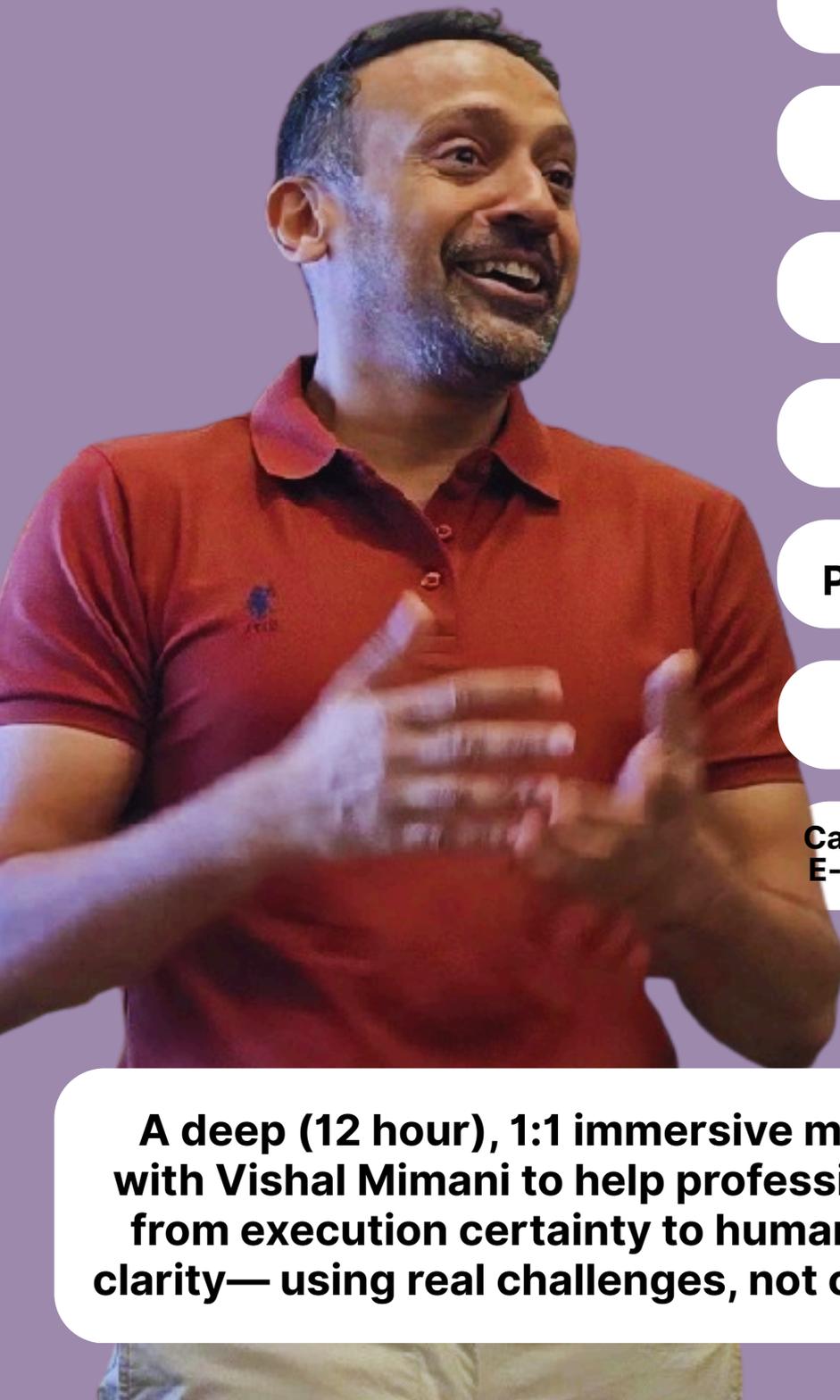


# Design Thinking Masterclass



**Individual Attention**

**Deep Insight**

**Real-World Application**

**Expert Coaching**

**Professional Certification**

**In-person / Virtual**

Call or WhatsApp: +91 7303317770  
E-mail: [info@primateadvisory.com](mailto:info@primateadvisory.com)

**A deep (12 hour), 1:1 immersive masterclass with Vishal Mimani to help professionals move from execution certainty to human-centered clarity— using real challenges, not case studies.**

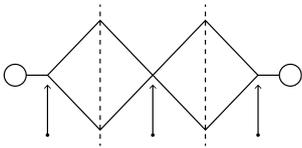


# Why Attend?



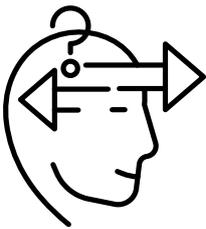
## **Mindset Shift:**

Move from a "Product-First" execution habit to a "Human-First" curiosity belief system.



## **Double Diamond Discipline:**

Master the balance between Divergent thinking (creating choices) and Convergent thinking (making choices).



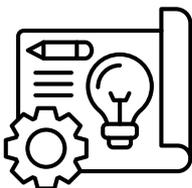
## **Navigate Ambiguity:**

Gain the confidence to feel "lost" during the Discovery phase while uncovering deep insights.



## **Behavioral Insights:**

Learn to identify "contradictions" where a user's actions differ from their words.



## **Rapid Prototyping:**

Prioritize an experimentation mindset.



## **Post-Session Support:**

Secure your learning with a mentorship session the following week to anchor the mindset and a certification of completion.

# Agenda 2 days - 6 hours each day - 7 sessions

## **Session 1**

### **OPENING & CONTEXT**

Move from an "Execution" to a "Curiosity" mindset.

## **Session 2**

### **HUMAN CENTERED DESIGN AS A PHILOSOPHY**

Shift from "Business Objectives" to "Human Behaviors".

## **Session 3**

### **THE DESIGN THINKING METHODOLOGY**

Move from philosophy to method.

## **Session 4**

### **THE DOUBLE DIAMOND DESIGN PROCESS**

Transition from theory into practical discipline.

## **Session 5 & 6**

### **CASE STUDY**

- Focus on "Deep Problem Understanding".
- Move from "Problem Space" to "Solution Space".

## **Session 7**

### **REFLECTION & CLOSING**

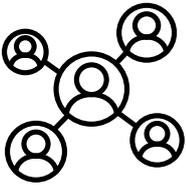
Coaching to ensure the mindset sticks in the "real world".

### **Special Note:**

Use of a live project OR case brought by the participant.

# Who should Enrol?

**The Scaler:** Needs to move from "building for themselves" to "building for the user".



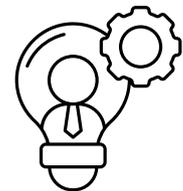
**The Skeptic:** Professionals in "non-design" roles looking for practical ROI.



**The Strategist:** Leaders who need to navigate the non-linear, often ambiguous nature of innovation.



**Extended Roles:** Also ideal for Leaders, Managers, Entrepreneurs, and UX/ CX Specialists.



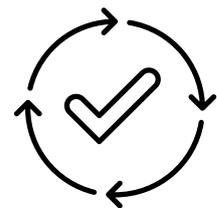
# Post-Session Support

## 7-Day Integration Loop

**Day 1 & 2:** The 6+6 hour Masterclass.

**Day 3-7:** Real-world application of the "Personal Commitments".

**Day 8:** 1:1 Mentorship call to audit shifts in perspective.



# Client Testimonials

Vishal has been a joy to learn from. There is ease and there is simplicity in how he builds his course offerings. There is room of creativity and discussions into authenticity in the course of the programs. I would recommend his programs as ones that create value for self and organizations.

**JIM THARAKAN**  
**FOUNDER: BESPOKE CONSULTS**



Vishal's practical approach not only enriched my understanding of the Design Thinking principles but also empowered me to apply them effectively in facets of life.

**PREETHAM MURVA**  
**SALESFORCE ACCOUNT SOLUTION ENGINEER**



## Ready for a Personalized 1:1 Masterclass?

Book here:

**Form Link:** <https://forms.gle/yraEsJ5D45pSZ39Q8>

**Direct Inquiry:** Call or WhatsApp +91 7303317770

**E-mail:** [info@primateadvisory.com](mailto:info@primateadvisory.com)

