ZEESHAN USMANI

COHORT TWO · 2026

13 SEPTEMBER – 6 DECEMBER · 12 WEEKS

GHAREEBON KA MBA

The 3X Career & Income Accelerator

SECOND LIVE RUN · FIVE GUEST MONDAYS

A practical mini MBA: audit what you already own, package it so a buyer understands it, put a price on it, and build toward three times your earning power.

- 24 SESSIONS
- 5 GUEST LECTURES
- WEEKLY MENTORSHIP
- EVERY SESSION RECORDED

SCAN TO ENROLL

zeeshanusmani.com/career-growth-accelerator



WITH DR. ZEESHAN-UL-HASSAN USMANI

ZEESHANUSMANI.COM

WHY THIS EXISTS

An MBA was never built for people like us.

The knowledge that genuinely moves your income sits behind two years of study and a fee most families will never see in a decade. Not because that knowledge is rare — because the gate earns well.

A WORD ABOUT YOUR INSTRUCTOR

I am a demotivational speaker.

If the seminars had worked, if the bestsellers had worked, if the man shouting on stage had worked — you would not be reading this page. You have arrived in the right room. Nobody here will tell you to believe in yourself. You will be handed a number, a method, and something to do by Tuesday.



What you are joining

Twelve weeks of structured mentorship in plain language, taught live by someone who walked the same road: a Pakistani classroom, a scholarship application, a rejection pile, and eventually a seat at the table.

What is expected of you

Roughly eight hours a week, an honest number written on paper, and the willingness to contact a real buyer and hear no. Everything else is taught.

READ THIS TWICE

This program is not motivation.

- ✕ No slides about visualizing your goals.
- ✕ No promise that the universe is arranging itself in your favor.
- ✕ No guarantee of income, placement, or a visa.
- ✕ No certificate that substitutes for evidence.
- ✕ No accredited university degree — this is a practical accelerator.
- ✕ No refund because the work turned out to be work.

In week one you will write down your real monthly income and your real hourly rate. Most people find that harder than any examination they have ever sat.

WHAT THE FIRST ROOM TAUGHT US

A few hundred strangers already tested this.

Cohort one opened in July and closes on 17 October. Hundreds enrolled from thirty-seven countries, and we read every task they submitted — thousands of written answers, not a survey. Their words shaped everything that is different about this run.

64%
WERE PAID REAL MONEY DURING THE PROGRAM

2 to 1
NAMED MISSING PROOF, NOT MISSING SKILL, AS THEIR GAP

30%
WERE CHARGING UNDER FIVE DOLLARS AN HOUR

5 to 1
WANT THEIR OWN INCOME OVER A JOB

WHO ACTUALLY TURNED UP

Skilled, employed, and stuck.

+ About half earn in another country — the Gulf, Britain, Europe, North America — and send money home.
+ Nearly half hold an office skill and a hands-on trade at once, and sell neither properly.
+ The typical member is one illness away from real trouble, not starving today.
+ The money is often spent before it arrives: family names its share ahead of payday.
+ They can do the work. They struggle to prove it, and they struggle to ask for money.

REBUILT FOR COHORT TWO

Six changes, all earned.

- A pricing clinic: stop working free, triple the rate, with a calculator you keep.
- A proof sprint and a hire-a-classmate board — first sales happen inside the group.
- Two tracks: earning at home versus earning abroad, taught separately where it matters.
- A family-money cap that honors family and still leaves you a share.
- Five outside voices on Mondays, across the weeks the work turns outward.
- Scripts for the asking step, answer keys for every exercise, human check-ins for hard cases.

LINES THE FIRST COHORT REPEATS TO EACH OTHER

> **Eighteen minutes a day puts you in the top five percent in five years.**

> **An honest third division beats a dishonest first division.**

> **Discipline, consistency, focus.**

> **No debt — but one illness from ruin.**

Nothing above is a forecast. A second run is not proof that the first one got rich. It is proof that a room scattered across thirty-seven countries kept turning up, kept submitting, and — most of them — got paid at least once for the trouble.

THE 3X THESIS

Tripling is not one miracle. It is four levers, moved together.

Every lever below is worth attacking on its own terms — aim to treble what you can in each. What none of them will do is deliver a miracle on their own, and no honest teacher will tell you otherwise.

3×

Three times the whole, not three times the hours

There are not enough hours in a week to work three times as hard, and that road ends in a hospital bed. Earning power is not one number — it is four, and they reinforce one another. Push each of them meaningfully and the whole moves.

To be plain about it: pushing four levers does not multiply into some absurd figure. They support each other, and the goal for the total is three.

THE FOUR LEVERS YOU WILL PULL

V

Value

Solve costlier, more urgent problems than the ones you solve today.

Role upgrade · specialization · sharper outcome

P

Proof

Lower the buyer's risk with artifacts, numbers and reputation.

Case files · metrics · testimonials · track record

R

Reach

Increase how many qualified people know what you do and can find you.

Network · publishing · direct outreach · partners

L

Leverage

Stop trading only hours. Borrow capacity from tools, media, teams or capital.

Retainers · intellectual property · ownership

The same logic at every altitude. Starting at PKR 100,000 a month, the target is 300,000. Already at a million dollars, the goal is three million. Only the market you serve and the leverage available to you change.

What the first room proved about the second lever. Almost nobody said "I cannot do it"; they said "I cannot show it." Module two now spends more hours on evidence than on anything else.

WHY WE WILL NOT PROMISE YOU COMPOUNDING

The king, the chessboard and the grain of rice.

A courtier presents the king with a new game. Name your reward, says the king. One grain on the opening square, replies the courtier, two on the next, and a doubling on every square thereafter. The king, hearing something modest, agrees.



21

Fifty-seven pounds

One sack, carried on a shoulder. A third of the way across the board and the promise still looks affordable.

30

Fourteen tons

A loaded truck, for a single square. The king has not yet understood what he agreed to.

40

Fifteen thousand tons

A cargo vessel. From here the numbers stop resembling anything a kingdom owns.

56

Every field on earth

This one square alone exceeds the planet's entire annual rice harvest. Eight squares remain.

64

Four hundred and forty-three years

The final square by itself owes more rice than the world grows in four centuries. The whole board comes to roughly 508 billion tons — some 887 years of global production.

> **Here is the lesson, and it is not the one usually drawn.** The story is not about the power of patience. It is about a promise becoming physically impossible. Curves are sketched on paper; grain is harvested in a finite world. Anyone selling you a doubling schedule is selling the bottom half of that board and quietly hoping you never ask about the top.

Compounding is real. It is also slow, heavily back-loaded, and it requires a surplus you may not yet have — which is precisely why these twelve weeks begin with earning rather than investing. The one asset that genuinely compounds from nothing is skill, and it is the only one we ask you to double.

READ BOTH COLUMNS, THEN BE HONEST

Built for ambition — and a willingness to execute.

An elite degree, a flawless CV, a large audience and a finished business idea are all optional. Honesty, discipline and market-facing action are not. If the right-hand column describes you, please keep your money: you will be unhappy, and the cohort will be poorer for it.

JOIN IF

This is you

+ You hold real skills and have nothing in the bank that reflects them.
+ You are employed, capable, and frozen at exactly one number.
+ You freelance, and privately know you undercharge.
+ You run something and have met a ceiling you cannot name.
+ You already earn well and cannot see where the next multiple comes from.
+ You earn abroad on a fixed salary and want something on the side that is yours.
+ You will do the work between sessions — eight to ten hours weekly.
+ You are prepared to state a genuine figure in front of strangers.

DO NOT JOIN IF

This is also you

– You want to feel inspired on Saturday night and do nothing by Tuesday.
– You are collecting certificates for a wall.
– You believe buying a course is the same as completing one.
– You will share a comfortable figure rather than a true one.
– You want passive income before earning a single active rupee.
– You are looking for a job placement service. This is not one.
– You expect your money back because the effort proved to be effortful.

2 hrs

The two weekend sessions.

2–3 hrs

Reading and reflection, fitted into weekday gaps.

4–5 hrs

The assignment. This is the portion that produces money.

Guest Mondays are optional. Five extra hours sit on top of the figures above, one per week through module two. Miss one and nothing breaks; the recording is in your library the same night.

KILL THE GURU FIRST

Four books this program refuses to assign.

A reading list reveals what somebody values. What they decline to assign reveals more. These are among the most recommended titles in the field, and the reasons they stay off the shelf form part of the curriculum itself.

✕ Rich Dad Poor Dad

Robert T. Kiyosaki

The most recommended and least useful book in this space. The wealthy mentor at its center has never been identified, the property and tax advice does not survive contact with reality, and the genuine lesson — own assets — occupies one sentence rather than a career.

✕ The Secret

Rhonda Byrne

Attraction is not a law. Wanting something intensely has no causal mechanism attached to it. This title has cost more people more years than anything else on the page.

✕ Think and Grow Rich

Napoleon Hill

The foundational text of the whole genre, and its central claim — a commission from Andrew Carnegie — has never been substantiated. Worth reading as a historical artifact, never as instructions.

✕ Anything promising passive income in thirty days

Various

Passive income does not exist. There is income you built actively that later runs with less of your attention. The word passive is doing all of the selling.

You have almost certainly read one of these, felt briefly electrified, and then noticed that nothing in your life changed. That was not a failure of your discipline.

WHY THIS PAGE EXISTS



Read for decisions, not for completion

THREE MODULES, TWELVE WEEKS

Diagnose. Package. Monetize.

The sequence is deliberate. You cannot price something you have not measured, and you cannot sell something a stranger cannot understand.

01

Who Are You?

13 SEPTEMBER – 4 OCTOBER

The first month removes illusion. You examine the system around you and the one your upbringing installed inside you, then count what you actually hold: hours, obligations, capabilities, contacts and the honest number at the bottom of it all.

You leave with: a baseline ledger, an asset inventory, and a written target with a date attached.

02

Package Yourself

10 OCTOBER – 9 NOVEMBER · GUEST LECTURES EVERY MONDAY

The second month converts raw capability into something purchasable. You sharpen a position, assemble evidence, learn where identical skills fetch different prices, sort out how money physically reaches you across borders, and decide which market deserves you. Five outside guests join on Monday evenings.

You leave with: a positioning line, a proof file, a rebuilt public profile, and a priced offer.

03

Monetize & Multiply

14 NOVEMBER – 6 DECEMBER

The final month is graded in receipts. You identify the single constraint holding your income down, take an offer to real buyers, handle what visibility costs inside a culture that punishes it, and leave with a rhythm that survives after the cohort closes.

You leave with: a live pipeline, documented earnings, and a signed ninety-day plan.



Taught live, in the room, every week

A paid sale is a target, not a promise. Participants are judged on the quality and quantity of market-facing execution, learning and evidence.

EVERY SESSION, EVERY DATE

Twenty-four sessions. Five guest Mondays.

Saturdays at 10:00 PM and Sundays at 4:00 PM, Pakistan Standard Time. Guest lectures on Mondays at 4:00 PM through module two. Every session is recorded and kept in your library.

MODULE 01 · WHO ARE YOU?

01	Sun 13 Sep	10 PM	Welcome | Know Yourself
02	Sat 19 Sep	10 PM	Poverty Ecosystem
03	Sun 20 Sep	4 PM	Thak Gaye Ho Na!
04	Sat 26 Sep	10 PM	How to Be Future-Proof
05	Sun 27 Sep	4 PM	Relationship Management
06	Sat 3 Oct	10 PM	Inherited Scarcity
07	Sun 4 Oct	4 PM	How to Design a Profitable Life

MODULE 02 · PACKAGE YOURSELF

08	Sat 10 Oct	10 PM	How to Sell Yourself
09	Sun 11 Oct	4 PM	Financial Literacy
10	Sat 17 Oct	10 PM	How to Decide
11	Sun 18 Oct	4 PM	Science of Money
12	Sat 24 Oct	10 PM	Skills Arbitrage

MODULE 02 · CONTINUED

13	Sun 25 Oct	4 PM	How to Earn Money
14	Sat 31 Oct	10 PM	Getting Paid Across Borders
15	Sun 1 Nov	4 PM	Earn Extra Income
16	Sat 7 Nov	10 PM	Prisoners of Geography
17	Sun 8 Nov	4 PM	Money Stress

MODULE 03 · MONETIZE & MULTIPLY

18	Sat 14 Nov	10 PM	Find Your Bottleneck
19	Sun 15 Nov	4 PM	Digital Marketing Blueprint
20	Sat 21 Nov	10 PM	Make a Million
21	Sun 22 Nov	4 PM	Agentic AI — Tools to Framework
22	Sat 28 Nov	10 PM	Visible in a Culture That Punishes It
23	Sun 29 Nov	4 PM	How to Get a Job
24	Sat 5 Dec	10 PM	Closure | Importance of Dua
+	Sun 6 Dec	4 PM	Ninety-Day Plan sign-off | Open floor

GUEST MONDAYS · 4 PM PKT · MODULE TWO

Mon 12 Oct	Mon 19 Oct	Mon 26 Oct	Mon 2 Nov	Mon 9 Nov
GUEST 01	GUEST 02	GUEST 03	GUEST 04	GUEST 05
Learn to Fail	Find the Why	What is Success	Entrepreneurship	The Art of Selling

Beyond the twenty-four. Extra drops and participant reports land as the weeks progress; the order may shift with what the group needs.

NEW IN COHORT TWO

Five Mondays. Five voices that are not mine.

Every Monday of module two opens with an outside guest at 4:00 PM Pakistan time — the weeks when your work turns outward and strangers begin to answer. Each guest has failed, built, sold or refused for a living, and each stays for questions.

WEEK 05 · 4 PM PKT
Mon 12 Oct

1

Learn to Fail

Rejection as a working tool. The cohort one pile of refused offers was a dataset, not a verdict — and the people who eventually closed were simply the ones still asking after the fourth no. How to treat a failed attempt as the cheapest lesson you will ever buy.

WEEK 06 · 4 PM PKT
Mon 19 Oct

2

Find the Why

The reason sitting underneath your income target. Without it, the eight weekly hours evaporate around week six. A guest who has watched people quit and people finish explains what separated them, and it was rarely talent.

WEEK 07 · 4 PM PKT
Mon 26 Oct

3

What is Success

A definition you chose rather than inherited. Money, peace, family, faith and reputation all belong somewhere — but not all in first place. Deciding the order now saves you from tripling a number that never made you calmer.

WEEK 08 · 4 PM PKT
Mon 2 Nov

4

Entrepreneurship

From a skill you hire out to a thing that runs without you in the room. What the first year really costs, which mistakes are survivable, and why the shop, the trade and the office skill you already hold may already be a company.

WEEK 09 · 4 PM PKT
Mon 9 Nov

5

The Art of Selling

Asking for money without apologizing. The single step the first room found hardest, taught by somebody who does it every week instead of theorising about it. Bring the priced offer you built in module two; you will use it live.

Names are announced inside the cohort group as each evening is confirmed. Themes are fixed; speakers are booked against them.

Attendance is optional and every guest evening is recorded. The recording reaches your library the same night, so nothing breaks if a Monday belongs to someone else.

WHAT YOU WALK OUT HOLDING

Twelve artifacts, not twelve folders of notes.

Each is produced by you and worth showing to a client, an employer or an immigration officer. The sessions exist to get you through this list.

01
Baseline Ledger
Your income, hours, obligations, runway and the effective rate you are truly charging.

02
Asset Inventory
Strengths, credentials, evidence, reputation and network, counted rather than guessed.

03
Inherited Rules Audit
The money habits taught at home, and a decision on which ones still earn their place.

04
Market Map
Where demand, budgets and painful problems already sit in the industries open to you.

05
Direction Memo
One primary engine chosen — career, client work, product or capital — with reasoning.

06
Positioning Line
A single sentence a stranger can repeat accurately when you are not in the room.

07
Proof File
Case studies, before-and-after numbers, artifacts and testimonials, gathered in one place.

08
Rebuilt Profile
A public presence engineered for relevance, credibility and discovery.

09
Priced Offer
Three tiers with defined scope, boundaries, success measures and a number you can say aloud.

10
Payment Rails
A working route for money to reach you across borders, with terms that protect you.

11
Pipeline Record
Conversations, proposals, objections, closes and refusals — logged. Silence counts as data.

12
Ninety-Day Plan
A weekly operating rhythm for the quarter after this cohort ends, signed by you.



HOW A WEEK WORKS

Learn on the weekend. Execute all week.

The shape repeats twelve times. Predictable structure is what makes demanding work survivable.

SAT

The Session

Ninety minutes plus an open floor at 10:00 PM Pakistan time. Never taught before, never repeated afterwards in the same form.

SUN

Build Day

A companion hour at 4:00 PM, then the practical assignment. Every task produces an artifact: a document, a profile, a rate card, a log, a receipt.

MONDAY
Understand
Review, extract the decision, set the week's target. Guest evenings land here.

TUESDAY
Build
Create the artifact: profile, case file, offer, proposal.

WEDNESDAY
Publish
Make one piece of work visible and invite response.

THURSDAY
Ask
Contact the market, make the request, submit evidence.

FRIDAY
Count
Log replies and refusals, then close the week honestly.

ONE MOMENT, EVERYWHERE

Sessions in your city

COUNTRY	SATURDAY SESSION	SUNDAY & MONDAY	CITIES
Pakistan	**10:00 PM Sat**	**4:00 PM**	Karachi · Lahore · Islamabad
India	**10:30 PM Sat**	**4:30 PM**	Delhi · Mumbai · Bengaluru
Bangladesh	**11:00 PM Sat**	**5:00 PM**	Dhaka · Chattogram
United Arab Emirates	**9:00 PM Sat**	**3:00 PM**	Dubai · Abu Dhabi
Saudi Arabia	**8:00 PM Sat**	**2:00 PM**	Riyadh · Jeddah
United Kingdom	**6:00 PM Sat → 5:00 PM**	**12:00 PM → 11:00 AM**	London · Manchester
United States — East	**1:00 PM Sat → 12:00 PM**	**7:00 AM → 6:00 AM**	New York · Toronto
United States — West	**10:00 AM Sat → 9:00 AM**	**4:00 AM → 3:00 AM**	San Francisco · Seattle
Australia	**3:00 AM Sun → 4:00 AM**	**9:00 PM → 10:00 PM**	Sydney · Melbourne

Arrows mark a clock change during the cohort. Australia moves forward on 4 October, Britain moves back on 25 October, North America moves back on 1 November. Pakistan Standard Time does not shift, so the Pakistani hour holds all twelve weeks.

YOUR INSTRUCTOR

Dr. Zeeshan-ul-hassan Usmani

Fulbright Scholar. Eisenhower Fellow. Kaggle Grandmaster.


A shelf of his own making

He works where data, artificial intelligence, governance and enterprise meet — advising national institutions, building and selling products, publishing dozens of books and research papers, and teaching in plain language. His method is consistent: remove the noise, measure what is real, build something useful, and put it in front of the market.

He also grew up in Pakistan, filled in the visa forms, sat the interviews, and was told no more often than he cares to count. That is the half of the biography that matters here — long before any of the passport stamps that followed. Every session is taught by him, live: not by a team, not by a recording made years ago, and not by a coach trained last month.

PhD	129	30+	2nd
COMPUTER SCIENCE	COUNTRIES VISITED	MASTERCLASSES TAUGHT	LIVE RUN OF THIS SYLLABUS

THE ECOSYSTEM YOU INHERIT ON DAY ONE

SkilledScore

An artificial-intelligence career readiness engine. Your opening skill baseline, and your closing re-test.

Personality Insights

How you genuinely work, negotiate and decide, established before you try to change any of it.

VisaBridge & Let's Move

Country and pathway assessment, for the weeks when the honest answer to an income problem turns out to be geography.

Gufhtugu Books

An Urdu and English library, plus an affiliate line participants may sell during the program.

One live cohort already running on this exact syllabus — and a lifetime of being the person who had to ask for everything twice before anybody answered.

DATES, FORMAT, INVESTMENT

Everything you need to plan the cohort.

DATES	13 September – 6 December 2026
SATURDAY	10:00 PM Pakistan Standard Time
SUNDAY	4:00 PM Pakistan Standard Time
GUEST MONDAYS	4:00 PM, every Monday of module two
SESSIONS	Twenty-four, plus five guest lectures
WORKLOAD	Seven to ten hours each week
LANGUAGE	English with Urdu, as spoken
ACCESS	Every session recorded and kept
COMMUNITY	Private cohort group

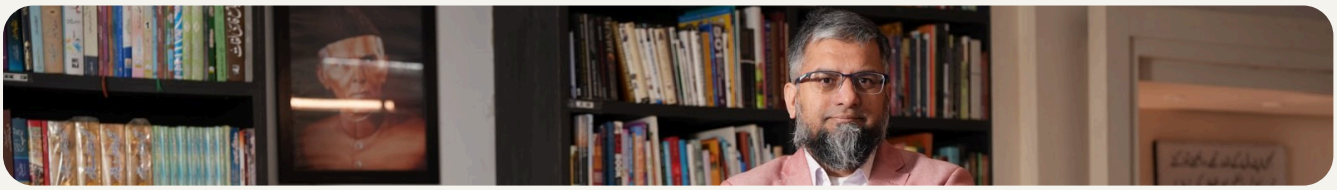
~~USD 600~~

$350

Pay in full and save 250 dollars, or divide the fee into three monthly installments.

OPEN ENROLLMENT · JOIN ANY TIME

For context: an executive program at a leading business school runs into millions of rupees. This costs roughly what a single imported hardback does — and if you will not do the work, buying five books instead is genuinely the better trade.



QUESTIONS PEOPLE ACTUALLY ASK

Is tripling guaranteed?

No. The program builds the strategy, evidence, offer, pipeline and habits required to pursue it. Market outcomes cannot be promised by anyone honest.

Do I need a business idea first?

No. Month one exists to identify what you already hold and which growth engine suits your runway and temperament.

Is this only for beginners?

No. The multiplier logic applies at every starting point; the market, scope and leverage strategy shift with your level.

Do I have to attend the Monday guests?

No. They are additions, not requirements, and each one is recorded like everything else.

What if I miss a session?

Everything is recorded and released to your library. Attend live where you can — the open floor is where the value concentrates.

Is this an accredited degree?

No. It is a practical accelerator and mini MBA, not a university qualification or academic credential.

What language is used?

Sessions run in English mixed with Urdu. All written material, assignments and slides are in English.

Is this different from cohort one?

The syllabus is the same. The guest series, the pricing clinic, the two-track teaching, the rewritten templates and the worked answer keys are new.

ZEESHAN USMANI

COHORT TWO · 2026

NINETY DAYS. START COUNTING.

Nobody is coming to make you rich. So let us begin.

Measure what you have. Package what the market values. Price it without apologizing. Ask, deliver, learn, and repeat until the number moves.

13 September – 6 December 2026

Saturdays 10:00 PM · Sundays 4:00 PM · Guest Mondays 4:00 PM PKT

A practical mini MBA with Dr. Zeeshan-ul-hassan Usmani · Ghareebon Ka MBA, second live run

ENROLLMENT & PROGRAM DETAILS

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