

EduGrowth Sprint Pathway: Roadmap Document

**Training → Course Completion → Criteria Qualified → Stipend → Paid Internship
→ Growth Path**

Introduction

This Roadmap outlines the **complete learning, qualification, and growth pathway** for participants enrolled in Growth Sprint Professional Programs. The roadmap is designed to ensure:

- Structured professional development
- Fair and performance-based progression
- Flexibility for participants who need more time to qualify
- Opportunity to keep learning even without immediate qualification
- A transparent route to stipend and paid internship
- A clear, measurable method for tracking individual career growth

The Roadmap is divided into **three parts**, each representing a higher level of skill and responsibility:

1. **Certified Outreach & Registrations Professional**
2. **Certified Growth Sprint Management Trainer & Team Leader**
3. **Certified Growth Sprint Management Consultant**

Each part contains three stages

1. **Training Participant** → 2. **Course Completion** → 3. **Qualified Professional**

The program operates on a structure of **Semesters** and **Quarters**

- **Semester 1 = Quarter 1 (Q1) + Quarter 2 (Q2)**
- **Semester 2 = Quarter 3 (Q3) + Quarter 4 (Q4)**

Progression occurs by **course completion**, while stipend and internship eligibility occur only upon **qualification**.

Unified Progression & Qualification Rules

1. Course Completion → Movement to Next Quarter

Participants automatically progress to the **next quarter** after completing the 3-month training course, **even if they have not yet qualified**.

2. Qualification Criteria Can Be Achieved in the Next Quarter

Those who do not meet qualifying criteria during the course period are given the next **12 weeks** (the next quarter) to fulfil the required performance metrics.

3. Stipend and Paid Internship Start Only After completing Qualification Criteria

- **Stipend** begins only after a participant attains **qualified** status.
- **Paid internship** begins only after completing qualification criteria of quarter.
- Participants are NOT eligible for stipend at the “Training Participant” or “Course Completion” stage.

4. Continuous Learning for Unqualified Participants

Unqualified participants attend all classes, tasks, and activities in the next quarter while attempting to complete the qualifying criteria.

5. Semester Structure

- **Semester 1:** Q1 + Q2
- **Semester 2:** Q3 + Q4

Quarter movement is always based on **completion**, not qualification.

EduGrowth Sprint Pathway

Level- 1: Growth Initiator

Ignite Your Skills. Enter the World of Admissions, Outreach & Counselling.

Growth Initiator is the official beginning of your transformation into a confident, communication-driven professional who understands how the education and training industry truly works. In this stage, you transition from being an observer to a performer- someone who engages with real student inquiries, handles real conversations, and contributes directly to real enrolment outcomes.

This level is designed with one goal:

To help you build a strong, fearless, and skilled foundation that will carry you through the rest of your career.

You learn how to talk to students respectfully, handle objections gracefully, and guide individuals with empathy and clarity. Through structured tasks, roleplays, live lead practice, WhatsApp campaigns, cold and warm calls, and daily follow-up discipline, you discover how admissions and enrolments happen in the real world. You develop the ability to communicate professionally, listen deeply, understand student needs, and recommend the right programs confidently.

Growth Initiator also builds your relationship with systems- CRM tracking, follow-up logs, outreach funnels, calendar-based discipline, pitch writing, and message drafting. These are the building blocks of every high-performing counsellor, advisor, or business development professional in today's education and EdTech ecosystem.

You don't just learn skills-
You build proof of work.

You graduate from Growth Initiator with performance logs, call recordings, follow-up sheets, and practical experience that employers value far more than traditional internships. This level ignites your journey and prepares you to rise into leadership roles with a sense of purpose, confidence, and direction.

Growth Initiator is not the start of a course- it is the start of your professional identity.

Level- 2: Growth Leader

Lead People. Lead Processes. Lead Performance.

Growth Leader marks the moment you evolve from an independent performer into a true leader- someone who can guide others, shape outcomes, and create momentum within a team.

At this level, your responsibilities grow because your capacity has grown. You now begin to understand not just how to perform, but how to help **others** perform. Growth Leader equips you with the mindset, discipline, and skills required to mentor, train, and support junior team members while continuing to excel in your own execution.

You learn the architecture of team leadership - how to conduct pitch practice sessions, deliver training updates, monitor CRM hygiene, facilitate outreach, track daily activities, and review follow-up quality. You understand how to communicate expectations, maintain team energy, and build a culture of excellence. You become a key player in creating seminar audiences, guiding advisors, and ensuring your team stays focused on ethical, empathetic counselling.

In this stage, you develop the authority and confidence needed to represent the values and discipline of the GrowthSprint–EduGrowth ecosystem. You act as a bridge between trainers and junior performers. You coach individuals through resistance, doubt, hesitation, and inconsistency. You become their supporter, motivator, and guide.

The industry today desperately needs mid-level leaders who can run small teams, handle daily operations, and ensure conversion discipline - and Growth Leader prepares you to be that asset. You develop practical leadership through hands-on tasks: leading group calls, reviewing logs, managing weekly goals, running mini-campaigns, and assisting in basic training sessions.

By the end of Growth Leader, you don't just manage tasks -
you lead people.

You don't just understand systems -
you ensure others follow them.

You don't just do the work -
you elevate the work.

Growth Leader sets the foundation for your transition into strategic roles in the next level.

Level- 3: EduGrowth Partner

Think Deep. Advise Smart. Drive High-Value Outcomes.

EduGrowth Partner is the stage where you step into the world of strategy, insight, decision-making, and advanced advisory. At this level, you operate with the confidence and clarity of a consultant- someone who not only performs and leads but also **understands the deeper logic of enrolment systems.**

As a EduGrowth Partner, you learn how to analyze data, understand performance metrics, map student journeys, design outreach sequences, and contribute strategically to institutional admissions success. You learn to plan funnels, drive conversions using psychological insights, conduct high-value counselling sessions, and host impactful webinars.

This level prepares you for the responsibilities that institutions expect from professional consultants:

- Handling difficult objections with ease
- Building trust with parents and students
- Managing high-ticket enrollment conversations
- Supporting admission cycles during peak seasons
- Guiding teams with clarity, empathy, and authority

You sharpen your skills in business outreach, B2B conversations, high-intent student counselling, and multi-step follow-up strategies. You also learn how to guide junior teams, measure their performance, create improvement plans, and support them in achieving targets.

EduGrowth Partner transforms you into a high-level performer with a deep understanding of how leads convert, what conversations matter, and how follow-up systems succeed or fail. You gain the ability to think like a consultant, advise like a strategist, and deliver results like a seasoned professional.

This is the level where you move beyond tasks and understand strategy. Beyond scripts and master conversations. Beyond leadership and enter advisory.

EduGrowth Partner is where you begin becoming a **valuable asset** to any institution, academy, or EdTech company - someone they want to hire, retain, and grow.

Level 4: EduGrowth Consultant

Own the Vision. Lead the Future. Partner in Growth.

EduGrowth Consultant is the peak of the GrowthSprint–EduGrowth–LeadGenius pathway - the level of mastery, leadership, and long-term career identity. At this stage, you are not just a consultant or strategist.

You become a partner in transformation - a leader who influences institutions, teams, admissions cycles, and regional outreach.

EduGrowth Consultant represents senior leadership readiness. You take on responsibilities that involve decision-making, strategic planning, territory management, partnership conversations, and institutional advisory roles. You learn how to manage large-scale campaigns, support multi-level teams, and work directly with institutional leaders, founders, academic heads, and admission directors.

You represent the program at a high level - guiding junior and mid-level teams, advising institutions, presenting strategy plans, hosting major webinars, and contributing to multi-city outreach efforts. You become a trusted advisor for stakeholders who rely on your experience, insight, and leadership.

EduGrowth Consultant also shapes your identity as someone who can:

- Lead complex operations
- Drive business outcomes
- Manage high-ticket client signups
- Coordinate multi-channel outreach campaigns
- Create long-term student recruitment systems
- Build and manage high-performance teams
- Represent the EduGrowth ecosystem with professionalism and authority

This level positions you for future opportunities in:

- EdTech leadership roles
- Institutional admissions direction
- Regional education management
- Business development strategy
- Training, coaching, and consulting

EduGrowth Consultant is more than a certification- it is recognition of mastery, character, professionalism, and long-term readiness to lead at scale.

At this point, you don't just adapt to the industry-
You influence it.

You don't just contribute -
You shape outcomes.

You don't just grow-

You help others grow with you.

EduGrowth Consultant is the identity of a leader who owns their path and drives transformation wherever they go.

EduGrowth Sprint Pathway: Journey

Phase- 1: Growth Initiator

Certified Outreach & Registrations Professional

Your First Real Step into Admissions, Sales & Student Advisory

Intention

To transform beginners into confident, well-trained professionals who can communicate, persuade, guide students ethically, and execute real outreach and enrollment tasks with discipline and courage.

This part is designed to help participants experience their **first exposure to real leads, real conversations, and real career-building skills**- not theory.

Integrated Concepts

- Real-time calling, CRM discipline, and follow-up culture
- High-performance sales behaviour and emotional intelligence
- Learn-by-doing model: You don't learn sales- **you sell to learn**

Purpose

- To build core communication, persuasion, and outreach skills.
- To help participants master **cold calling, warm calling, WhatsApp pitching, objection handling, and student discovery**.
- To train participants in the **full enrollment funnel**, from inquiry → interest → awareness seminar participation → registration.
- To instill a professional identity:
"I am not just calling- I am advising, guiding, and creating futures."
- To help participants form their first **performance portfolio** (calls logs, objections handled, follow-ups, CRM usage).

Integrated Concepts:

Understand buyer psychology, follow-up sequences and advisory ethics

- Gain cross-domain awareness (IT, digital marketing, design, cybersecurity, etc.) for confident counselling
- Begin solving the admissions sector's biggest problem: undertrained counsellors

Step 1: Training Participation

Duration: 3 Months (Quarter 1)

Participants undergo rigorous training focusing on:

- Communication
- Outreach strategies
- Registration processes
- Seminar promotion
- Practical fieldwork
- Daily self-learning and assignments

Passing Criteria for Course Completion

- **Attendance:** 90%
- **Assignments:** 75%
- **Self-Learning:** Mandatory daily engagement

Step 2: Course Completion

After completing the 3-month training, participants move to **Quarter 2** (within Semester 1), regardless of qualification.

They may now work towards the qualifying benchmarks.

Step 3: Completing Qualification Criteria for Certified Outreach & Registrations Professional

Qualification Duration:

- **Minimum:** 2 Weeks
- **Maximum:** 12 Weeks (Quarter 2)

Qualifying Criteria

- **Outreach:** 720
- **Minimum Effectiveness:** 6%
- **Seminar Participants:** 45
- **Registrations:** 10

Earning Potential:

Up to ₹ 300000 per annum

Upon Qualification

- Participant becomes a **Qualified Outreach & Registrations Professional**
- Eligible for **performance-based stipend**
- Eligible for **paid internship opportunities**
- Continues into **Quarter 2** as a performer
- Begins orientation for Phase-2 program

Outcome of Program Phase- 1

Participants emerge as:

- **Call-ready outreach professionals**, not confused beginners
- Confident in guiding students and parents
- Fluent in CRM-driven outreach
- Capable of generating seminar participation and registrations
- Equipped with measurable performance proof
- Eligible for **stipend + paid internship** upon qualification
- Ready to rise into **leadership training** in Phase-2

This part gives participants the foundation of a **real career**, not just a certificate.

Phase- 2: Growth Leader

Certified Growth Sprint Management Trainer & Team Leader

Leadership Begins. Influence Begins. Management Identity Begins.

Intention

To move participants from individual performance to **leading and developing others**, becoming the backbone of any admissions, outreach, or EdTech team.

This part aims to create leaders who can:

- Teach others what they learned
- Manage small teams
- Organize outreach campaigns
- Become trainer-ready, mentor-ready, and system-driven

Integrated Concepts

- Future trainers, consultants, managers are shaped here
- Learn to represent institutions ethically; become trusted advisors, not call agents

Purpose

- To develop **team leadership, training, mentorship, and campaign management** skills.
- To help participants master how to:
 - Train junior interns
 - Review calls
 - Implement CRM discipline
 - Run WhatsApp/email sequences
 - Host webinars and lead info sessions
- To build professional confidence and authority through **active leadership roles**.

Integrated Concepts

- Leadership, problem-solving, business thinking, and community-building skills
- Handling real student campaigns across programs & universities

Step 1: Training Participant

Duration: 3 Months (Quarter 2 → Quarter 3 transition)

Participants learn:

- Training delivery
- Team leadership
- Counseling support
- Outreach systems
- Data-driven performance management
- Field execution

- Self-learning and assignments

Passing Criteria for Course Completion

- **Attendance:** 90%
- **Assignments:** 75%
- **Self-Learning:** Mandatory

Step 2: Course Completion

Upon completing Quarter 2 training, participants move to **Quarter 3 (Semester 2)**. Qualification can be completed during this quarter.

Step 3: Qualification Criteria-

Growth Sprint Management Trainer & Team Leader

Qualification Duration:

- **Minimum:** 2 Weeks
- **Maximum:** 12 Weeks (Quarter 3)

Qualifying Criteria

- **Outreach:** 720
- **Effectiveness:** 6%
- **Seminar Participants:** 45
- **Registrations:** 10
- **Team Members:** 5
- **Team Members Qualification Criteria:** Minimum 40%

Earning Potential:

Up to ₹ 4,80,000 per annum

Upon Qualification

- Participant becomes a **Qualified Trainer & Team Leader**
- Eligible for **performance-based stipend**
- Eligible for **paid internship**
- Immediately progresses into **Quarter 3** as a performer
- Begins preparation for Part-3 (Consultant level)

Outcome of Phase- 2

Participants become:

- **Team Leaders** who can guide 5-10 members
- Emerging trainers who can conduct roleplays and feedback sessions
- Individuals capable of improving conversions across the funnel
- Professionals ready for high-impact responsibilities in EdTech and education enterprises

- Eligible for performance-based stipends
- Ready for consultant-level growth in Phase- 3

They now acquire career identity- not just skills.

Phase-3: EduGrowth Partner

Certified Growth Sprint Management Consultant

Intention

To develop independent, high-impact professionals who can act as **admissions strategists, business development consultants, and senior advisors** for education institutions, academies, and EdTech companies.

This stage creates professionals who:

- Can independently consult
- Manage outreach funnels
- Host high-stakes webinars
- Deliver advisory calls with authority
- Train juniors and mid-level teams

Integrated Concepts

- Consultant-level skills: pitching, persuasion, business signups, advisory sales
- Deep understanding of institutional challenges and how consultants solve them

Purpose

- To empower participants with **strategic counselling, business outreach, and enrolment planning** skills.
- To train them in:
 - Running high-value counselling sessions
 - Handling 20% effectiveness campaigns
 - Managing team performance dashboards
 - Supporting institutional admissions during peak cycles
- To prepare them for large-scale responsibilities, industry partnerships, and client-facing consulting.

Integrated Concepts:

- Solve the “frontline counsellor crisis” across institutions
- Build CRM-driven, advisory-led, emotionally intelligent professionals

Step 1: Training Participant

Duration: 3 Months (Quarter 3 → Quarter 4 transition)

Participants learn:

- Business outreach and consulting
- Presentation mastery
- Team leadership and management
- Career counselling
- Business development systems
- Field meetings
- Managing junior team members

Passing Criteria for Course Completion

- **Attendance:** 90%
- **Assignments:** 75%
- **Self-Learning:** Mandatory
- **Assisting Trainers & Team Leaders:** Required

Step 2: Course Completion

After completing Quarter 3 training, participants enter **Quarter 4 (Semester 2)**, regardless of qualification.

Quarter 4 becomes the qualification period for Consultant status.

Step 3: Qualified – Growth Sprint Management Consultant

Qualification Duration

- **Minimum:** 2 Weeks
- **Maximum:** 12 Weeks (Quarter 4)

Qualifying Criteria

- **Business Outreach:** 300
- **Minimum Effectiveness:** 20%
- **Seminar Participants:** 60
- **Business Signups:** 15
- **Team Members:** 5
- **Team Members Qualification:** 40%

Earning Potential

Up to ₹ 7,50,000 per annum

Upon Qualification

- Participant becomes a **Certified Growth Sprint Management Consultant**
- Eligible for **stipend** and **paid internship**
- Gains eligibility for **Licensee – Growth Sprint Management Consultant Pathway**
- Takes senior-level responsibilities in seminars, outreach, team supervision, and strategic roles

Outcome

Participants emerge as:

- **Independent Consultants** capable of influencing institutional growth
- Professionals with a complete performance portfolio, including:
 - Campaign reports
 - Signups
 - Webinars
 - 1:1 counselling sessions
- Ready to be hired by EdTechs, universities, training companies, or work remotely
- Eligible for highest-performance stipends
- Fully prepared for Phase-4 (Licensee Consultant / Senior Leadership Path)

They become **the industry-ready talent that institutions desperately seek.**

Phase-4: EduGrowth Consultant

Licensee- Growth Sprint Management Consultant

Ownership, Senior Leadership, Large-Scale Impact & Long-Term Career Identity

Intention

To empower exceptionally skilled consultants to take on **ownership-style leadership**, representing GrowthSprint–LeadGenius–EduGrowth as senior partners, strategists, and territory leads.

This is where participants shift from “performing tasks” to **driving systems, designing campaigns, and scaling teams**.

Integrated Concepts:

- Meeting the critical talent shortage in admissions, BD, and counselling sector
- Becoming long-term strategic contributors to institutions, academies & EdTechs

Purpose

- To develop senior-level leadership skills:
 - Campaign leadership
 - Institutional partnerships
 - Strategic counselling
 - Team expansion
 - Territory management
- To prepare participants to run full admission cycles, webinars, local outreach initiatives, and business signups independently.
- To shape them as **industry ambassadors**, representing the EduGrowth ecosystem at an advanced level.

Outcome

Participants emerge as:

- **Senior consultants** with the capability to handle institutional admissions end-to-end
- Leadership-ready professionals capable of managing multiple teams
- Strategic thinkers with deep experience in CRM, outreach, student psychology, and **business consulting**
- Assets who can be placed in:
 - Universities
 - EdTech multilocation teams
 - Training academy growth roles

- High-ticket course advisory
- Regional operations and outreach partnerships
- Eligible for **long-term leadership, revenue share, and partnership opportunities**

This stage completes the transformation into a **fully formed education sector leader**.

Unqualified Participants

Supportive and Flexible Framework

Participants who do not meet qualifying criteria within the primary course period have **a fair and equal second chance**:

- They move to the next quarter automatically
- They receive all training, guidance, and support
- They attempt to qualify during the next **12-week extension**
- They become eligible for stipend ONLY after completing the qualifying benchmarks

This ensures that **even slow learners or participants with field challenges get a fair opportunity to succeed**.

EduGrowth Sprint Pathway: Brief Introduction

Level- 1: Growth Initiator

The foundation of your professional journey begins here.

Growth Initiator transforms you from a beginner into a confident outreach and communication professional ready to handle real student inquiries, real conversations, and real lead management. This level builds your speed, courage, CRM discipline, and objection-handling skills through live tasks and structured mentorship. You learn to convert interest into participation with clarity, empathy, and precision. Growth Initiator lights the spark that drives your entire career sprint.

Level- 2: Growth Leader

Where your influence begins and your leadership takes shape.

Growth Leader elevates you from individual performance to team-driven excellence. You learn how to coach juniors, run outreach systems, lead weekly missions, and ensure consistent follow-ups across campaigns. This level strengthens your communication authority, training ability, decision-making, and funnel management skills. You no longer just perform - you guide others, shape results, and lead the momentum of your team.

Level- 3: EduGrowth Partner

The strategic heart of high-performance admissions and enrolment success.

EduGrowth Partner prepares you for consultant-level roles where insight, planning, and execution converge. You learn to design outreach strategies, conduct advanced advisory calls, manage high-value funnels, lead webinars, support institutions during admission cycles, and solve real enrolment challenges. At this level, you operate with clarity, influence, and deeper understanding - turning conversations into conversions and data into decisions.

Level 4: EduGrowth Consultant

The pinnacle of leadership, ownership, and institutional impact.

EduGrowth Consultant is the elite stage where you step into a senior leadership identity, representing GrowthSprint–EduGrowth with authority and vision. You lead territories, manage large teams, support institutions with admission strategy, run business signups, and contribute to long-term growth. At this stage, you are not just a performer or consultant - you become a partner in transformation, a visionary leader shaping outcomes at scale, and a trusted growth architect for institutions.