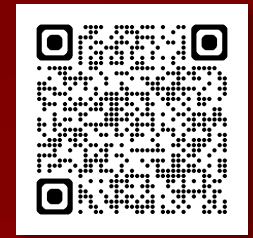


# DESIGN THINKING

Think. Design. Act.



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bdi.institute

The Institute for Business Design Innovation  
*Powered by ti4 Knowledge Platform*

Visit our website to explore Pricing & Schedule.

- Why Design Thinking?
- About the DT Masterclass.
- Expected Learning Outcome.
- Salient features of the Course.
- Course Curriculum & Modules.
- How to Register & Enroll?
- Certificate of Course Completion.
- Meet the Mentor of Masterclass.
- Feedback & Testimonials.
- Frequently Asked Questions.
- Contact Us & Enroll NOW.

# Index

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Design Innovation**

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+91 888 44 80 130  
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# DESIGN THINKING

## Design Thinking in the age of Disruptive Innovation.

### Understanding Design Thinking

Design Thinking is more than just a creative process—it's a mindset and methodology that empowers individuals and organizations to solve problems with innovation and empathy. The term itself consists of two key components:

- **Design** represents creativity, empathy, and human-centered exploration.
- **Thinking** signifies logical reasoning, structured frameworks, and iterative problem-solving.

At its core, Design Thinking is a human-centered approach to innovation that blends creativity with strategy. It encourages teams to deeply understand users, redefine challenges, and generate solutions that are not only feasible and viable but also truly desirable. This approach bridges the gap between imagination and implementation, making it a critical enabler of innovation in the Industry 4.0 era.

### Connecting the Dots of Design Thinking

Many of us are familiar with the concept of innovation as a driver of change. Design Thinking takes this further by providing a structured yet flexible framework to connect creativity, empathy, and logic into actionable outcomes. Through iterative prototyping and testing, Design Thinking enables individuals and organizations to uncover hidden needs, reframe complex challenges, and design impactful solutions.

In a rapidly changing world, where uncertainty and disruption are constants, Design Thinking provides the tools and mindset to move from ideas to tangible transformation. It nurtures a culture of collaboration, experimentation, and continuous learning—key ingredients for sustained success.

### Course Overview & Objectives

Want to master the art of solving complex problems with creativity and empathy?

Looking to accelerate your career by applying a human-centered approach to innovation?

This Design Thinking Masterclass is designed to equip professionals, entrepreneurs, and organizations with the skills and mindset to approach challenges differently. Participants will learn practical frameworks, hands-on techniques, and real-world applications to become effective problem-solvers and innovation leaders.

### By the end of this course, participants will:

- Develop a solid understanding of Design Thinking and its relevance in today's complex world.
- Learn how to apply human-centered approaches to business, social, and organizational challenges.
- Gain the ability to prototype, test, and refine solutions that create meaningful impact.
- Build confidence to drive innovation and transformation within their organizations.

**This program is ideal for professionals, innovators, and changemakers who want to enhance their creativity, reimagine possibilities, and design the future with purpose.**



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Enroll now - visit our website for pricing & details!

DESIGN THINKING  
TRANSFORMS  
UNCERTAINTY  
INTO CLARITY,  
COMPLEXITY INTO  
SIMPLICITY, AND  
IDEAS INTO  
INNOVATIONS.

# Why You Must Learn and Skill Up for Design Thinking!

## The Future of Work is Here . . .

### DESIGN THINKING KEY STATISTICS.

#### HIGHLIGHTS

Experience 41%  
higher market  
share growth

50% of design-led companies  
report more loyal customers.  
(Adobe)

Companies that foster creativity  
enjoy 1.5 times greater market  
share. (Adobe)

**82%** of companies believe  
creativity is strongly  
linked to business  
results

**69%**

69% of design-led  
firms perceive the  
innovation process  
to be more efficient  
when supported by  
design thinking  
practices. (Source:  
Parsons New  
School)

**78%**

78% of design-led  
companies have a  
defined process for  
generating new digital  
customer experience  
ideas. (Source:  
Experience Point)

### Design is the No. 1 priority.

10% of Fortune 500 companies state that design  
is their No. 1 priority. (Source: MadPow)

### GLOBAL DESIGN THINKING MARKET

Global Design Thinking market is booming—  
projected to grow from ~\$8.6 billion in 2024  
to \$17.6 billion by 2030, at a CAGR of  
23.7%. Verified Market Reports

### 78% EXCEED THEIR REVENUE GOALS

88% of organizations that prioritize user  
research report increased profits, and 78%  
exceed their revenue goals, demonstrating  
the ROI in human-centered inquiry. ZipDo

Organizations using Design Thinking cut initial design and alignment time by 75%, resulting in cost savings up to \$872,000 for major projects and profit increases of approximately \$1.1 million. They also reduced development and testing time by one-third—translating to average savings of \$223K per minor project and \$1.1M for major projects. Experience Point Blog

**75% of organizations** report that they are engaged in **Design Thinking** practices. [Adobe for Business](#)

**71% of companies** practicing **Design Thinking** say it has improved working culture at the team level. [Adobe for Business](#)

Companies that foster creativity enjoy **1.5× greater market share** compared to their peers. [Adobe for Business](#)

**50% of design-led companies** report more loyal customers as a direct benefit of advanced design practices. [Adobe for Business](#)

A staggering **91% of leading companies** have adopted Design Thinking as a key strategic approach. [Effective Thinking Strategies](#)

**Design-led companies** have outpaced the **S&P 500 by 219%** over the past decade in terms of financial performance. [Effective Thinking Strategies](#)

**Design Thinking** initiatives **deliver high value** - **46%** of such projects led to significant competitive advantage. [Effective Thinking Strategies](#)

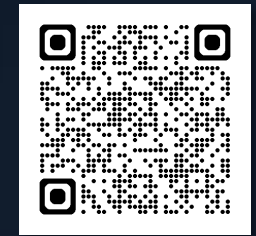
The **Global Design Thinking Market** was valued at approximately **\$8.6 billion in 2024** and is projected to reach \$16.1 billion by 2033, with a steady CAGR of ~7.3%. [Global Growth Insights](#)

**Roughly 35% of Fortune 500 companies** now employ Design Thinking in new product development, and another 25% integrate it within digital transformation initiatives. [Global Growth Insights](#)

According to McKinsey's "**Business Value of Design**" report, companies with strong strategic design focus double their revenue growth compared to average firms (10% vs. 3–6%). [Architectural Digest](#)

However, **90% of companies** are not fully leveraging their design talent; only 10% of CEOs believe senior designers contribute significantly to strategy, and just 17% of design leaders feel they're delivering their full value. [Architectural Digest](#)

# THINK BY DESIGN, ACT WITH PURPOSE.

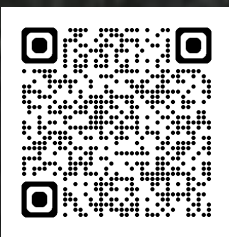


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Unlock your design future! Visit our website to explore pricing & secure your spot today!

# DESIGN THINKING



*Design Thinking  
is not a  
methodology,  
but a mindset -  
one that shifts  
the focus from  
what we can  
build to what  
people truly  
need, bridging  
creativity, logic,  
and empathy to  
design  
impactful  
solutions.*

Enroll Now & Start Learning!

Design the future by rethinking the present

# DESIGN THINKING

Design Thinking is a classroom  
where curiosity becomes capability.

## Why Design Thinking Matters?

In today's complex and fast-changing world, creativity and innovation are no longer optional—they are essential for business success and career growth. From solving customer challenges to shaping breakthrough products and reimagining services, design thinking is transforming the way organizations innovate and professionals work.

Organizations that fail to embrace design thinking risk stagnation, while those who adopt it are creating meaningful solutions and sustainable growth. For students preparing for their future or professionals aiming to stay ahead, learning design thinking is not just valuable - it is a necessity.

## What is Design Thinking?

Design thinking is more than a process—it's a mindset for problem-solving and innovation. It empowers individuals and organizations to approach challenges with empathy, creativity, and structured experimentation. It involves:

- **Understanding user needs** through

empathy and insights

- **Framing and reframing problems** to uncover hidden opportunities
- **Ideating and experimenting** with creative solutions
- **Prototyping and testing** to learn fast and improve continuously
- **Driving innovation and transformation** that creates real-world impact

According to global industry reports, organizations that apply design thinking are significantly more innovative, customer-centric, and agile - leading to measurable improvements in business outcomes. The demand for professionals with design thinking expertise is growing across industries, making it a powerful skill for career advancement.

## Introducing the Design Thinking Masterclass.

To help professionals and students harness the power of design-led innovation, BDI Institute is launching an exclusive live online course on Design Thinking.

This Four-Day program, delivered over Two Weeks (2 to 3 hours per session on weekends), is designed to give you a hands-on understanding of design thinking principles, practical applications, and how it can transform the way you approach problems, solutions, and innovation in both business and career. To know more about our training programs, visit our Masterclass webpage - [www.bdi.institute/design-thinking](http://www.bdi.institute/design-thinking)

## What You Will Learn

- **Understanding Design Thinking** – Its significance and impact on innovation, businesses, and careers.
- **The Process of Design Thinking** – Empathize, Define, Ideate, Prototype, and Test as a structured pathway for solving complex problems.
- **Industry Case Studies** – Real-world examples of how organizations have applied design thinking to drive innovation and transformation.
- **Career & Business Impact** – How to position yourself as a creative problem solver and strategic thinker in the innovation-driven era.

This course is designed to be highly interactive, with hands-on activities, brainstorming sessions, real-world insights, and actionable strategies that you can immediately apply in your career, organization, or entrepreneurial journey.

## How This Course Can Change Your Career

By the end of this course, you will:

- Gain a **deep understanding of design thinking principles and practices**.
- Learn **real-world applications** and how to implement them across industries.
- Enhance your **career opportunities** by developing creativity, critical thinking, and problem-solving skills.
- Develop **practical strategies for driving innovation** and human-centered change in your organization.

## Who Should Enroll?

- **Students & Academicians** – Understand how design thinking builds creative confidence and opens new career opportunities.
- **Working Professionals** – Learn to approach challenges with innovation and stay ahead in your field.
- **Entrepreneurs & Business Leaders** – Leverage design thinking to **redefine business models**, improve customer experience, and scale innovation.

## Multiple Batches for Your Convenience.

We understand the diverse schedules of students, professionals, and business leaders. That's why we are offering **flexible weekend batches** across the year. You can choose a time slot that best fits your availability.

Whether you are looking to future-proof your career, accelerate professional growth, or drive innovation in your business, this course will equip you with the mindset, methods, and confidence to thrive through the power of design thinking.



Visit Our Website for Pricing Details!

# DESIGN THINKING

## Welcome to the Future of Business with Design & Thinking!

The Fourth Industrial Revolution (4iR) is transforming the way we live, work, and create value. As a design-driven and forward-thinking organization, we recognize the urgency to stay ahead of the curve by embracing Digital Transformation with design thinking principles. That's why we are excited to introduce our cutting-edge Digital Transformation Training Program, crafted for businesses that aspire to thrive in the 4iR era.

## Why This Program?

Our training program combines digital expertise with design thinking methodologies, making it the ultimate solution for organizations that want to stay competitive, relevant, and innovative in today's rapidly changing landscape. Led by industry practitioners and innovation experts, the program equips you with the mindset, methods, and models needed to transform your organization and lead with confidence.

## What Will You Learn?

- **Embrace Digital Technologies:** Learn how to identify, adopt, and humanize the latest digital tools transforming industries.
- **Redefine Business Models with Design Thinking:** Discover new, innovation-driven models that create sustainable competitive advantage.
- **Build a Culture of Innovation:** Apply design-led strategies to foster creativity, collaboration, and growth.
- **Create New Revenue Streams:** Use design thinking to reimagine customer value and monetize digital opportunities.

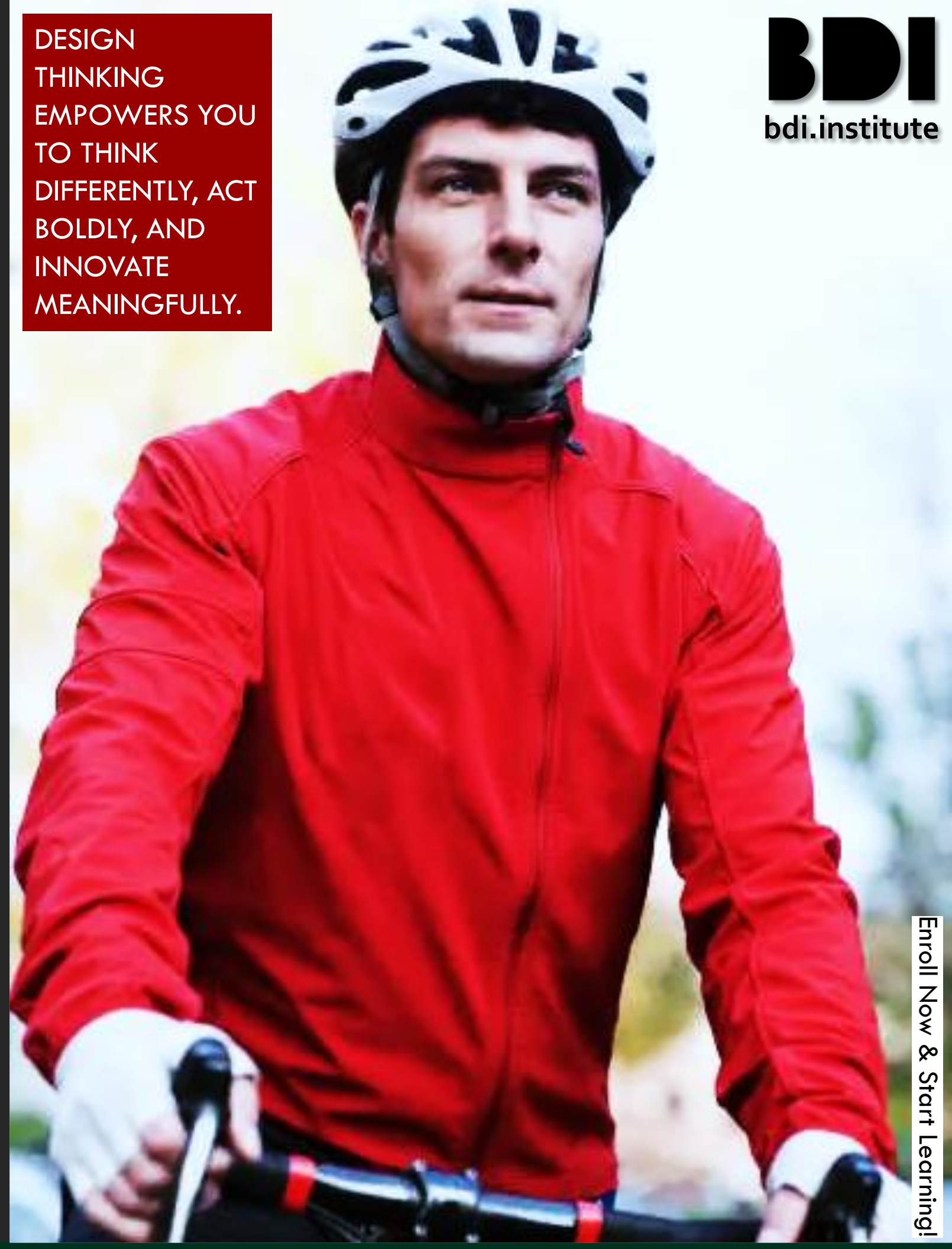
## Why Choose Us?

Our training program is tailored to your organization's unique needs, offering flexible scheduling, customized learning paths, and interactive delivery formats that inspire motivation and lasting impact.

## Don't just adapt to the 4iR era - design it.

Enroll in our Digital Transformation Training Program today and shape the future of your business with the power of design and thinking. To know more about our training programs, visit our BDI Learning Domain webpage: <https://bdi.institute/design-thinking>

DESIGN  
THINKING  
EMPOWERS YOU  
TO THINK  
DIFFERENTLY, ACT  
BOLDLY, AND  
INNOVATE  
MEANINGFULLY.



# Salient Course Features.



## KEY TRAINING ATTRIBUTES



World Class Faculty



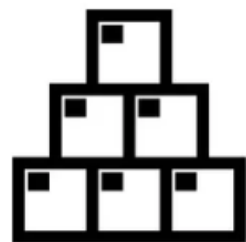
Holistic Learning Experience



Cognitive Learning Approach



Explain with Examples



Modular Course Design



Blended Course Content



Research based Curriculum



Live Interactive Class



Certificate of Achievement

Here are the KTAs – Key Training Attributes, which will help you to enroll in this training program.



### ■ Level of Course.

This course is designed for Beginner's Level.

### ■ Course Duration.

This course will be completed in 4 Days and distributed in 2 Weeks.

### ■ Mode of Delivery.

This course will be delivered via online Live sessions.

### ■ Course Curriculum.

The Curriculum of this course is based on TIFFAA & ti4BOK.

[www.bdi.institute](http://www.bdi.institute)

# DESIGN THINKING

## Design Thinking Course Curriculum

The Course Curriculum of this Training Product consists of 4 KTMs.

### KEY TRAINING MODULE - 1

#### Foundations of Design Thinking

Explains the principles of Design Thinking.

- Evolution, principles, and mindset of Design Thinking
- Human-centered approach vs. traditional problem-solving
- Core stages: Empathize → Define → Ideate → Prototype → Test
- Relevance of Design Thinking in Industry 4.0 and modern enterprises

### KEY TRAINING MODULE - 2

#### Empathy & Problem Definition

Explains how empathy drives innovation

- Understanding users and stakeholders through empathy
- Theoretical tools: Empathy Maps & Journey Mapping
- Converting insights into problem statements & POV framing
- Case examples of effective problem definition

### KEY TRAINING MODULE - 3

#### Ideation & Concept Development

Explains creative ideation and prototyping.

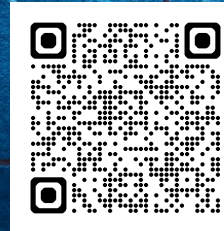
- Creative thinking approaches: divergent & convergent
- Popular ideation methods (Brainstorming, SCAMPER, Mind Mapping)
- Prototyping explained: concepts, types, and importance
- Case studies of idea-to-prototype transformation

### KEY TRAINING MODULE - 4

#### Testing & Real-World Applications

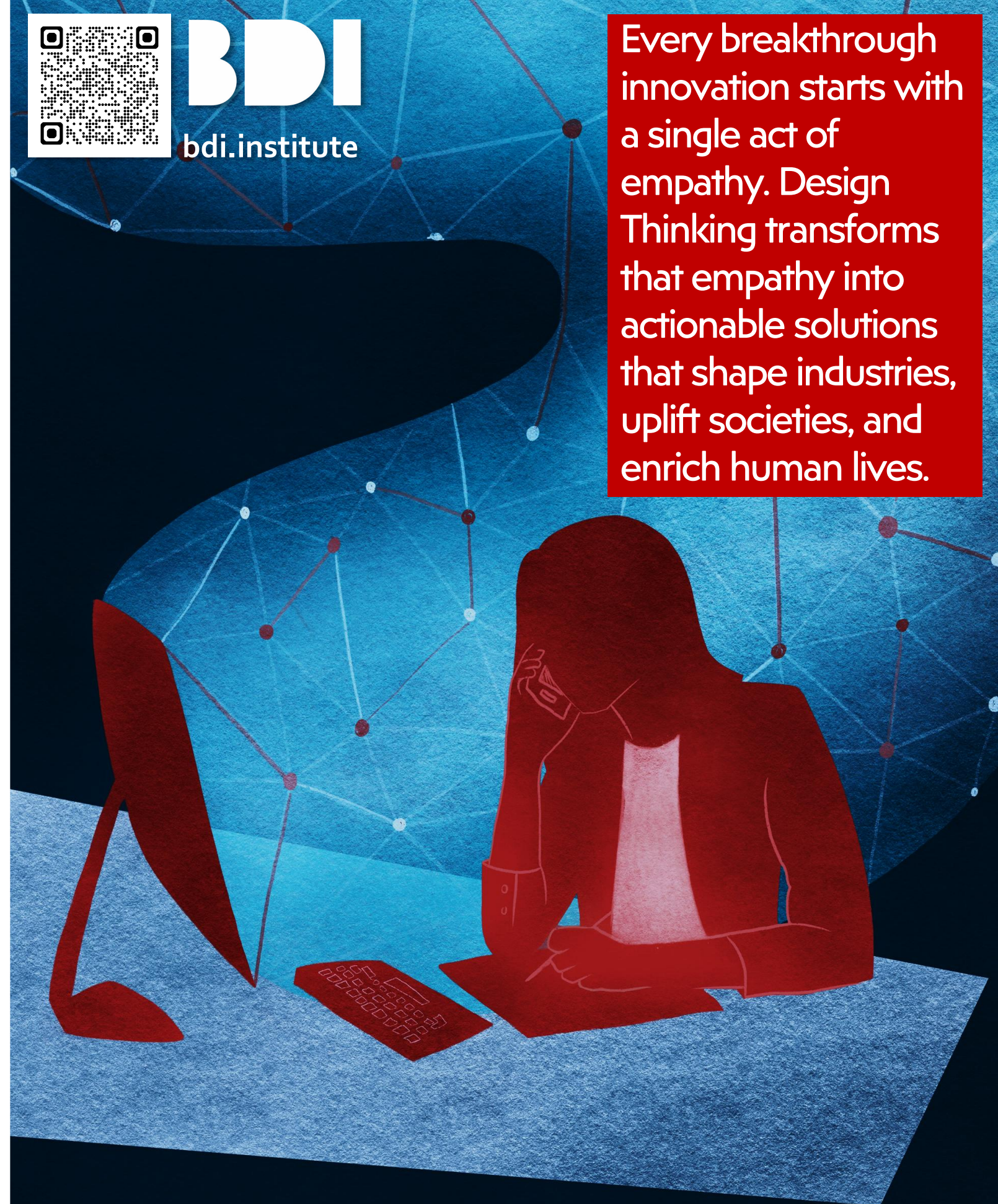
Explains the adoption of Design Thinking.

- Role of feedback, testing, and iteration in innovation
- How global organizations apply Design Thinking in business & strategy
- Challenges and strategies for scaling Design Thinking in enterprises
- Conceptual capstone exercise: applying all 5 stages on a real-world problem.



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Every breakthrough innovation starts with a single act of empathy. Design Thinking transforms that empathy into actionable solutions that shape industries, uplift societies, and enrich human lives.



Take the First Step Toward Digital Excellence – Check Out Pricing & Enroll Today!

# What Will You Learn in This Design Thinking Masterclass?

Gain a strategic understanding of design thinking in the digital age, from foundational concepts to future-ready frameworks. By the end of this masterclass, you will be able to:

## • Understand the Core Concepts of Design Thinking

Grasp the principles of empathy, ideation, prototyping, and iteration, and why they are vital in solving complex problems today.

## • Differentiate Between Traditional Problem-Solving and DT

Clarify how Design Thinking offers a human-centered, innovative approach compared to conventional linear methods.

## • Explore the Dynamics of Human-Centered Innovation

Learn how empathy, creativity, and collaboration shape solutions that align with both user needs and business goals.

## • Identify the Key Stages of the Design Thinking Process

Examine Empathize, Define, Ideate, Prototype, and Test as an iterative cycle for innovation.

## • Evaluate Real-World Applications of Design Thinking

Analyze how industries apply Design Thinking for product development, services, customer experience, and strategy.

## • Apply the Design Thinking Framework to Practical Challenges

Understand how to structure a challenge and move from problem framing to potential solutions.

## • Examine Case Studies of Innovation Success

Dive deep into how leading organizations like IDEO, Apple, Airbnb, and Tesla leveraged Design Thinking to disrupt industries.

## • Develop Innovation Leadership Capabilities

Learn the mindset and competencies essential for leading with creativity and human-centered approaches.

## • Understand the Future Relevance of Design Thinking

Decode how Design Thinking will continue to drive transformation across industries, societies, and economies in the Fourth Industrial Revolution.

## • Integrate Design Thinking with Industry 4.0 and DX

Discover how Design Thinking complements emerging technologies by keeping innovation people-focused and sustainable.



Limited Spots Available! Visit Our Website to Secure Your Place in the Next Batch!

# Who Should Attend the Design Thinking Masterclass?

This masterclass is designed for professionals and aspirants who are ready to lead, innovate, and thrive in the age of 4<sup>th</sup> Industrial Revolution.

----

- **Industry Leaders & CXOs.**

Visionaries who want to drive innovation, foster creativity, and embed human-centric strategies in their organizations.

- **Emerging Business Executives.**

Executives eager to learn structured approaches for solving complex problems and leading with empathy.

- **Project & Program Managers.**

Professionals who must deliver solutions with agility, creativity, and user-centric alignment.

- **Innovation and Change Agents.**

Game changers challenging conventional thinking to create new products, services, and experiences.

- **Directors & Business Unit Heads.**

Strategic leaders aiming to scale innovation practices across functions and departments.

- **Operational Excellence Managers.**

Consultants and practitioners seeking to integrate Design Thinking into continuous improvement frameworks.

- **Transformation Program Managers.**

Leaders tasked with embedding innovation culture within enterprise-wide initiatives.

- **Entrepreneurs & Business Owners.**

Builders of the future who wish to design disruptive business models and customer-focused offerings.

- **Engineering and Management Students.**

Learners seeking to connect creativity with real-world application and career readiness.

- **Aspiring Professionals and Curious Minds.**

Enthusiasts who want to move beyond buzzwords and gain practical, structured insights into innovation.

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[www.bdi.institute/design-thinking](http://www.bdi.institute/design-thinking)



# BDI INSTITUTE

## DESIGN THINKING

### Masterclass Schedule

Check the latest schedule  
of upcoming courses here:

[www.bdi.institute/design-thinking](http://www.bdi.institute/design-thinking)

We offer multiple batches  
throughout the year,  
designed to suit different  
time zones and available in  
both weekend and weekday  
formats – so you can learn  
when it works best for you.

### Multiple Batches. Maximum Flexibility.

- Batches available in multiple time zones to suit global participants.
- Choose from weekend or weekday options based on your availability.
- Evening & late evening batches to accommodate working professionals.
- Repeat sessions available for selected topics (on demand basis).
- Designed for working professionals and lifelong learners.
- Interactive Q&A and real-world applications and case studies.
- Regular new batches launched—check the website for latest schedule.

# How to Enroll?

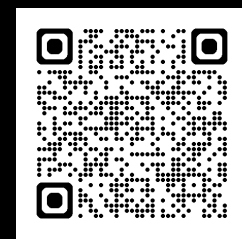
Follow  
the 3 Step  
Process



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Master Design Thinking with Us – See the Course Details & Pricing Online!

Don't Miss Out on Exclusive Offers –  
Visit Our Website & Enroll Before It's Too Late!



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# DESIGN THINKING

## Course Registration Process – A Structured 3-Step Approach

### The 3 STEP PROCESS

At **BDI Institute**, we follow a seamless and structured process to ensure a smooth and enriching learning experience. Our 3-Step Course Registration Process is designed to guide you from exploration to enrollment, payment, and ultimately, an engaging learning journey.

#### STEP -1 Navigate & Explore

##### Discover & Understand

Learn about the course structure, objectives, benefits, eligibility criteria, industry relevance, and key takeaways.

Identify if the course aligns with your career goals and skill enhancement needs. Explore about the applicable discount options,

pricing details (INR/USD), and upcoming course schedule.

#### Why this step matters?

Making an informed decision is crucial. We encourage you to explore the details thoroughly before proceeding to the next steps for course registration and payment.

#### STEP -2 Register & Enroll

##### Submit Your Details

Complete the registration form with accurate personal and professional details.

Select the batch, mode of learning (if applicable), and pricing category (student, early bird, group, referral, etc.), and other necessary options. Provide any required documents (e.g., student ID for verification).

*Our 3-Step Course Registration Process is designed to guide you from exploration to enrollment, payment, and ultimately, an engaging learning journey.*

# Continuing . . . The 3 STEP PROCESS

## Why this step matters?

This step officially registers you as a participant, ensuring that your seat is reserved, and you receive relevant course updates. Further, This step enable us to assess your applicable discount and finalize your pricing before payment.

## STEP -3 Payment & Secure

### Secure Your Enrolment with Personalized Payment.

Based on your applicable discount category, we will send you a personalized payment link/invoice.

You will receive a confirmation email with payment details and instructions.

Complete the payment via our digital online payment gateway (will be shared after registration) or alternative methods if applicable.

Upon payment, you will receive a payment confirmation receipt.

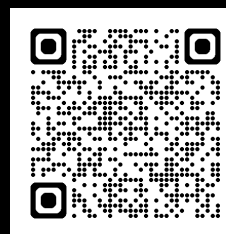
## Why this step matters?

This step ensures that you pay the correct discounted amount based on your eligibility while keeping the process secure and transparent. Your payment secures your seat and unlocks access to premium learning materials, live sessions, and certification (if applicable for a specific training course).

## What NEXT?

### Learn & Enjoy - Engage & Grow

Begin your learning journey with expert-led sessions, hands-on exercises, and industry insights. Interact with instructors and peers for a collaborative experience. Gain valuable skills and complete the course successfully. This is where learning meets transformation - unlock new opportunities and apply your knowledge for career growth.



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### Step 1: Navigate & Explore

- – Learn about the Masterclass

### Step 2: Register & Enroll

- – Fill out the registration form

### Step 3: Payment & Secure

- – Secure your spot in Masterclass

This is where learning meets transformation  
- unlock new opportunities and apply your  
knowledge for career growth.



STEP -1 Navigate & Explore.  
Discover & Understand.  
Learn about the Masterclass  
modules, course structure,  
objectives, and key  
takeaways.

Scan to Explore



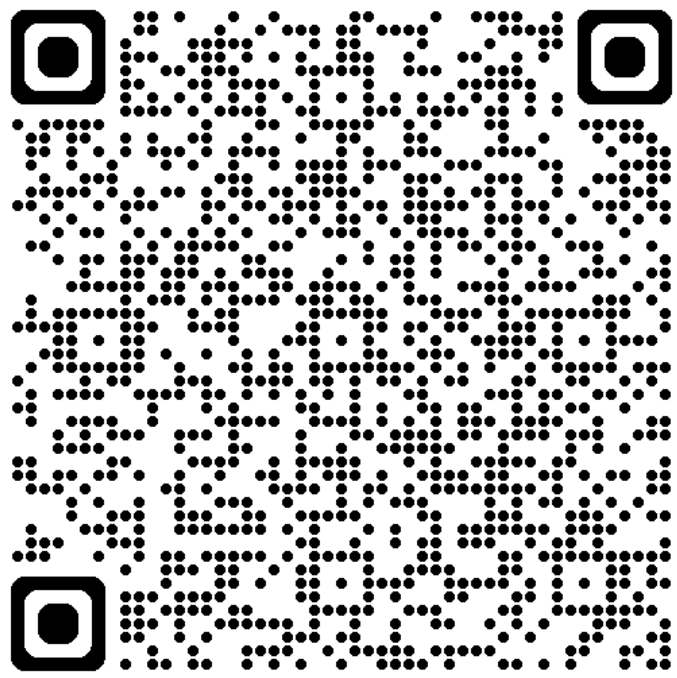
Explore and Learn about the Course  
[www.bdi.institute/design-thinking/](http://www.bdi.institute/design-thinking/)



Enroll Now & Start Learning!

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# STEP -2 Register & Enroll. Submit Your Details. Complete the registration form with accurate personal & professional details.



Scan to Enroll



Fill the Form to do the registration   
<https://forms.office.com/r/QbTef853xT>



# STEP -3 Payment & Secure.

Secure Your Enrollment  
with Payment. After  
successful payment you  
will be able to join the  
course.



Complete your  
Payment



3

Based on your applicable discount category, we will send you a personalized payment link/invoice. You will receive a confirmation email with payment details and instructions.

Enroll Now & Start Learning!



# Certificate of Completion

This is to certify that

YOUR NAME

has successfully completed the

DESIGN THINKING

Masterclass | Level - XX

This credential validates the recipient's knowledge of Business Design Innovation and Design Thinking principles and frameworks.



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PROGRAM DIRECTOR

XX - XX - XXXX

DATE OF ISSUE

The Institute for Business Design Innovation

Certificate ID : 00XX.11XX.22XX.33XX.44XX

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This certificate can be verified using the Certificate ID through the official verification process.

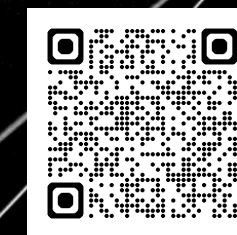
Here is the sample Certificate of Course Completion, which you will receive after the completion of all the key training modules. You can also share your certificate in the certifications section of your LinkedIn profile and highlight it in your CV and other documents.

This certificate remains valid for "xx" years from the date of issuance.

# Beyond the Certificate: Real Benefits That Matters.

**(Certificate + Career-Boosting Benefits + Exclusive Learning Experience)**

Investing in this masterclass is more than just paying for a course - it's a step toward transforming your career, expanding your expertise, and elevating your professional credibility.



Enroll Now & Start Learning!

## Your Certification (*Proof of Achievement & Recognition*)

- Official Certificate of Completion upon successfully finishing all key training modules.
- Showcase it on your LinkedIn profile, CV, and portfolio to enhance credibility.
- Demonstrate your expertise in Digital Transformation & Industry 4.0.

## What Else Do You Gain? (Beyond Just a Certificate)

- Gain a deep understanding of Design Thinking frameworks & real-world applications.
- Learn from industry experts with hands-on strategies to implement in your career.
- Future-Ready Learning & Practical Insights

## Career Acceleration & Competitive Edge

- Stand out in job applications and get noticed by recruiters.
- Develop expertise that positions you for higher roles and leadership opportunities.

## Practical Knowledge & Tools

- Learn industry-relevant methodologies, case studies, and frameworks.
- Gain strategic insights that you can apply to your projects immediately.

## Professional Credibility & Reputation

- Position yourself as a thought leader in Business Innovation.
- Join an elite network of professionals and experts in this domain.

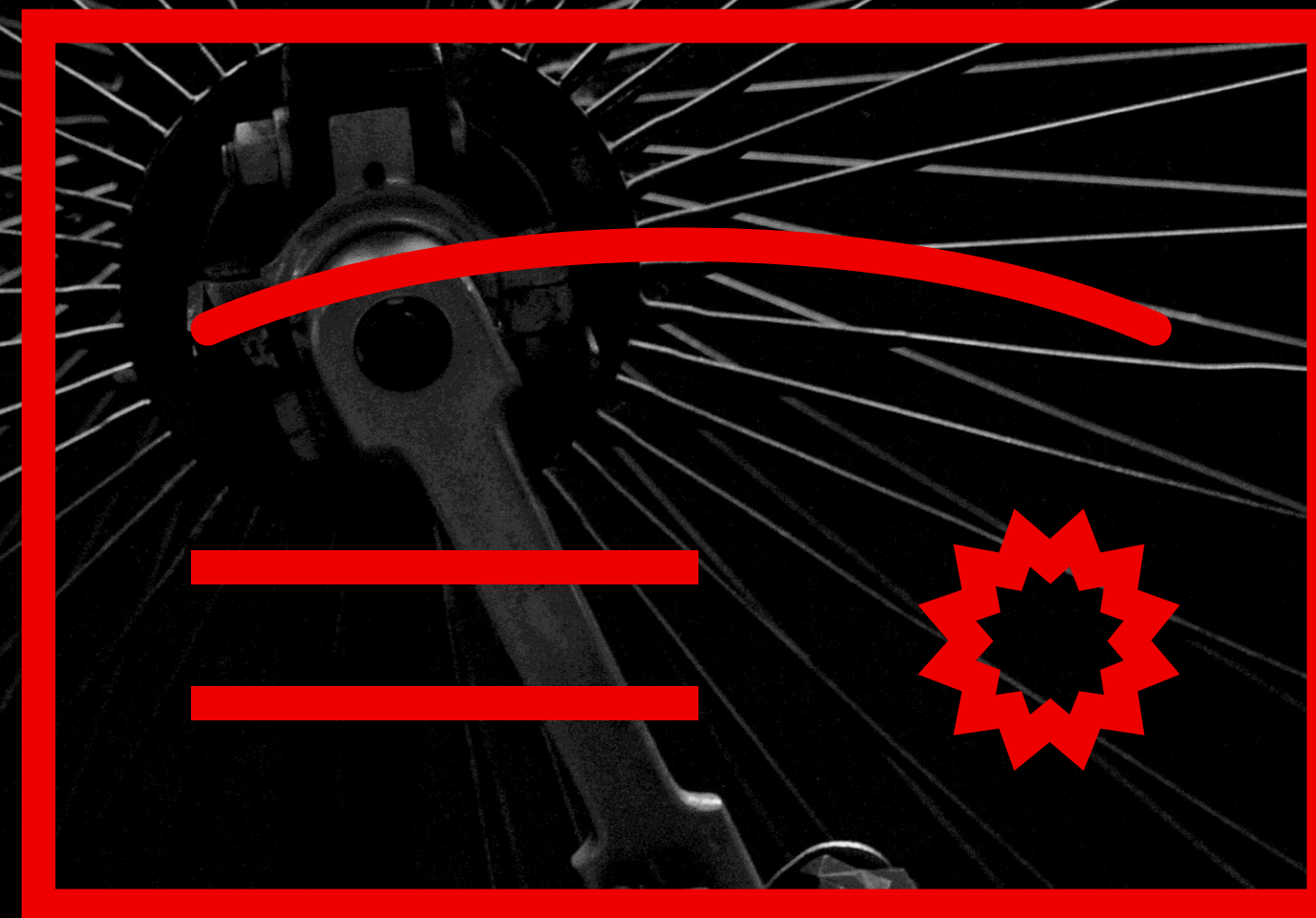
## Exclusive Post-Course Benefits

- Get access to bonus materials, insights, and networking opportunities.
- Stay updated with emerging trends through exclusive content.

## Why This Masterclass Is a Smart Investment?

- **Value for Money:** The knowledge and skills you gain will return far more than your investment.
- **Tangible Recognition:** A certificate to prove your expertise and enhance credibility.
- **Long-Term Growth:** Develop a skill set that will stay relevant for years to come.

**This is not just a course—it's a gateway to new opportunities, career growth, and lifelong expertise. Secure Your Spot Now & Unlock Your Future!**

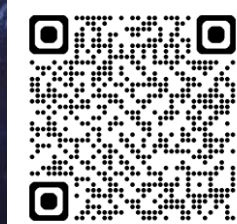


# KULDEEP KAUSHIK

## Founder & Conceptualizer THE INDUSTRY FOUR

Kuldeep Kaushik is the Founder and CEO of our flagship initiative, **THE INDUSTRY FOUR**, and the Managing Director of **BDI Institute, Bengaluru**. As a distinguished educator and mentor, he plays a pivotal role in shaping the vision and execution of our transformative programs.

With extensive expertise in **Industry 4.0**, **Digital Transformation**, and **innovation-driven learning**, Kuldeep is a key member of our **teaching faculty** and serves as the **mentor and instructor** for this course. His commitment to advancing knowledge and fostering industry excellence makes him an integral force behind our mission to empower professionals and enterprises in the era of Digital Transformation.



Learn more about Kuldeep Kaushik  
<https://www.linkedin.com/in/acharyakuldeepkaushik/>

 <https://theindustryfour.org/founder>

# FEEDBACK

## Testimonials & Feedback: Transforming Perspectives on Industry 4.0 & Digital Transformation.

**Reflections from industry professionals who have attended our training workshops and masterclasses.**

▪ **Strategic Perspective on Digital Transformation**

*"The session offered a refreshing strategic perspective on Digital Transformation. It effectively bridged business objectives with emerging technologies and provided clarity on transformation roadmaps. Such insights are extremely valuable for senior leaders navigating today's industrial shift."* — Senior Industry Expert (Technology Operations) ★★★★★

▪ **An Exceptional Learning Experience**

*"Your session was truly outstanding! I have attended many industry talks, but this was simply exceptional. Your insights into Industry 4.0 and Digital Transformation were inspiring and thought-provoking."* — Senior Industry Professional ★★★★★

▪ **Engaging & Impactful Sessions**

*"The Industry 4.0 session was fantastic! Kuldeep Kaushik is an exceptional speaker who makes learning interactive and insightful. Thank you for the engaging session!"* — University Student (Engineering & Technology) ★★★★★

▪ **Knowledge That Shapes the Future**

*"I gained immense knowledge from today's session and look forward to applying it for a better future."* — University Student (Business & Management Studies) ★★★★★

▪ **Industry-Relevant & Case Study-Based Learning**

*"A special thanks to Kuldeep Kaushik for delivering a powerful session on Digital Transformation with case studies on Wireless Manufacturing. The real-world examples made complex concepts easy to understand."* — Mid-Level Industry Executive (Manufacturing & Automation) ★★★★★

▪ **An Honor to Learn from an Industry Expert**

*"It was a privilege to have an expert like you conduct this Masterclass. The session was highly engaging, and the topic resonated well with everyone. We sincerely appreciate your support in conducting this series of lectures."* — Professor & Head of Department (University) ★★★★★

▪ **Deep Insights into Industry 4.0**

*"The course 'Fundamentals of Industry 4.0' was highly informative, and your webinar topic aligned perfectly with the theme. We hope to have more such insightful sessions in the future."* — University Faculty (Engineering & Digital Technologies) ★★★★★

▪ **Beyond Training – A Transformational Experience**

*"This was more than just a training session—it was a transformational experience! More than anything, we learned how to continuously grow and adapt. You were not just a teacher but a mentor and guide. Thank you, Sir."* — University Student (Technology & Engineering Domain) ★★★★★

▪ **A Fun & Practical Approach to Learning**

*"Learning was fun! The practical examples and real-life insights made Industry 4.0, Digital Transformation, and telecommunications much more engaging."* — Graduate Trainee (Telecom & IT Sector) ★★★★★

▪ **Preparing for the Corporate World**

*"Thank you for all the knowledge—not just about telecom but also about navigating and succeeding in the corporate world. The session was both insightful and enriching."* — Early-Career Professional (Technology & Business) ★★★★★

▪ **Real-World Relevance & Student-Centric Approach**

*"The feedback has been overwhelmingly positive, particularly about the quality of materials, industry case studies, time management, and your dedication to the student community."* — Academic Coordinator & Program Lead (University) ★★★★★

▪ **A Career-Defining Experience**

*"This session was a game-changer for my career. It was insightful, engaging, and a great learning experience from start to finish!"* — Early-Career Professional (Industry 4.0 & Digital Transformation Enthusiast) ★★★★★

# FREQUENTLY ASKED QUESTIONS.

## ■ What is Mode of Delivery of this Course?

This course will be conducted live via online classes. These live classes can be attended via the internet using a computer from any location. These online classrooms offer similar levels of interactivity as a regular classroom.

## ■ What is the Course Language?

This course will be delivered in the English Language. However, for a specific requirement from a group of students, Academic institutions, or Enterprise Customers, we have the option to deliver this course in the Hindi Language as well.

## ■ What is the Course Duration?

This course will be completed in 4 Days. However, the course duration could be different for a customized course based on specific requirements from a pre-arranged group of students, an academic institution, and an enterprise customer.

## ■ What are the Pre-Requisites to Start the Course?

Broadband Internet Connection and a Computer System with a basic camera and mic for interactive communication. Further, you should have completed the Course Registration Process along with the specified course fee.

## ■ What is the criteria to enroll in this course?

In general, there are no specific, required enrollment criteria for our courses and training programs. There is no degree requirement or general education background necessary. All learners should be able to commit to 4 to 6 hours per week during the course and have the technical resources to join our online live course. However, specific courses and training programs may require certain knowledge and skills. Learners should review any suggested prerequisites for courses and training programs they are interested in.

## ■ How is your Course Curriculum unique?

Our Course Curriculum is a research-based Curriculum and is derived from the Core Components of "TIFFAA - The Industry Four Framework And Architecture" and Knowledge Streams of "ti4BOK - The Industry Four Body of Knowledge". Both TIFFAA and ti4BOK are the key initiatives of our prime initiative "THE INDUSTRY FOUR".

## ■ What are the formats of Blended Course Content?

This course is designed and developed with the help of diversified course content, which includes Pictorial Presentations, a Collection of Quizzes, Animated elaboration of concepts, the use of examples to explain a concept, mutual communication in the form of feedback and survey, performance measure by pre-test & post-test and Live Interactive sessions. For the On-Premises option, we use the principles of Brainstorming over Broadcasting to deliver our courses.

## ■ How do I enroll in this Course?

To enroll yourself in this course, you are required to fill out the registration form, given on the course page. Based on the information, you have provided in the registration form and our upcoming schedule you will be notified of the next process steps, including payment method and online class joining invitation link.

## ■ Will I receive any Certificate after the Completion of this Course?

Yes, you will receive a Certificate of Course Completion, after the completion of all the key training modules. You can share your certificate in the certifications section of your LinkedIn profile and highlight it in your CV and other documents. A sample certificate is already provided on this course page.

## ■ What is the Course Schedule?

Please complete your Enrollment & Registration Process to get updates on the upcoming course schedule. In addition, keep visiting our website & follow us on popular social media platforms to get updates on our upcoming course schedule.

## ■ Do you deliver this course at customer's / On Premises ?

Yes, We provide our services at customers' physical premises/locations. For this requirement, please contact us with your detailed training requirement and schedule.

■ Please reach us via our email – [bdi.institute@ti4.org](mailto:bdi.institute@ti4.org) if you cannot find an answer to your question. Also visit the dedicated webpage of Design Thinking Master class at our official website - <https://bdi.institute/design-thinking>

Enroll Now & Start Learning!



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Reach us at [bdi.institute@ti4.org](mailto:bdi.institute@ti4.org) if you cannot find an answer to your question.

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FROM  
THOUGHT  
TO  
ACTION,  
FROM  
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TO  
IMPACT



**Have Questions? Contact Us!**

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■ **Telephone:** +91 888 44 70 130

■ **Email:** [bdi.institute@ti4.org](mailto:bdi.institute@ti4.org)

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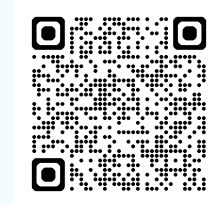
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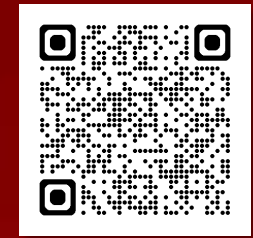
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# ti4 Knowledge Platform: Empowering Industry & Society Through Education and Learning Services

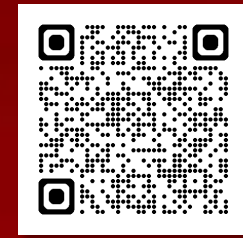
- ti4 Knowledge Platform is an initiative of THE INDUSTRY FOUR, dedicated to serving both industry and society in the fields of education and learning. As one of the emerging providers of professional training, certification, and competence development, ti4 Knowledge Platform equips industries and individuals with the knowledge and skills needed to drive sustainability, innovation, and excellence. We offer globally recognized training programs designed for individuals and institutions, empowering professionals to become industry experts. Our curriculum spans across Industry 4.0, Digital Transformation, Innovation Management, and Executive Leadership. Our training and certification programs comprehensively cover the scope of the Fourth Industrial Revolution and beyond, aligning with relevant frameworks and standards. These programs are delivered worldwide through online platforms, public training sessions, and customized in-house solutions, ensuring accessibility across key time zones.
- **Our Mission and Impact.** ti4 Knowledge Platform is committed to advancing education by designing and delivering a diverse range of training programs under its distinguished brand. As a catalyst for transformation, ti4 Knowledge Platform enables enterprises to navigate Digital change by embracing accelerated innovation, digital transformation, and operational excellence. Through our programs, we help businesses explore new business models, operational frameworks, and maturity models. ti4 Knowledge Platform acts as a strategic guide for enterprises to connect key concepts such as digital transformation, autonomous operations, and next-generation industrial advancements. With a strong emphasis on visual thinking, we inspire organizations to reimagine the future and drive impactful change. Our goal is to educate, empower, and transform individuals, industries, and institutions for a sustainable and progressive tomorrow.

## THE INDUSTRY FOUR: Driving Digital Transformation with Design Thinking

- **We are THE INDUSTRY FOUR.** THE INDUSTRY FOUR is an initiative dedicated to serving industry and society through expertise in Industry 4.0 and Digital transformation. We achieve this through our learning and consulting services, alongside our novel initiatives, architectural frameworks, body of knowledge, research institute, and integrated ecosystem. Our platform fosters thought leadership, research, and innovation in the domains of Digital transformation, emerging technologies, technology convergence, and future industry trends. Through THE INDUSTRY FOUR, we strive to shape the next generation of industry and society.
- **The Fourth Industrial Revolution & Beyond.** The Fourth Industrial Revolution (Industry 4.0) marks the ongoing automation of traditional manufacturing and industrial processes through emerging technologies and Digital innovations. Industry 4.0 is more than just technological evolution; it represents a holistic transformation encompassing business strategies, operational models, and workforce capabilities. While the Fourth Industrial Revolution has been driven by profit and growth, the forthcoming industrial revolution will focus on sustainability, environmental responsibility, and societal well-being—ensuring the sustainability of our planet, people, peace, and green environment.
- **The Industry Four: Beyond Industry 4.0.** Industry 4.0 is unfolding now, but our vision extends beyond the present transformation. THE INDUSTRY FOUR is not just about Industry 4.0—it is about the journey toward the "Factory of the Future" and the next industrial revolution. Our mission is to bridge the gap between today's industry and tomorrow's possibilities, creating a sustainable impact on both industry and society.
- **The Meaning of "ti4"**. The abbreviation "ti4" stands for "The Industry Four", representing the foundation of our initiatives. THE INDUSTRY FOUR serves as the epicenter of our efforts, continuously evolving with the pulse of industry transformation.

# DESIGN THINKING

Think. Test. Transform.



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