



TDI ACADEMY
LEARNING FOR THE DIGITAL AGE

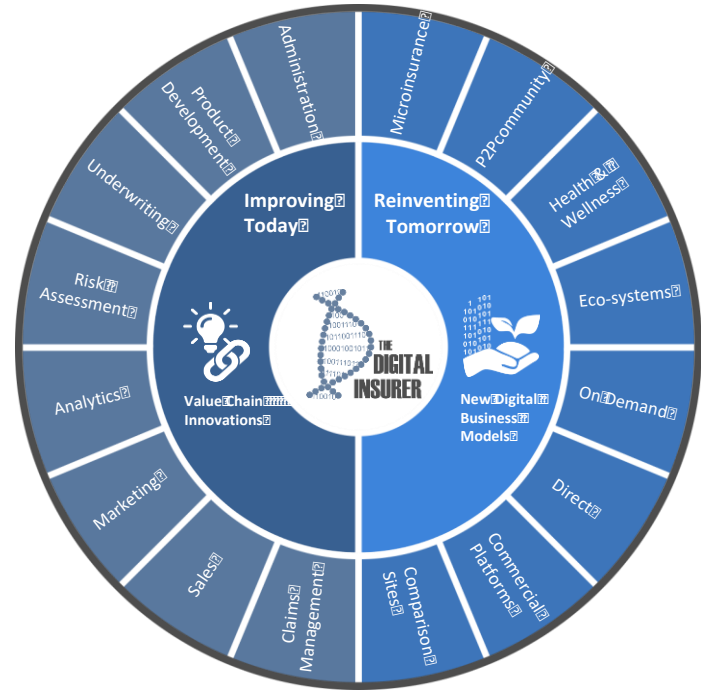
ADI

Programme overview

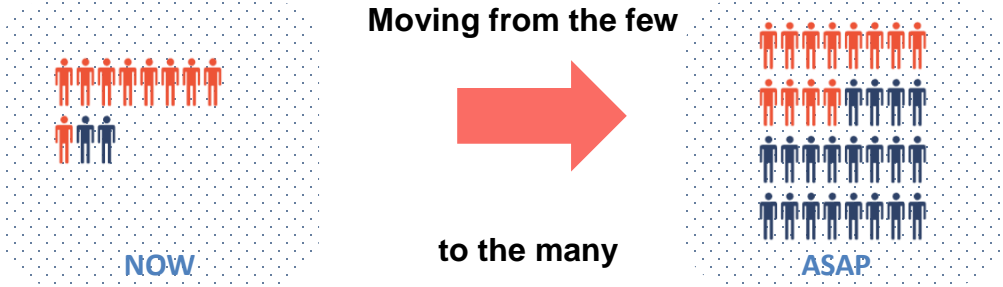


Why are we here?

- Digital is the 4th industrial revolution, and we are in the early stages of a significant period of irreversible change.
- As Moore's Law suggests, the pace of this change is exponential.
- As momentum builds, the need for awareness, understanding and knowledge is quickly moving from the few (digital specialists) to the many (business managers and leaders).
- Technology is presenting opportunities for change at different levels – from 'Improving Today' (Value Chain Innovations) to 'Reinventing Tomorrow' (New Digital Business Models).
- Managers and leaders must be equipped to participate in technology-enabled change – requiring them to have a common set of core skills plus some deeper skills.
- This requirement is not for one-time education, but rather on-going knowledge acquisition and the ability to apply this in business.
- Pace of new tech development is out-stripping the ability of individuals and companies to keep-up.
- With a plethora of new technologies and buzzwords, most people know they lack a basic understanding of these new technologies, let alone their business application potential.



Digital Insurance is for everyone



 Specialist teams engaged in digital

 Business teams engaged in digital

SPECIALIST TEAMS

- Digital
- Technology
- Innovation
- Partnerships
- M&A
- CVCs

BUSINESS TEAMS

- Administration / ops
- Claims
- Distribution
- Sales
- Marketing
- Pricing & Product Devt
- Risk Assessment
- Underwriting



Introducing ADI



TDI BUSINESS SCHOOL
LEARNING FOR THE DIGITAL AGE



What is ADI?



=

Mini-MBA &
professional
designation for
digital
insurance

+

Life-long learning and professional membership of a
global alumni network on digital insurance.
All connected digitally.

What are the benefits?

Apply your ADI designation with pride to help accelerate the digital transformation of insurance.
Help your company, boost your career and ensure you stay at the top of your game.

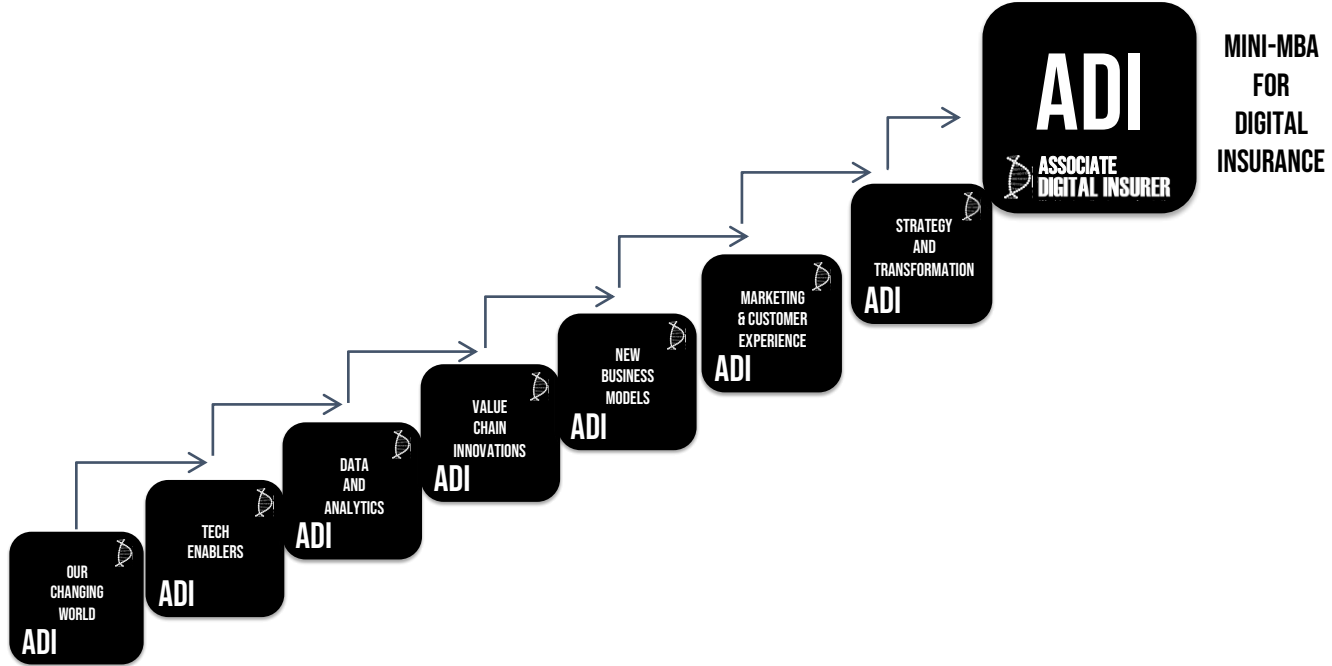
Watch a 1 minute video on ADI: [Click here](#)



ADI has 7 Courses



- 7 x 8hr courses
- Self Paced over 3 – 12 months
- 100% Virtual
- Personal Mentors
- Webinars & weekly clinics
- Quick fire MCQs for each lesson
- Course Community



ADI is designed for the modern world



CONVENIENT
Anytime. Anywhere.

ACTIVE
Blended. Challenging.

UP-TO-DATE
Dynamic. SMEs.

CONTINUOUS
Accreditation. Personal.

CUSTOMISABLE
Personal. Corporate.

COLLABORATIVE
Communities. Partners.

INTEGRATED
Platform. Usage.

O2O
Coaches. Clinics.

FOCUSED
Micro. Chunking.

SCALABLE
Numbers. Markets.

ROI
Individual. Corporate.

ASPIRATIONAL
Cert. Badging.

FUN!
Differentiated. Experiential.

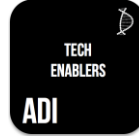


ADI Programme – course lessons

Internal note : this one in deck only as will change



- 1.1 The 4th Industrial Revolution
- 1.2 Our connected world
- 1.3 The power of social
- 1.4 Changing consumer behaviours
- 1.5 More change coming
- 1.6 Why data is king
- 1.7 Cloud crushes costs
- 1.8 Insurance re-booted



- 2.1 SMAC as a baseline
- 2.2 RPA, Machine Learning & AI
- 2.3 Blockchain
- 2.4 IoT
- 2.5 Chat & Voice
- 2.6 Virtual & augmented reality
- 2.7 APIs & microservices
- 2.8 Tech architecture best practices



- 3.1 The power of data
- 3.2 Data management
- 3.3 Data visualisation
- 3.4 Machine learning
- 3.5 Python basics
- 3.6 Predictive modelling
- 3.7 D&A use cases in P&C
- 3.8 D&A use cases in Life & Health



- 4.1 Why "Improve Today"?
- 4.2 Sales
- 4.3 Marketing
- 4.4 Product development
- 4.5 Servicing & administration
- 4.6 Underwriting
- 4.7 Claims
- 4.8 Making it happen



- 5.1 Why "reinvent tomorrow"?
- 5.2 Platforms & ecosystems
- 5.3 Micro & on-demand
- 5.4 Comparison sites
- 5.5 Peer-to-Peer
- 5.6 Health & wellness
- 5.7 Commercial
- 5.8 Making it happen



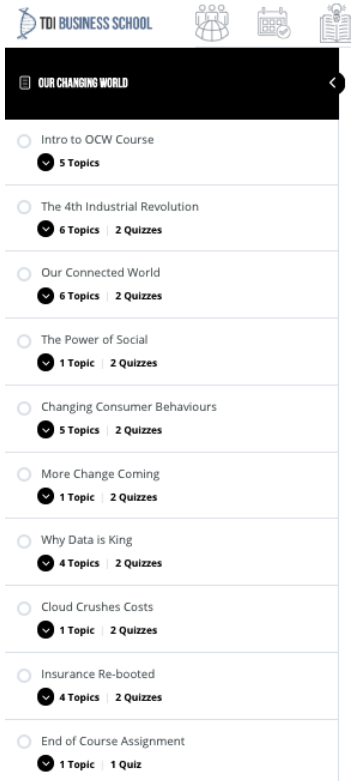
- 6.1 Data led marketing
- 6.2 Direct digital marketing
- 6.3 Agency digital marketing (o2o)
- 6.4 Power of content
- 6.5 Omni sales & servicing
- 6.6 Customer lifetime value & customer advocacy
- 6.7 UX design
- 6.8 Out-of-industry use cases



- 7.1 Why strategy beats execution
- 7.2 Strategic planning tools
- 7.3 Existing business transformations
- 7.4. New digital business models
- 7.5 Why most transformations fail
- 7.6 AGILE & LEAN basics
- 7.7 Change management
- 7.8 Cultural change for a digital world



Sneak peak - the course structure



TDI BUSINESS SCHOOL

OUR CHANGING WORLD

- Intro to OCW Course
5 Topics
- The 4th Industrial Revolution
6 Topics | 2 Quizzes
- Our Connected World
6 Topics | 2 Quizzes
- The Power of Social
1 Topic | 2 Quizzes
- Changing Consumer Behaviours
5 Topics | 2 Quizzes
- More Change Coming
1 Topic | 2 Quizzes
- Why Data is King
4 Topics | 2 Quizzes
- Cloud Crushes Costs
1 Topic | 2 Quizzes
- Insurance Re-booted
4 Topics | 2 Quizzes
- End of Course Assignment
1 Topic | 1 Quiz

The 4th Industrial Revolution

6 Topics | 2 Quizzes

- Your lecturer
- Lesson overview
- Defining the 4th Industrial Revolution
- Comparing the 4th Industrial Revolution to its predecessors
- Challenges and opportunities in the 4th Industrial Revolution
- Summary and further references for OCW Lesson 1
- Quiz for OCW lesson 1
- Feedback for OCW lesson 1

Lesson Structure

- Lecturer bio
- Overview including Learning Goals
- Topics – 3-6 topics. Video recording and topic materials: each 5-20 minutes long
- Lesson summary including further materials
- MCQs – 10 per lesson
- Feedback – after each lesson and at end of course
- **End of Course Assignment:** plan ahead and look at the assignment – you can start when you are ready



How will you benefit?

1. Understand digital insurance

- Great content
- Industry experts

2. Recognised internally and externally

- Assessed
- Leading to Professional designation

3. Access to life-long learning

- TDI knowledgebase
- Ongoing CPD

4. Access to professional network

- Global connectivity

Apply your ADI designation with pride to help accelerate the digital transformation of insurance. Help your company, boost your career and ensure you stay at the top of your game.



How to get the most out of the Programme?

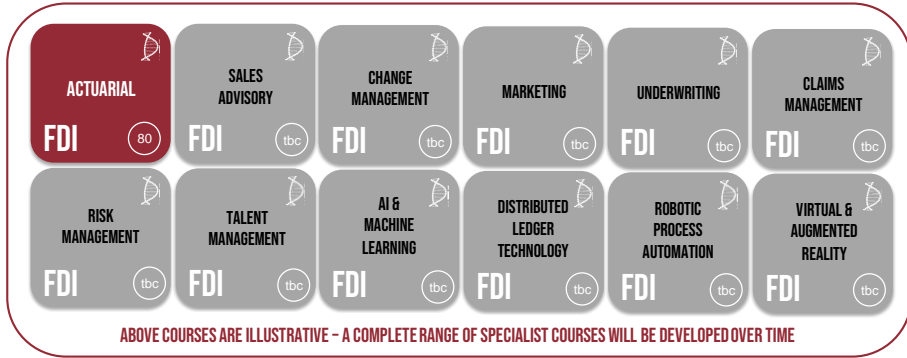
1. Master the online access quickly – it is easy.
2. Attend the Weekly Clinics and participate.
3. Be consistent and try and consume the content weekly – allocate time in your schedule.
4. Use the community group – it is the point of communication and connectivity.
5. Engage with the TDI Mentors and Programme Directors – they are here to help.
6. Plan ahead on the assignments.
7. Go further and deeper into the content when you have the time.
8. “Pay it forward” participate in TDI activities.
9. Give feedback on ADI to help us improve.



And you will be able to go further in the future



SPECIALIST
QUALIFICATION FOR
DIGITAL INSURANCE



Min 150 credits across 3+ courses

Time Unlimited



Need clarification or more info?

We are here to help?

- Ask your Course Mentor, or ADI Programme Director
- The community group is the place to go for group or 1-1 messaging

