



Premal Badiani

Helping High Achievers Move Beyond External Success to Create Lives of Greater Purpose, Clarity, and Alignment

Shweta Singh | The CEO Magazine



Success has many faces. It can be measured through professional accomplishment, financial growth, industry recognition, or building something meaningful from the ground up. Yet for many high achievers, success brings a quieter, more personal realisation: that achievement alone does not always create a sense of fulfilment.

It is a realisation Premal Badiani understands intimately, not from theory but from living it. Across a career that carried her from mergers and acquisitions consulting into luxury fashion and film, she knew the rewards of ambition, reinvention, and recognition and what they could not give: the value of knowing oneself beneath titles, accolades, and the metrics of success.

Today, as an ICF Master Certified Life Coach, Integration Therapist, and Founder of PB Life Coaching, Premal guides high achievers who have built remarkable outer lives yet sense that something essential is missing within. Based in Charlotte, North Carolina, and serving clients globally, she has built a transformational coaching and integration practice

devoted to meaningful and lasting change. Her path to this work has been anything but conventional. Shaped by repeated reinvention, it is a journey that led her to what she considers her most important work: guiding others not upward, but inward, toward lives of greater clarity, purpose, and alignment.

A Journey Defined by Reinvention

"I have built and rebuilt my life more than once." Few statements capture Premal Badiani's professional journey more accurately. She began her career in the high-stakes world of mergers and acquisitions before stepping away to establish her own luxury couture label. Her work was showcased at New York and London Fashion Weeks, while her designs also found their way into Hollywood film and television productions. In 2023, she walked the Oscars red carpet, adding another milestone to a career marked by continual reinvention.

While each chapter brought its own achievements and opportunities, it also offered valuable lessons that would later shape the direction of her work. Driven

by a deep curiosity about human potential, she began exploring the beliefs, stories, and conditioning that often influence how people experience their lives and make decisions. Over time, she discovered that many of the barriers individuals face are rooted not in external circumstances but in internal patterns that frequently go unrecognised.

Experiencing firsthand what becomes possible when those internal patterns shift strengthened her belief in the transformative power of self-awareness and personal growth. Over time, it also revealed a new sense of purpose.

Building PB Life Coaching

PB Life Coaching is a transformational coaching and integration practice created for high achievers who have mastered the art of success but have quietly lost themselves along the way. Founded to offer individuals a safe and supportive space for self-discovery and lasting personal growth, the practice helps clients step away from constant performance and reconnect with who they truly are.

Working with entrepreneurs, business leaders, executives, and creatives, Premal combines conscious coaching with Sacred Immersion, her signature Integration Therapy journey. Through this work, she guides clients towards greater self-awareness and supports them in creating meaningful, lasting change in their lives.

At the heart of the practice is a simple conviction: sustainable success begins with inner alignment. When individuals gain clarity about who they are and integrate those insights into daily life, the impact can be seen in how they think, lead, relate, and live. As Premal puts it,

"THE PERSONAL-DEVELOPMENT INDUSTRY IS MATURING. PEOPLE ARE NO LONGER SATISFIED WITH MOTIVATION OR ANOTHER GOAL TO CHASE. THEY ARE SEEKING SELF-AWARENESS, EMOTIONAL WELL-BEING, MEANINGFUL CONNECTION, AND TRANSFORMATION THAT HOLDS."

This philosophy continues to shape the mission and vision of PB Life Coaching. Guided by the values of Authenticity, Integration, Self-Awareness, Transformation, and Integrity, the practice seeks to help people lead from clarity rather than limitation and create lives that feel as meaningful internally as they appear externally.

The Power of Integration

At the heart of Premal's work is a focus on integration rather than inspiration alone. While motivation can create momentum, she believes true transformation happens when new insights and experiences are woven into everyday life, influencing how a person leads, relates, and chooses.

Her work moves across two distinct yet complementary pathways, matched to each individual's goals and readiness through a discovery conversation. The first is transformational coaching, encompassing mindset, identity, and purpose work that helps dismantle the blocks keeping brilliant people living smaller than they were made for.

The second is Sacred Immersion, her signature Integration Therapy journey. A structured and deeply held experience, it guides clients through careful physical and emotional preparation, the immersion itself, and, most importantly, the integration of everything that surfaces so that insight becomes lasting change rather than a fleeting high.

Combining mindset coaching, mindfulness, self-awareness work, and Integration Therapy, Premal helps individuals recognise subconscious patterns, strengthen emotional resilience, and create sustainable change in both their personal and professional lives.

Turning Reinvention into Strength

One of the greatest challenges in building PB Life Coaching has been helping people understand that transformation is a process rather than an event. In a culture often drawn to quick fixes and instant results, building trust around deep, sustainable change requires patience, consistency, and a long-term commitment to education.

Premal also faced a more personal challenge: learning to bring together the seemingly different chapters of her journey across finance, fashion, film, and healing into one coherent practice. Over time, she came to recognise that the same breadth of experience that once appeared unconventional had become one of her greatest strengths.

Having experienced success in vastly different environments, she understands the realities of ambition, achievement, and external recognition. Drawing upon those experiences, she helps high achievers move beyond the relentless pursuit of more and towards a life that feels as aligned on the inside as it appears on the outside.

Leadership Through Transformation

For Premal, success is measured in transformation. It lives in the moment someone moves from self-doubt to self-trust, from confusion to clarity, and from living by external expectations to living in alignment with who they truly are. While recognition and achievement are meaningful, she believes lasting impact is the truest measure of success. When transformation happens at a deep level, it creates a ripple effect that extends beyond the individual to relationships, families, workplaces, and communities.

Her greatest accomplishment as a leader is witnessing those transformations firsthand and the lasting impact they create in people’s lives.

“IT HAS TAUGHT ME THAT TRUE LEADERSHIP IS NOT ABOUT DIRECTING OTHERS. IT IS ABOUT CREATING THE CONDITIONS IN WHICH PEOPLE DISCOVER THEIR OWN STRENGTH, WISDOM, AND POTENTIAL AND THEN TRUSTING THEM TO RISE INTO IT,” SAYS PREMAL.

Over the years, Premal’s work has earned recognition across multiple fields. She has been honoured as a Global Inspirational Woman and named among the 50 Under 50 Dynamic Women. Earlier chapters of her career also brought notable accolades, including the American Academy Global Award, the Fortune Magazine Versatile Designer Award for pioneering sustainable design, and the Style Icon Award. Her work and perspective have been featured in Fortune Magazine, ET Now, Mid-Day, Business World, YourStory, The Daily Guardian, and Corporate Connect Global.

Looking Ahead

Premal believes the future of coaching and personal transformation lies in integration, emotional intelligence, self-awareness, and whole-person well-being. As more people seek meaningful lives and authentic connection rather than simply greater external success, she sees growing demand for deeper and more sustainable approaches to personal growth.

Today, her focus is on expanding the reach of this work through deeper coaching experiences, educational programs, and content that help people move beyond limiting beliefs, reconnect with themselves, and create lasting change. Reflecting on her own journey, Premal offers a simple piece of advice to aspiring entrepreneurs and practitioners: “Lead with purpose



before profit. Focus on creating genuine value, solving real problems, and building authentic relationships. Success is rarely a single breakthrough; it is built through consistency, resilience, curiosity, and a willingness to keep learning and evolving. Trust your unique voice, stay aligned with your values, and remember that meaningful impact is what creates lasting success.”

Creating Space for Remembering

Throughout a career that has spanned finance, fashion, film, entrepreneurship, and transformation, Premal has continually embraced reinvention. Yet the purpose that guides her work today remains remarkably simple: helping people reconnect with themselves.

Premal shares, “When we become aware of our patterns, reconnect with our authentic selves, and choose growth over limitation, extraordinary change becomes possible.”

Through PB Life Coaching, she continues to create spaces where that remembering can happen. “You don’t need to be fixed. You need to be found.”