

To meet the inevitable demand for skilled and equipped design / innovation professionals, KPMG in India has designed industry professional led training courses, specially keeping in mind budding business leaders, entrepreneurs and corporate professionals.

These courses seek to give participants hands-on exposure to powerful tools used to in real life consulting and business. They aim to familiarize participants with practical, real-world experience of applied learning. To make them professionally competent in the new age skills of business excellence in the fields of Innovation, Design thinking, Service design, Brand strategy, Lean six sigma, Data science and Agile.

Through KPMG, International School for Skills (ISS), provides 7 major courses for the corporates, which would teach the participants way to take on the problems in new business age. These programs are:

1. **Design and Innovation Thinking Bootcamp**

The course equips one in driving and doing innovation, by focusing on understanding customer / user empathy to drive rapid ideation, prototyping and user testing. Taking ideas from mind to market with speed.

This 16Hrs course is suitable for everyone actually, it would be helpful for Entrepreneurs, Mid-level Professionals, Changemakers, Product developers, strategist, marketers, to name the few.

2. **Basic of Service Design**

The Course focuses on the skills of mapping and forecasting the impact of trends on user behavior and business to map meaningful business opportunities and creation of new product /service offerings.

The 8Hrs course is impactful for change makers and disruptors along with Budding entrepreneurs and mid-level professionals in the field of strategy, new product / business development.

3. **Basic of Brand Strategies**

The course focus on Understanding the construct of brand strategy (vision / values / experience and culture), understanding the changing customer behavior, learn tools to planning a brand.

The 8Hrs course would be a high skilled training for Brand Custodians and creators, Marketing and communication design students, Budding entrepreneurs and Mid-level professionals in the field of marketing, HR and new product development.

4. **Business Design Masterclass**

The course focuses on empathy and purpose driven innovation to create the business of the future and to train the future business leaders and entrepreneurs in the methodology of creating /planning a new business and building a sustainable brand.

The 8Hrs course is helpful for Brand builders, Entrepreneurs, Business Leaders, Marketing and communication professionals as well as students along with Mid-Level professionals of Brand and Business Strategies.

5. Agile Practitioner Trainings

will give a foundation level knowledge and impart behavioral skills needed to implement agile discipline. The program aims at understanding the collaboration and communication needed between customer and developers for agile to be successful. To promote disciplined project management process that encourages frequent inspection and adaptation.

This 16Hrs course would be beneficial for Project leads, professionals and students of Computer Science and Information Technology, Operations, Information Systems, and digital media.

6. Data Science Professional

The concepts covered in this course will enable the participants to clean and analyze data, build models for prediction, create interactive data visualizations, and to learn practical application in industrial context.

This 40Hrs course is for everyone actually as data is something which would lead the business towards a favorable market. This way of thinking can be applied to products, services, and processes; anything that needs to be improved or disrupted, by focusing on creating excellence in customer experience.

7. Lean Six Sigma Green Belt

Lean Six Sigma is a perfect answer to such dilemma where organizations can deal with cost pressures through effective waste reduction, better process control. Certified professionals help organization align to business objectives and improve efficiency of each process. Enhance your leadership skills on methods to streamline process, reduce costs, improve revenue, by establishing fact based on collusion those remain unchallengeable.

This 25Hrs course would be beneficial for marketing & sales, BFSI, sales and marketing, HR, operations, FMCG, retail, IT & ITES, research, manufacturing and more have high demand for LSS professionals.

We hope to talk about these programs with you in detail, and show how this could change the performance of your company in the future.