



MIND



Jump Ahead!

Techizen

Digitalist

Designer

Creator

Educator

Writer

Blogger

Researcher

Musician

Artist

Social Advocate

Filmmaker

Marketeer

Entrepreneur

Crafters Course | Creative Leadership and Entrepreneurship

Be Limitless



A large, abstract orange graphic that resembles a stylized 'V' or a series of overlapping curved shapes, filling the top half of the page.

Welcome to a journey that accelerates your growth, boosts neuroplasticity, unlocks limitless potential, and helps you build real skills.

Lead with sharp insight, create with fearless intent, and shape the future with bold creative leadership.





Get future-ready with MIND | **Crafters Course** | Creative Leadership and Entrepreneurship by **Spread and UNext**. Build skills that matter. Lead with insight. Create with serious intent. Join a sharp, diverse crew of designers, techizens, educators, makers. Solve real problems, use cutting-edge tools, and co-create in a space built for bold thinking and breakthrough action.

Master **Design Sense™**, explore AI, systems, and strategy. Access world-class mentors, practical frameworks, and a lifelong creative playbook.

Certified by Spread and UNext. Built for tomorrow's leaders. Elevate your game, own your brand, and shape what's next—with clarity, purpose, and unstoppable creative energy.



Limitless MIND

130,000 design graduates fail to match industry demands.

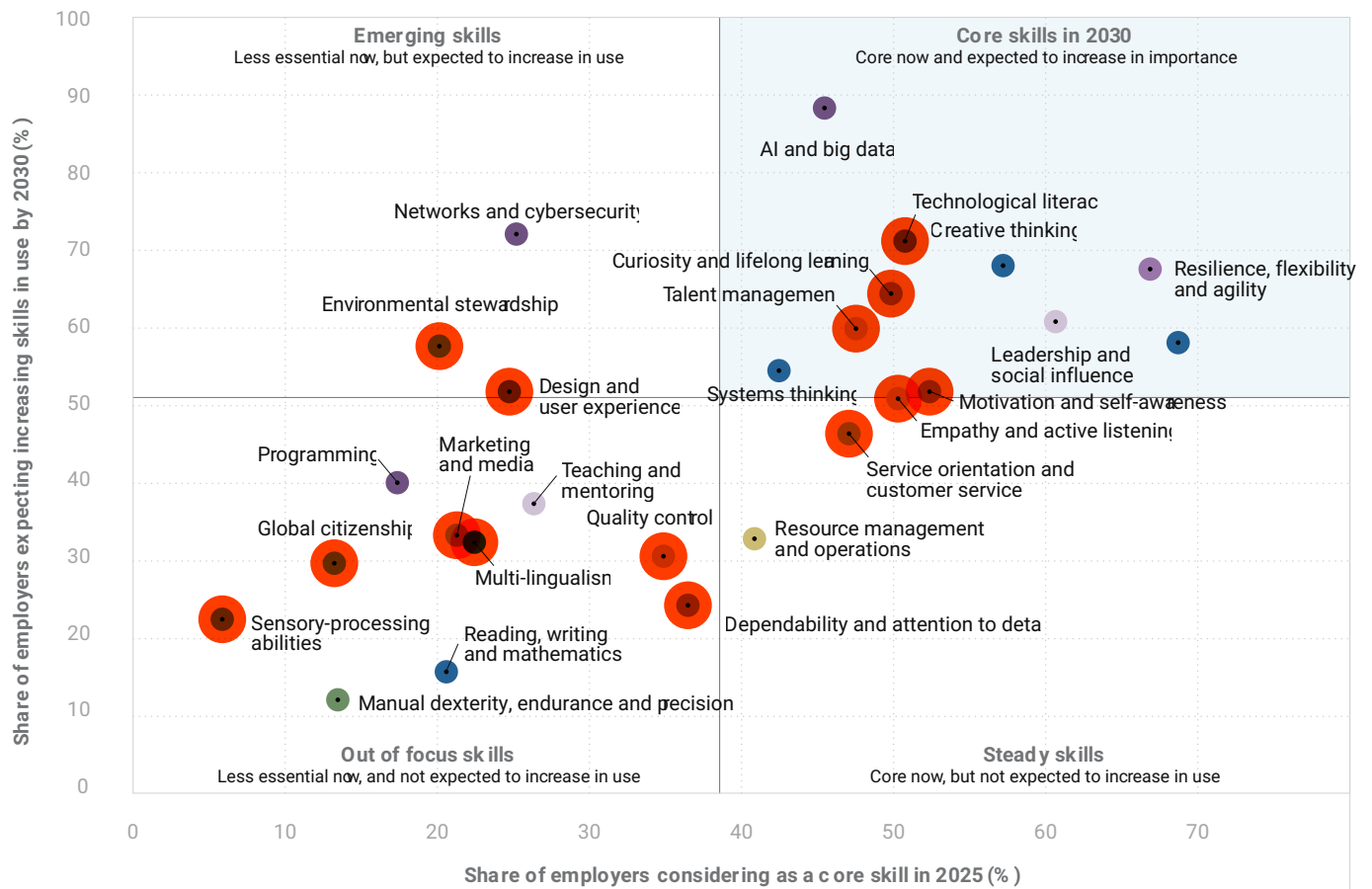
83% engineers and **50%** MBAs are unemployed.

In the new landscape of evolving technology, it's not enough to just be **employable** but also to be **energised, equipped, empowered to reimagine whole systems**.

AI, quantum computing and green transitions are **redefining the future of work** and it can **only be balanced with skills** like data mastery, cyber fluency, creative resilience, agile leadership, social influence, curiosity and **lifelong learning**.

In India, the land of frugal and local innovation, 83% engineers and 50% MBAs are unemployed. 130,000 designers graduate yearly, yet freshers and professionals **must upskill fast** to stay **industry-relevant** and **self-reliant**. Towards building an Atmanirbhar and Viksit Bharat, as our Prime Minister likes to say 'Design in India, Design for the World'.

The morphing world of work and our world requires creative and conscious citizens. Who are independent, self sufficient and driven changemakers.



Source: World Economic Forum, Future of Jobs Survey 2024.

Macro Trends

Technological change
Geo economic fragmentation
Economic uncertainty
Demographic shifts
Green transition

Fastest Growing Skills

AI and Big Data
Networks and Cyber Security
Technological Literacy

Creative Thinking and Resilience

Flexibility
Agility
Leadership
Social Influence
Curiosity
Lifelong learning

Prototype tomorrow

Imagine big

seek

create

influence

perform

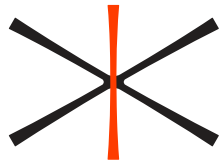
coach

MIND is a fluid and futuristic construct. Bridging academia and industry. **Relaunching an energised version of a successful imagination design program.** Designed for **transforming talents to value creators.**

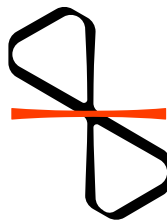
A creative accelerator, adventure and learning program. Bringing **Talent** and **Opportunity** together - a **Platform** for **Success**. In a diverse cohort and mixed teams, aspirants learn new ways to feel, think and do.

Crafters Course | Creative Leadership and Entrepreneurship

**16 Weekends | 120+ Hours | Studio Based
Certificate Program | Online
Course Fee INR 50,000**



Stretch cognitive capacity and build neuroplasticity



Flow through a complex challenge



Expand possibilities.

Through futuristic and immersive learning, working through challenges, prototyping with frameworks and tools. Mentorship from industry experts and co-creators who will shape the prototypes.



Behavioral Psychology

Design Methods

Innovation Pathways

Disruptor's Approach

Growth Mindset

Creative Entrepreneurship

Culture Studies

Design Sense + Methods

Design + Ai

Innovation Pathways

NFTS + Crypto + Advancing Tech

Growth Strategies



MIND system

The Crafters Course | Creative Leadership and Entrepreneurship by Spread and UNext blends immersive frameworks, team-based challenges and expert mentorship through concepts, exercises, real-world applications, imagination, design, AI and systems thinking.



Design Sense™

Path and framework to transform intent into creative impact.



DIPs

Guided hands-on workshops with creative frameworks and tools + ai.



AI Craft

Build prototypes with Gen AI as your co-pilot.



MIND Senseis

Guided by Senseis with great experience, wisdom and sensitivity.



MIND Watch

16+ hours of video content.



MIND Playbook

Get lifelong access to Explainers, Frameworks and Workbook.



Take A DARE™

Real World Building with a challenge.

Taking on real-world, complex, SDG driven, city-based challenges across diverse domains. It's time to Design. Act. React.

Conscious City

Climate Action

Culture Shifts

Ecosocial:Urbanisation

Crypto + Digital Economy

Mental Health + Wellbeing

Future of Learning

New Policy for a Changing World



SHIFTS™ Study

Each cohort prepares a social, human, insights, futures study.





16 Weekends

120+ Hours

12 Modules

8 Exclusive MIND CASTs

77 Online Studio Hours

2 DARE Reviews

16 Hours of face-to-face DIPS

9.30 AM TO 1.30 PM

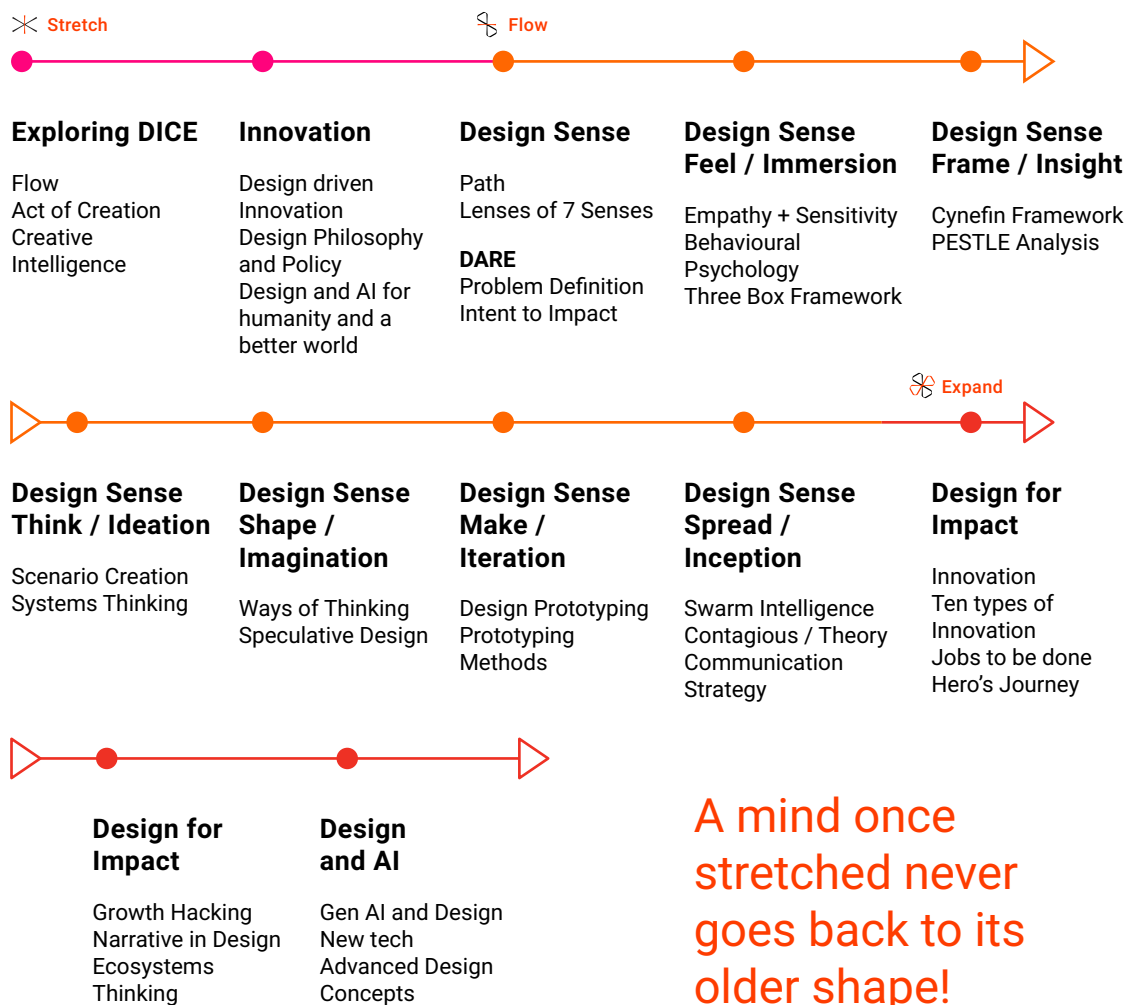
24 Hours of Async Content*

* pre-recorded self-paced learning slots where users consume content anytime, anywhere - just flexible, on-demand access to lessons or materials.



MIND voyage

Expand capacities in a 16 weekends and 120+ hours program through concepts/frameworks and challenge, with a talented team and stellar guides.



It's about being completely involved in an activity for its own sake. The ego falls away. Time flies. Every action, movement, and thought follows inevitably from the previous one, like playing jazz. Your whole being is involved, and you're using your skills to the utmost. But anyone who has experienced flow knows that the deep enjoyment it provides requires an equal degree of disciplined concentration.

The Universal Factors of Flow - Mihaly Csikszentmihalyi

MIND aspirers

Transdisciplinary talent - **dreamers, creatives, visionaries.**



Techizens



Digitalists



Designers



Writers



Performers



Artists



Filmmakers



Bloggers



Researchers



Social
Advocates



Marketeers



Entrepreneurs



Educators

MIND senseis

Masters in the creative circuit!



Eisuke Tachikawa

As the head of NOSIGNER, he pioneers “Evolutional Creativity” in design. He has won 150+ design awards, serves on WDO’s board, and advances creative education and social innovation.



Deepa Prahalad

An author and consultant, she explores design’s impact on business and society. Co-author of Predictable Magic, she’s a Thinkers50-ranked expert and contributor to Harvard Business Review.



Bharatbala Ganapathy

From Vande Mataram to Virtual Bharat, Bharatbala’s work shape India’s cultural image at home and on the global stage , bridging generations, invoking pride and celebrating India cinematically.



Gayathri Kupendra Reddy

Founder of NOW Venture Studio and KReate Foundation, she is a Climate Reality Leader, angel investor, and Director at RGA Infra, driving sustainable real estate and urban development. expert and contributor to Harvard Business Review.



Abhishek Poddar

A leading art patron, he founded Bengaluru's MAP. A lifelong collector, he bridges South Asian art, global cultural dialogue, and legacy business leadership.



Shruthi Muniyappa

Secretary and Governing Body Member, Sandur Kushala Kala Kendra.



Tahnoon Murtza

3x Founder and Venture Capitalist in NYC. A punk musician charted #1 in the US. Founding partner, Grey Sheep Ventures.



Veena Sonwalkar

Design thought leader with over 19 years of experience in UX consulting, building and leading design teams in India, US and Europe across multiple domains.



Vineeth Vincent

A high-energy presenter, beatboxer, ex-Sony Music artist, and musician from Bangalore, rocking global stages like TEDx and IPL. His latest album sparks raw emotion and fearless creativity.

MIND chiefs

Meet the visionary minds driving MIND—leaders shaping innovation, transforming industries, and designing the future through bold ideas, deep expertise, and a passion for meaningful change.



Sonia Manchanda

Sonia is a board member of WDO, co-founder of Spread, and creative chief partner of Dream:In project. Her works have been featured in books by Bruce Nussbaum, Emma Jeffries, Lauren Tan and Joyce Yee. She is a Design Thinker and Lead Designer for big businesses, brands and experiences in retail, hospitality, governance, public infrastructure and healthcare.



Girishraj Nair

Co-founder of Spread Design and Innovation, Girishraj has decades of experience in advertising, design, consulting and incubating businesses. He is also involved closely with large scale, cultural and business transformation projects in government and private sectors.



Ambrish Sinha

Ambrish is the Founding CEO at UNext Learning, part of the Manipal Education & Medical Group.

UNext is India's leading ed-tech platform, offering online courses and programs for workforce development, professional education, and solving for upskilling and re-skilling in the age of AI.

Prior to UNext, he was a founding member of Zopper as Chief of Revenue, Sales & Growth, which built India's first hyperlocal marketplace and today is a leading insurtech platform. Before his startup journey, Mr. Sinha worked in the financial services sector and held leadership roles at HDFC Life and ICICI Prudential. He is deeply passionate about technology and the impact it can create to transform businesses and serve the community at large.

MIND guides

The course is built on more than 50 years of knowledge of industry practitioners with transformational design experience in creating strategies and brands.



Rajeshwari Math

COO, Spread Design
Over 20 years of
experience on massive
projects and successful
brands.



Aastha Parikh

With over 12 years of
experience, Program
Designer and Design
Manager, Spread



Samrat Dey

With 10 years in
media and 5 years
in the world of
Design and
Strategy.
Initiatives Lead,
Design Barn



SPREAD

Spread translates intent into impact, brands and experiences. Integrating strategy and craft, the physical and digital to explode possibilities.



Part of Manipal Education and Medical Group (MEMG), UNext is making higher education accessible, offering tech-enabled upskilling, reskilling, and workforce programs, partnering with 3000+ companies, 500+ enterprises, transforming 5 lakh learners through impactful, affordable, lifelong learning solutions.



The MIND effect

A MIND crafter, having gone through the transformation, is equipped with tools and frameworks to thrive in the creator economy, with increased empathy to shifts shaping the planet.



Brand Mind

Bring your own Brand to Market



Creator Mind

Navigate complexity proactively in your job role



Influencer Mind

Have your own gig, on your terms, earn what you deserve.



AI Mind

Upskill to access and leverage the world's forefront knowledge

Benefits

- ⊕ Cutting-edge professional program certified by UNext and Spread.
- ⊕ Curriculum designed by industry experts and practitioners. Mentored by a global academic and industry experts.
- ⊕ Learner centered design to build neuroplasticity.
- ⊕ Engaging and live studio learning with mature learners, with the right amount of industry experience.
- ⊕ Lifelong access to frameworks and concepts via the MIND Playbook
- ⊕ Playbook with exclusive MIND tools and frameworks
- ⊕ An industry lab for real-world projects and partnerships



Flashback MIND

MIND was developed as a stand alone online program in 2019 with an incredible industry and academic council. Who challenged the diverse and talented cohort of 80-100 with timely challenges.

MIND has a Council of Senseis, a global collective of independent, successful industry and academic experts. To guide the course and the crafters. Towards creative action.

Academic Advisory Council



Kaleem Kamboj

Professor of Design
Strategy and Managerial
Entrepreneurship at
Parsons School of
Design - The New School,
USA



Alok B. Nandi

Managing Director-
Partner of Spread Design
BV / Past President of
IxDA / Entrepreneur
Strategist / Author
Speaker / Educator



Dr. Raveendranath Nayak

Director and Professor
/ Manipal Institute of
Management



Dr. Emma Jefferies

Globally Renowned
Organisational
Consultant at HM
Revenues and Customs /
User Researcher / Author



Yu-Kai Chou

Globally Acclaimed
gamification Designer /
International Keynote
Speaker (Octalysis
Group)

Industry Advisory Council



Deepak Menon

Partner Design and Research Director at Microsoft / Angel Investor / Ex-Chief Product Officer at Myntra + Xoogler



Biju Damodharan

Senior Manager of UX Design and Research at Amazon India



Avnish Sabharwal

MD, Accenture Ventures / Serial Investor / Innovation Catalyst



Sonal Dabral

Former Chief Creative Officer South and South East Asia, Vice Chairman India at Ogilvy / NID Alumni / Film maker



Satyaki Raghunath

COD Officer at Bangalore International Airport / ACI World, IT Standing Committee Member / Advisor / Digital Strategist



Sonia Manchanda

Founding Partner at Spread Design and Innovation / Globally awarded Design Strategist / Designpreneur

MIND Cohort 1.0

A vibrant group that stays connected and continues to grow and thrive together.



Rajiv Kolluru
Designer Manager



Aravind
Designer Manager



Anoop Ravindra
Graphic Designer



Aditya Arun
Story Teller



Harihara S
Engineer



Sudhay Upadhye
Next Gen Strategist



Ankush Gupta
Product Strategist



Siddarth V K
Innovation Catalyst



Vijay Karthik
Design Strategy



Perna Prasad
Creative
Changemaker



Dipeet Paul
Storyteller



Ishan Singh
Innovation Strategist



Amrita Dhakras
Design Lead



Vijayant Sharma
Microbiologist



Ebadur Rahman
Designer Manager



Vinay DV
Designer Manager



Vijay Isaac
Next Gen Creative
Professional



**Prathap
Karumanchi**
Creative Thinker



**Hari Hara
Prasanna**
FE Designer



**Rashida Hussain
Sabunwala**
Experience Architect



Suryarshi Mitra
Creative Leader



Samrat Dey
Content Virtuoso



**Narayan Dheeraj
Kr. Guduri**
Innovation Maestro



**Sanjeeta
Kandpal**
Tech Lead
Consultant



Sree Vidya
Graphic Designer



Varun Singh
Innovation Leader



Srikrishna
Engineer /
Digital Marketing



Ramya Raju
Front End Developer



Yara El Turk
Interior Architect
Assertive Innovator

Industry Advisory Council / 2020 - 21



Designing a gamified system using human network to deliver a parcel.

By Kaleem Kamboj
Professor, [The New School Parsons](#)



Designing a portable work buddy for working from anywhere

By Avnish Sabharwal, MD
[Accenture Ventures](#)



Designing the Bengaluru Airport experience to build revenue in the pandemic times.

By Satyaki Raghunath
Chief Strategy Officer, [BIAL Airport](#)



Systems design thinking for packaging waste problem for Amazon.

By Biju Damodaran
Senior UX Design Manager
[Amazon India](#)



Designing a gamified experience for Microsoft teams for interaction, and productivity.

By Deepak Menon
Partner Director, [Microsoft](#)



Designing a people centered campaign to make a village like heaven!

By [Rural Development Panchayat Raj](#),
Govt. of Karnataka



Creating a mental well being support group and platform for mental well being.

[OpenIDEO Bengaluru](#) Chapter



Designing an ecosystem for urban farming and making 'farm on wheels' as the medium.

By Bushair,
Founder [Woolly Farms](#)



Designing an engaging learning platform for children.

By Sonia Manchanda,
Founding Partner [Spread](#)



Start from a self-centric position, and
meet, talk, and fail your way outwards.
Along the way, partner with others, try
small tests, and learn.

How an Ecosystem Mindset Can Help People and Organizations -
John Geraci



SPREAD

SPREAD IS A MEMBER OF
WDO WORLD
DESIGN
ORGANIZATION

unext

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