or a fixed curriculum.

Where Founder Training sits.

AAA Method

01

A 16-page Audit of your business. We look at where you stand, who you are competing with, what is working, and what is quietly holding you back. Every client begins here — without exception.

START HERE

5-Stages of Execution

02

Once you have clarity, we build everything with you — brand identity, messaging, content approach, digital presence, and a clear path to revenue. This is not handed off. We work alongside you the whole way.

GROW

Founder Training

03

We teach you to understand and steer your own business — so you are never dependent on an agency again. You will know how to make branding decisions, what to look for, and how to think about your business clearly.

OWN IT

What Founder Training covers.

MODULE 01

Brand Thinking

Understanding your own business from the outside in.

- How to identify and articulate your real USP — not the one you think you have, but the one your market responds to.
- How to read what your branding is actually communicating versus what you intend it to say.
- How to evaluate whether a brand decision is strategic or just aesthetic.
- How to brief any future agency, designer, or marketer with precision — so you stop receiving work that misses the mark.

MODULE 02

Market Positioning

Understanding precisely where you stand — and identifying your path forward.

- How to map your competitive landscape and identify where genuine white space exists.
- How to understand why certain competitors are winning — and what that actually means for your approach.
- How to articulate your positioning in a single clear sentence that your entire team can use.
- How to recognise when your positioning needs to evolve and what to do about it.

MODULE 03

Decision-Making Frameworks

How to steer your own business without depending on experts.

- The questions to ask before any branding or marketing investment.
- How to evaluate content, campaigns, and creative work against your actual strategy.
- How to identify when something is not working early — and what to look at first.
- How to build a culture of clarity in your team so the thinking doesn't live only with you.

Not a classroom.

A working session.

Founder Training is not delivered as a fixed course. It is built around your business, your decisions, and your specific gaps. Every session is a live working conversation — not a presentation we deliver at you.

FORMAT	One-on-one sessions with Kala, your founder-strategist at PBS.
FREQUENCY	Typically 2 to 4 sessions over 4 to 6 weeks, depending on scope.
WHAT HAPPENS	We work through real decisions in your business — live. Not hypotheticals.
WHAT YOU LEAVE WITH	A clearer way of thinking about your brand that you can apply independently.
WHAT WE DO NOT DO	Hand you a manual. The learning is in the doing, not the documentation.

THE OUTCOME

You will walk away able to evaluate your own brand, brief any supplier with precision, identify what is and is not working, and make strategic decisions with confidence — without needing to call an agency every time something needs to move.

Founder Training is for you if —

- ✓ You are tired of outsourcing decisions you should be able to make yourself.
 - ✓ You have been burned by agencies who delivered work but not direction.
 - ✓ You want to build a team that can execute your brand without you having to explain everything from scratch every time.
 - ✓ You are ready to invest in your own thinking, not just your marketing spend.
 - ✓ You want to run your business — not be run by it.
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NEXT STEP

Start with the AAA Audit.

Founder Training is part of the full Parishva engagement — and every engagement begins with the AAA Audit. That is where we get a clear picture of your business, your gaps, and what you actually need. The audit informs the entire engagement — including whether Founder Training is the right priority for you right now.

[BOOK THE AAA AUDIT](#)

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