



Find out more about our 'mini-MBA'
in digital insurance - ADI

Next intake starts on **18th January 2022**

- The Insurance Industry, like many others, is going through significant change with a notable shift of consumer behaviours on one side and the development and advancement of new technologies on the other – digital transformation is therefore a key priority for insurers
- Insurers need to adapt to these changes and accelerate their digital transformation efforts – having the right culture and upskilling the workforce are critical to success
- The ADI Programme is the world's first virtual professional "mini-MBA" in Digital Insurance designed to bring together Insurance Professionals and Executives who are interested in learning how to transform the insurance industry in a digital world
 - 7 Courses covering all areas of digital insurance consisting of 56 one-hour lessons of online content delivered by experienced insurance industry professionals and experts
 - Programme content is a balanced mix of theory and practical with strong emphasis on case studies and application of learning in order to support vocational nature of Programme
 - A blend of pre-recorded lesson material which participants consume in their own time and instructor-led sessions which are held weekly over 7 months – these are designed to encourage active discussion amongst participants
- TDI Academy maintains a rigorous approach to quality by collecting and analysing feedback from every participant and every lesson. Alongside our own internal review methodology, the feedback is used to enhance the Programme content on an on-going basis to ensure material is up-to-date and relevant – a critical factor in the fast-paced world of technology
- This deck provides an overview of the ADI Programme, including the Programme format, curriculum and who it's targeted at and our feedback and lesson review process

Introducing The Digital Insurer (TDI)

PURPOSE

Working together to *accelerate* the digital transformation of insurance

VISION

- World's leading digital insurance platform for individuals and companies
 - most valuable knowledgebase
 - most engaged community

VALUES

Collaboration • Reliability • Agility
Diversity • Value-delivery • Innovation • Trust

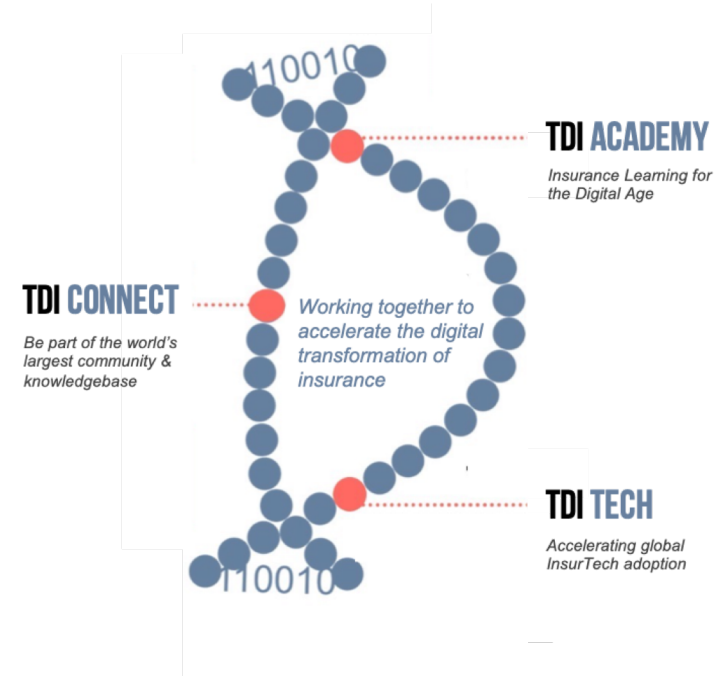


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240+ participants, 33 countries & 35 companies & 6 cohorts to date (and counting!)



The world's first virtual "mini-MBA" and business qualification in digital insurance designed to bring together Insurance Professionals and Executives who are interested in learning how to transform the insurance industry in a digital world.

"The ADI course has fundamentally re-wired my brain, it is one of the best investments I ever made."

NPS Rating
+52%*
Excellent



The TDI Academy Experience



Interactive videos, multiple choice tests, lessons delivered by a variety of industry experts, available anytime and anywhere.

Watch TDI Academy Experience video [here](#).

7
COURSES

8
ONE-HOUR
LESSONS

56
HOURS OF
LEARNING

**Lesson videos captioned in 12 languages
and multilingual interface*



I would highly recommend the Certificate in Digital Insurance for people at all levels and stages of their insurance career.

Asia CEO – Global Insurer



Click icon to visit Programme page

Associate Digital Insurer (ADI)

A mini-MBA and business qualification in digital insurance

Lifelong learning and professional membership of a global alumni network on digital insurance

Time commitment: 18-25 hours per month

Course Duration: 7 months

Price: US\$3,500 (Non-Prime members)

US\$2,500 (Prime members)

Next Cohort Dates: 18th Jan., 2022 | 11th May, 2022 | 6th

Sep., 2022

Core Benefits:

- 100% virtual and on-demand, 24x7
- Cohort-based (we run 3 cohorts a year)
- Weekly live discussion groups to discuss content and engage with other participants and programme mentors
- Business-related assignments
- Quick-fire multiple-choice questions after each lesson

Ideal For:

Heads of function or business units, high performers, (future) senior leaders, team leaders and digital technology and innovation specialists from all functions.

Key is willingness to commit to a 7-month programme with a time commitment of 5-6 hours a week

Next intake starts on 18th January 2022

Excellent grants available for ADI in Singapore and Hong Kong

Curriculum for ADI

*Click on lesson title for more info

Course 1 OUR CHANGING WORLD	Course 2 TECH ENABLERS	Course 3 DATA & ANALYTICS	Course 4 VALUE CHAIN INNOVATIONS	Course 5 NEW DIGITAL BUSINESS MODELS	Course 6 MARKETING & CUSTOMER EXPERIENCE	Course 7 STRATEGY & TRANSFORMATION
1.1 4 th Industrial Revolution	2.1 Tech Trends In Insurance	3.1 The Power Of Data	4.1 Sales Tools For Insurance Agents	5.1 Platform & Ecosystems	6.1 Data-Led Marketing	7.1 Why Strategy Beats Execution
1.2 Our Connected World	2.2 AI, Machine Learning, & RPA	3.2 Python Basics	4.2 Underwriting – Life & Health	5.2 Microinsurance	6.2 Direct Digital Marketing	7.2 Regulations & Ethics in a Digital World
1.3 The Power Of Social	2.3 Blockchain	3.3 Python Intermediate	4.3 Underwriting – P&C	5.3 On-Demand Insurance	6.3 Digital Marketing for Advisors (O2O)	7.3 Transforming the Old vs. Building the New
1.4 Changing Consumer Behavior	2.4 IoT	3.4 Data Visualization & Example Tools	4.4 Product Development	5.4 Comparison Sites	6.4 Power of Content	7.4 Partnership in a Digital World
1.5 The Future of Insurance	2.5 Chat & Voice	3.5 Machine Learning	4.5 Service & Administration	5.5 Peer-to-Peer & Community	6.5 Omni Sales & Servicing	7.5 Chance Management as a Discipline
1.6 Why Data Is King	2.6 Immersive Technologies	3.6 D&A Use Cases – P&C	4.6 Claims – Life & Health	5.6 Health & Wellness	6.6 Customer Lifetime Value & Customer Advocacy	7.6 Agile & Lean Basics
1.7 Cloud Crushes Cost	2.7 API's & Microservices	3.7 D&A Use Cases – Life & Health	4.7 Claims – P&C	5.7 Commercial	6.7 Customer Experience	7.7 Cultural Change for a Digital World
1.8 Insurance Rebooted	2.8 Tech Architecture Best Practices	3.8 Predictive Modelling	4.8 Implementing Value Chain Innovations	5.8 Building New Digital Business Models	6.8 Out-of-Industry Use Cases	7.8 How to Succeed When Most Transformations Fail

TDI Academy Faculty



HUGH TERRY
Founder,
The Digital Insurer



SIMON PHIPPS
Founder,
The Digital Insurer



MALINI NAGARIA
Head of TDI Academy,
The Digital Insurer



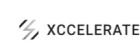
PATRICIA SAPORITO
Insurance D&A
Author / Specialist



DR GRAHAM SPRIGGS
ADI Curriculum &
Assignments Director,
The Digital Insurer



SUSAN HOLLIDAY
Senior Advisor IFC and
nonresident scholar for III



JYOTI GUPTA
Data Science and ML Lead Instructor,
Xcelerate



MICHAEL HA
Country MD
True Money, Indonesia



NIGEL WALSH
Managing Director,
Insurance at Google



DEB SMALLWOOD
Founder,
Strategy Meets Action



ANDREW DART
Tech Specialist,
The Digital Insurer



ZOË BELCHER
Founder and Director,
OB1 Consulting



KRISTIN WARNE
Global head of life & health
claims, Swiss Re



ANDREW DE KOCK
Head of Africa,
The Digital Insurer



HUGUES BERTIN
CEO,
Digital Insurance LatAm



STEVE TUNSTALL
CEO,
Insure



ALAN WALKER
Digital Insurance
Transformation Specialist



RICK HUCKSTEP
Chairman,
The Digital Insurer



JAN REINMUELLER
Partner, Head of KPMG
Digital Village; Co-Lead
KPMG Global Innovation
Network



YANNICK EVEN
Data Science Team
Head, Swiss Re APAC



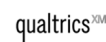
MARK BREEDING
Partner and Chief Research
Officer, Strategy Meets
Action



JAMES COGHILL
Industry Manager,
Finance, Google



ERIC FENG
Social Media Influencer,
Global Speaker on Social
Media Marketing



HARISH AGARWAL
CX Solution Lead,
Qualtrics



PAUL BRENCHELY
Partner, Insurance Advisory
at KPMG Singapore



DUNCAN MINTY
Business ethics consultant,
Chartered Insurance
Practitioner



THOMAS CHAN
Insurance Sector Lead,
Google Cloud



FREDERIK BISBJERG
Executive Vice President-
Digitalization & Innovation,
Daman National Health
Insurance Company

ADI – What does a lesson look like?

Lessons typically take 1.5-2 hours to complete

4 - Value Chain Innovations

4.8 Implementing Value Chain Innovation

28% Complete Last activity on December 13, 2020 2:48 pm

Industry Expert intro

overview & learning goals

Lessons broken into 3-4 topics with learning goals. Industry expert records video for each topic . There are Also supporting materials

Summary Further references – links to learn more

Quiz at end (multiple choice)

Feedback is mandatory

Course Content

- ☒ Your industry expert
- ☒ Lesson overview
- ☐ Defining value chain innovation
- ☐ Identifying opportunities for value chain innovation
- ☐ Delivering value chain innovations in practice
- ☐ Summary and further references for Implementing value chain innovations
- ☐ Quiz for Implementing value chain innovations
- ☐ Feedback for Implementing value chain innovations

Defining value chain innovation

4.8 Implementing Value Chain Innovations > Defining value chain innovation IN PROGRESS

▶ (11 minutes)



11:03

7 slides

CDI DIGITAL INSURANCE

TDI ACADEMY LEARNING FOR THE DIGITAL AGE

Lesson 8 – Implementing value chain innovations

Topic 1 – Defining value chain innovation

Page 1/7 100% 100%

Previous Lesson Mark Complete ✓ Back to Course Next Lesson

Watch lesson previews:
<https://youtu.be/IdoGIN4yiks>
<https://youtu.be/RAAd7cAlzNfs>

ADI – multilingual lessons available

Lesson videos captioned in 12 languages and multilingual interface

Future trends impacting insurance now

Our Changing World > The Future of Insurance > Future trends impacting insurance now

IN PROGRESS

(40 minutes)

English
العربية
中文 (简体)
Français
Deutsch
हिन्दी
Bahasa Indonesia
日本語
Português
✓ Español
ไทย
Türkçe

LESSON 1.5
FUTURE TRENDS IMPACTING INSURANCE NOW

39:36

ARTIFICIAL INTELLIGENCE AND THE PERSONALISATION OF INSURANCE

1. INSURANCE AGENTS WILL BECOME ADVISORS AND CONFIGURATORS
2. MANUAL UNDERWRITING WILL BE REPLACED BY AUTOMATED, INDIVIDUALLY TAILORED RISK ASSESSMENT AND PRICING
3. CUSTOMER NEEDS WILL BE DETERMINED BY BEHAVIOURAL ALGORITHMS
4. AUTOMATED PAYOUT OF CLAIMS ACROSS ALL PERSONAL LINES
5. DYNAMIC, REAL TIME SUBSCRIPTION MODEL FOR INSURANCE WILL REPLACE THE STATIC, ONCE A YEAR PURCHASE AND RENEWAL CYCLE

modelo de assinatura de seguros. Você só tem que olhar para o que a limonada fez com

Introdução ao curso OCW
Tópicos 5

A 4ª Revolução Industrial
Tópicos 6 | 2 testes expandir

Nosso mundo conectado
Tópicos 7 | 2 testes expandir

O poder do social
Tópicos 6 | 2 testes expandir

Mudando o comportamento do consumidor
Tópicos 6 | 2 testes expandir

Feedback do curso para OCW

Nosso Mundo em Mudança > Atribuição de fim de curso e diário de impacto > Feedback do curso para OCW

T1. Em uma escala de 1 a 10, sendo 10 o valor mais alto, quanto satisfeito você está com os materiais do curso?

Não satisfeito 1 2 3 4 5 6 7 8 9 10 Muito satisfeito

2º trimestre. Por favor, dê-nos sugestões para melhorar os materiais do curso.

Digite sua resposta aqui

3º trimestre. Em uma escala de 1 a 10, sendo 10 o valor mais alto, quanto satisfeito você está com as clínicas semanais e o (s) mentor (es)?

Não satisfeito 1 2 3 4 5 6 7 8 9 10 Muito satisfeito

Q4. Por favor, dê-nos sugestões para melhorar.

Digite sua resposta aqui

Arabic German Portuguese

Chinese Hindi Spanish

English Indonesian Thai

French Japanese Turkish

Quantitative feedback on ADI – All Cohorts to date

World's leading “mini-MBA” on digital insurance



“The ADI course has fundamentally re-wired my brain, it is one of the best investments I ever made”

+52%*
Excellent

Breakdown of NPS feedback from 2020 cohorts

Lesson-by-Lesson	+51%
Course Materials	+63%
Discussion Groups	+57%
Assignments	+57%



Further info on QR code or search “The Digital Insurer testimonials”

* NPS Scores are calculated from mandatory feedback on 3 cohorts, >100 participants and > 4,000 individual ratings. To ensure transparency, accountability and insight for future enhancements we collect NPS and feedback lesson-by-lesson, course-by-course for all of our participants. ADI has a curriculum of 56 hours of business related content on digital insurance that is systematically updated to ensure relevance for the insurance industry. A score of 50-70% is rated as “excellent”.

“Data and videos are mind blowing”

“This course allows me to build the fundamental knowledge. I am glad to have this opportunity”

“Lessons are broken into bite-sized chunks”

“I find all reference materials (articles and videos) very helpful and relevant”

“It really helps me a lot in seeing things in a much bigger picture. This is the most comprehensive and structured learning programme I have ever attended”

Participant feedback



Andrew Ogura
Group Digital Strategy
Singapore

"The ADI course has fundamentally re-wired my brain, it is one of the best investments I ever made"

"There was a lot to keep you engaged in this lesson, a lot to think about with the changes that will have an impact on insurance now and in years to come"




Danny Nelson
Senior Digital Content & Social Media
Manager, MetLife
Australia

NPS
+52%
Excellent

Breakdown of NPS feedback from 2020/2021 cohorts

Lesson-by-Lesson	+51%
Course Materials	+63%
Discussion Groups	+57%
Assignments	+57%



Sean Deehan • 1st
CEO | NED | Actuary | Strategy | M&A Execution | Risk Management
6d • 🌐

I would (personally) recommend this Certificate in Digital Insurance from **The Digital Insurer** for people at all levels and stages of their insurance career. Covers the entire insurance value chain across 56 flexible & user friendly modules. High quality presenters and wide range of SMEs & thought leaders. Really good use of my garden leave containment in HK



Muangphet Sawatlap
Head of IT, Chubb Life Assurance PLC
Thailand

"The course material for Tech Enablers is very appropriate and sufficient for self-learning"

"Examples of use in insurance really extended my understanding and knowledge of AI and Machine Learning. Thank you!"



Masahiro Yamamoto
Director, Technology Services, MetLife
Japan

Review more testimonials from participants : <https://www.the-digital-insurer.com/tdi-academy/testimonials/>

ADI Programme Differentiators

- 1. Digital First neither digital only nor face-to-face only** – Convenient, instant access to pre-recorded lessons from Industry Experts around the world. Live weekly group discussions with mentors & industry experts each week. Global knowledge with zero travel time
- 2. Insurance relevant** - packed with insurance use cases, case studies and examples. Business related assignments. All aimed to level-up digital insurance skills and awareness across the company
- 3. Outward looking** - bringing in out of industry insights whenever relevant from Industry Experts around the world. 56 hours of content from close to 30 Industry experts ensure diversity of views and quality of insights
- 4. Constantly refreshed** - with tight integration into the TDI Knowledge portal (single sign on to both)
- 5. More than knowledge and learning** – joining a peer group community of ADI alumni as well as the broader TDI member base of 40,000 people around the world

ADI is the only “mini-MBA” on digital insurance in the world

ADI Programme – Who can benefit the most and typical candidate profile



- **Breadth vs Niche:** Our Programme is deliberately broad and it is designed as a 'mini-MBA' which covers a breadth of relevant subjects in the area of digital insurance rather than deep-diving into niche areas
- **Prior Knowledge of Topics:** Some of the topics are domain specific, but the Programme is designed to cover these at a level that is sufficient for someone who has no prior knowledge of the domain, but would benefit from a better understanding of these aspects of the business beyond their own area/s
- **Participating Departments:** Due to the breadth of the Programme, we have had people participate from all core insurance functions such as IT, Sales/Marketing, HR, Underwriting, Finance and more
- **Participant Job Levels:** We have found that the Programme is well suited for heads of functions or business units, digital specialists, hi-potentials and senior leaders who will benefit from a wider view of business opportunities presented by digital across the business, as well as an enriched dialogue with industry peer group

ADI core requirements

- Completion of all 56 lessons across 7 Courses (pre-recorded), quizzes and feedback for each lesson
- Courses with 8 lessons are released monthly so minimum requirement is to commit around 8-10 hours a month completing lessons; additional effort required for Discussion Groups and assignments
- Attendance at weekly Discussion Groups during the 7 month Programme
 - Held weekly to discuss 2x lessons a week with mentors and industry experts
 - Minimum requirement of attending 2 per Course
- Completion of Assignments
 - Participants will be required to complete a minimum of 4 assignments throughout the Programme that they can select from; allow 8-12 hours per assignment
 - >95% of committed learners should pass the ADI programme

Formulae for Success on ADI Programme

Success = Enthusiasm + Planning + Discipline + Effort

Programme schedule

Jan 2022 cohort

- = Weekly Discussion Groups - every Tuesday @ 5-6pm SG / 10-11am CET until 27/3, after which times for CET will change to 11-12pm (every 4th session 90 mins)
- = Course release dates
- = Assignment submission deadlines

Jan-22

- 18/1– Kick off & programme start
Kick-off webinar 5-6:30pm SG
- 18/1 - OCW Course released

Jan- Feb-22

- 25/1 – OCW DG 1
- 1/2 – OCW DG 2
- 8/2 – OCW DG 3
- 15/2 – OCW DG 4 (90 mins)
- 15/2 – Tech Enablers Course released
- 22/2 – OCW Assignment deadline (mandatory for all)

Feb-Mar-22

- 22/3 – TE DG 1
- 1/3 – TE DG 2
- 8/3 – TE DG 3
- 15/3 – TE DG 4 (90 mins)
- 15/3– D&A Course released
- 22/3– TE Assignment deadline (optional assignment)

Mar- Apr-22

- 22/3 – D&A DG 1
- 29/3 – D&A DG 2 [time change for CET to 11-12pm]
- 5/4 – D&A DG 3
- 12/4 – D&A DG 4 (90 mins)
- 12/4 – Value Chain Innovations Course released
- 19/4 – D&A Assignment deadline (optional assignment)

Apr- May-22

---Programme Break ---

- 26/4 – VCI DG 1
- 3/5 – VCI DG 2
- 10/5 – VCI DG 3
- 17/5 – VCI DG 4 (90 mins)
- 17/5 – New Digital Business Models Course released
- 24/5 – VCI Assignment deadline (optional assignment)

May-Jun-22

- 24/5 – NDBM DG 1
- 31/5 – NDBM DG 2
- 7/6 – NDBM DG 3
- 14/6 – NDBM DG 4 (90 mins)
- 14/6 – Marketing & Customer Experience Course released
- 21/6 – NDBM Assignment deadline (optional assignment)

Jun-Jul-22

- 21/6 – MCE DG 1
- 28/6 – MCE DG 2
- 5/7 – MCE DG 3
- 12/7– MCE DG 4 (90 mins)
- 12/7 – Strategy & Transformation Course released (S&T Assignment mandatory for all)
- 19/7 – MCE Assignment deadline (optional assignment)

Jul-Aug-22

- 19/7 – S&T DG 1
- 26/7– S&T DG 2
- 2/8 – S&T DG 3
- 9/8 – S&T DG 4 (7.7 only)
- 16/8 – 7.8 & Programme Graduation (90 mins – mandatory for all)
- 16/8 – S&T Assignment deadline (mandatory for all)



Weekly discussion groups

Format

- 1 hour (every 4th session is 90 mins)
 - Participants attend via Zoom
 - Review 2 lessons per session
 - Industry experts attend if possible
 - Q&A and discussion
 - Sometimes a poll
 - Weekly News item from recent news to discuss
 - Programme updates
 - 1-3 Course mentors at each session
- It's fast....

Frequency

- 4 per course – 1 hour; every 4th session is extended 90 min session
- 28 in total for the Programme
- Must attend a minimum of 2 per Course
- For Jan 2022, Tues @ 5pm SG / HK and 10am CET

Active participation is part of the programme

- Weekly discussion groups are not lectures
- Minimum attendance of 2 per course
- Most attend all
- Progress call out each week – keeping up to speed
- Use Chat to ask questions make comments and connect with participants
- Monthly extended 90-minute session – to include break outs, networking and small group interaction

The more you commit – the more you get out of ADI

- For the Jan-22 cohort, these will be held on a **Tues at 5-6pm SG / 10-11am CET** with every 4th session being an extended 90 minute session
- Cohort **kick off will be on 18th Jan for 90 mins** to go through the programme in detail with participants
- First live Discussion Group will be held on **25th Jan 2022 at 5 –6pm SG/ 10-11am CET**

Business Related Assignments

Assignment formats

- 1 per course 7 in total
- Participants must complete a minimum of 4 during the Programme
- Business related
 - Course 1 – paper (Compulsory)
 - Course 2- case study
 - Course 3 - essay or practical hands on exercise
 - Course 4- case study
 - Course 5 – case study
 - Course 6 – paper
 - Course 7 – business plan! (Compulsory)
- Lots of choice – you can pick areas of interest
- 8-12 hours to complete each assignment
- Clear instructions on each assignment – including templates and guidelines

Relevant and engaging...

Assignment deadlines & rules

- Courses 1 and 7 mandatory
- Deadlines are deadlines – one week extension with a reason
- Must complete all lessons, pass quizzes and complete lesson and course feedback before submitting assignment

Rules to keep you disciplined and help you learn

Assignment marking

- Marked independently by 2 markers
- Pass or fail within 21 days of submission
- You receive feedback on each assignment
- Option to resubmit within one month if fail first time

Professional , reliable and accountable assessment standards

- **Minimum of 4 assignments throughout the Programme to pass**
- **Allow 8-12 hours to complete each assignment**

How Will Participants Benefit?

1. Deeper understanding of digital insurance

- New skills & new perspectives on digital insurance
- Practical knowledge to advance careers
- Strategic insights

2. Recognised internally and externally

- Assessed
- Leading to Professional designation
- Digital badge, certificate & plaque issued on completion

3. Access to life-long learning

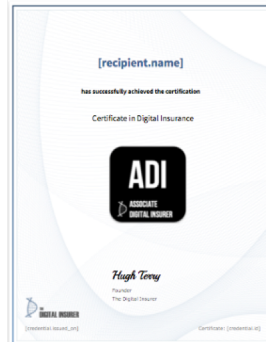
- TDI knowledge base
- Programme access for 12 months after completion
- TDI PRIME

4. Access to professional network

- Global connectivity
- TDI Academy Alumni

Use your qualification 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.

Digital Certificate



Digital Badge



Plaque

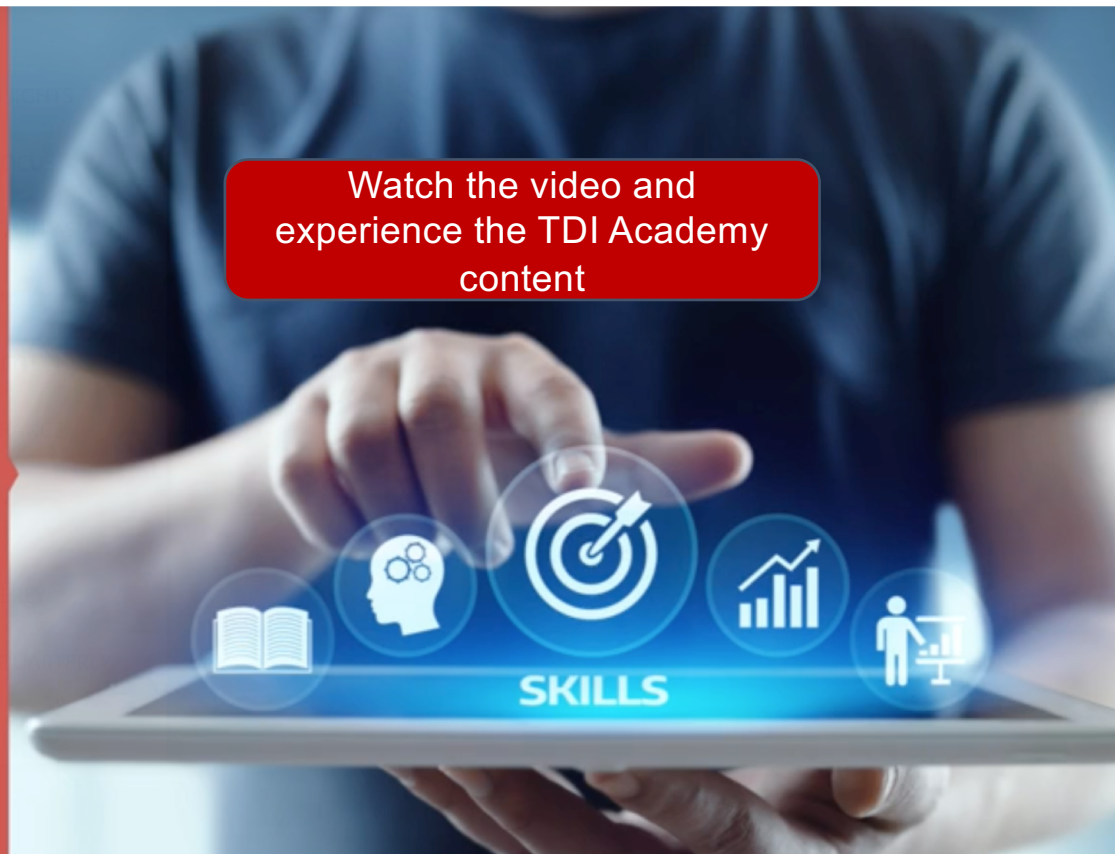


3-minute Video – Recommended Viewing

**THE SKILLS GAP IS TOO WIDE
BETWEEN WHERE INSURANCE
IS NOW AND WHERE IT NEEDS TO BE**

**SUCCESSFUL WORKERS OF THE
FUTURE WILL NEED TO BE:
ADAPTABLE
CURIOUS
DIGITALLY-AWARE**

Watch the video and
experience the TDI Academy
content



[Watch on YouTube](https://www.the-digital-insurer.com/tdi-academy-admissions-info/)

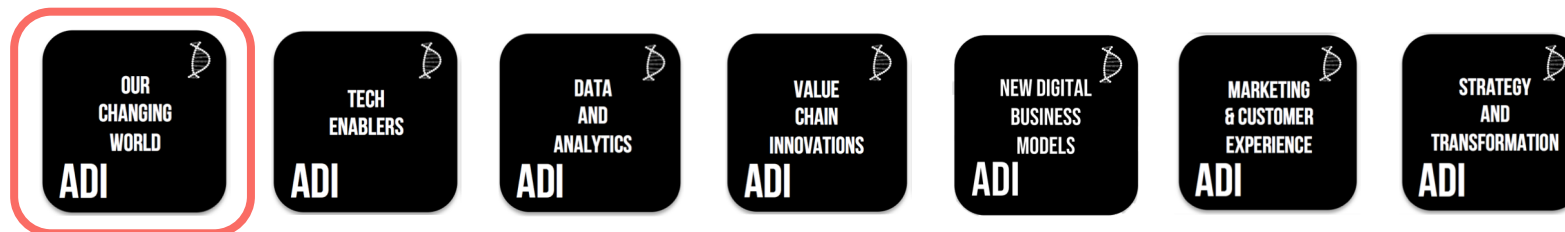
<https://www.the-digital-insurer.com/tdi-academy-admissions-info/>

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Course 1 – Our Changing World



Context for this course

- The world is changing rapidly in the 4th Industrial Revolution
- Just as our personal lives are changing so are our professional lives
- We are on a journey and the destination is not yet clear
- As committed lifelong learners, you will be well positioned both personally and to help your company navigate and thrive in this new environment

Lessons for Our Changing World

1.1 The 4th Industrial Revolution

The new frontier

1.2 Our Connected World

The rise of technology and its impact

1.3 The Power of Social

Social behaviour and technology and the impact on insurance

1.4 Changing Consumer behaviours

Changing behaviour and increasing consumer expectations

1.5 The Future of Insurance

Latest technological developments and implications

1.6 Why Data is King

Data led insights and actions will be the norm

1.7 Cloud Crushes Costs

How cloud-based services are changing the cost vs service trade-off

1.8 Insurance Re-booted

Why and how does the insurance industry need to change?



Context for this course

- Tech is changing at an exponential pace
- It is difficult even for technology professionals to keep up – let alone most of us
- Tech Enablers aims to explain some of the key technologies transforming insurance and provide some example use cases we are seeing in the industry

Lessons for Tech Enablers

2.1 Tech Trends in Insurance

Trends of technology impacting insurance

2.2 AI, Machine Learning and RPA

Turning data into actionable insights

2.3 Blockchain

From crypto to DLT in one hour

2.4 IoT

How IoT is helping to transform insurance

2.5 Chat & Voice

Latest technological developments and implications

2.6 Immersive Technologies

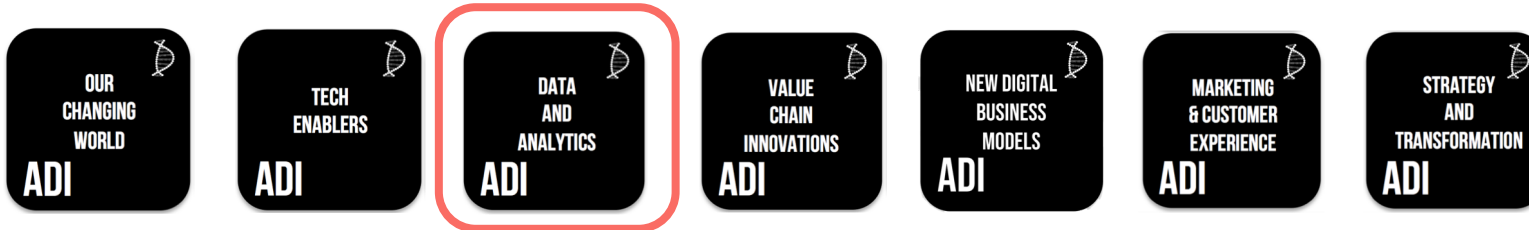
Early stage use cases and potential for Virtual & Augmented Reality

2.7 APIs & Microservices

The hidden tech helping insurance transform

2.8 Tech Architecture Best Practices

Exploring the tech stacks that are replacing legacy systems



Context for this course

- If Data is the new oil, then analytics is the Production Facility
- In this Course, we aim to bring the subject to life with some hands-on experience as well as industry use cases
- The Industry Experts for this programme include:
- Four lessons led by Xccelerate, a specialist in D&A training
- Two lessons led by a Swiss Re subject matter expert
- Two lessons led by Pat Saporito a published author and specialist in D&A for insurance

Lessons for Data & Analytics

3.1 Power of Data

Data trends and business value as well as management and governance of data

3.2 Python Basics

Get hands on with some basic coding

3.3 Python Intermediate

Explore structured data with Pandas and complete a basic model

3.4 Data Visualisation & Example Tools

Importance of visualisation tools and hands on session with Tableau

3.5 Machine Learning

Understand terminology and apply to use cases. Supervised and unsupervised learning algorithms

3.6 D&A for Property & Casualty

Focus on Property & Casualty use cases

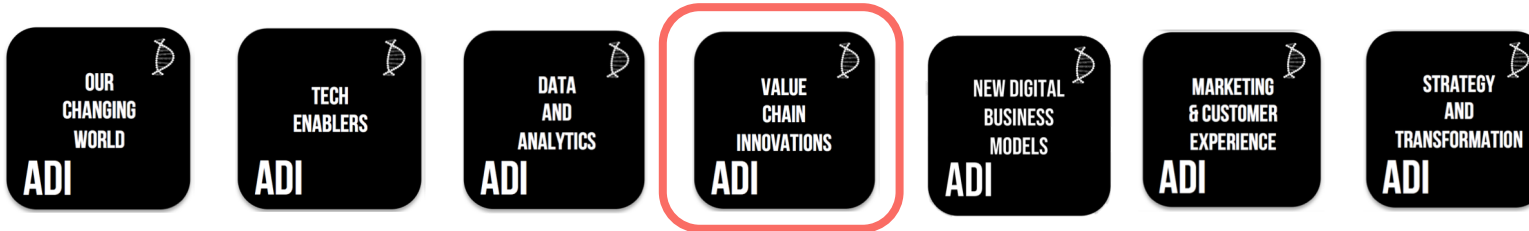
3.7 D&A for Life and Health

Focus on Life and health use cases

3.8 Predictive Modelling

Overview of predictive modelling including the basics, techniques and industry use cases

Course 4 – Value Chain Innovations



Context for this course

- The insurance value chain can be broken into components or a “supply chain” and includes sales, marketing, underwriting and claims
- In this course, we will examine how digital can help transform different parts of the value chain – hence the course name: Value Chain Innovations
- Each lesson has a number of use cases and case study examples

Lessons for Value Chain Innovations

4.1 Sales Tools for Agents

Tools for agents in a digital world

4.2 Underwriting – Life & Health

Data is transforming the life and health industry

4.3 Underwriting – P&C

And it is doing the same for P&C

4.4 Product Development

New products are at the heart of digital transformation

4.5 Service & Administration

How digital is improving customer service and back office administration

4.6 Claims – Life & Health

Explore how digital is improving this most important moment of truth for life and health

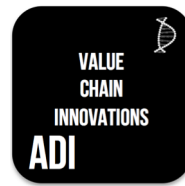
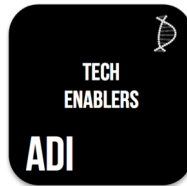
4.7 Claims - P&C

And see how the same is happening in the P&C arena

4.8 Implementation value chain innovations

How to execute a value chain initiative

Course 5 – New Digital Business Models



Context for this course

- Digital is not just about improving efficiency but is opening up entirely new types of insurance and how it can be combined with other products and services
- In this course, we will examine how digital is allowing the creation of a wide range of new business models – some of these are very new whilst others are well established in some parts of the world
- Each lesson has a number of use cases and case study examples

Lessons for New Digital Business Models

5.1 Platforms and Ecosystems

Scalable businesses with insurance embedded

5.2 Microinsurance

How digital is changing microinsurance

5.3 On-Demand

Bite-sized insurance offering immediate cover in the sharing economy

5.4 Comparison Sites

The rise of comparison sites and future potential

5.5 Peer-to-Peer & Community

How digital is leading to a new wave of mutual insurance models

5.6 Health & Wellness

How new ecosystems are being developed that change the life & health industry

5.7 Commercial Insurance

New digital business models in commercial insurance

5.8 Building New Digital Business Models

How to build a new digital business model (more in Strategy & Transformation)



Context for this course

- Customer adoption of digital means the industry needs to adopt new means of communicating and engaging with more demanding customers
- In this course we look at digital marketing tools as well as new methods for engaging with customers as well as some out of industry examples
- Each lesson has a number of use cases and case study examples

Lessons for Marketing and Customer Experience

6.1 Data-led Marketing

Data at the heart of modern marketing

6.2 Direct Digital Marketing

The latest trends on direct marketing

6.3 Digital Marketing for Advisors

Bite sized insurance offering immediate cover in the sharing economy

6.4 Power of Content

The importance of content to engage and raise awareness with customers

6.5 Omni Sales and Servicing

How digital is leading to a new wave of mutual insurance models

6.6 Customer Lifetime Value and Customer Advocacy

Taking a new look at building long term relationships with customers

6.7 Customer Experience

How digital enables new focus on improvement customer experience

6.8 Out-of-industry Use Cases

What we can learn from out of industry use cases



Context for this course

- Our last course !
- We aim to pull together the learning to focus on both the what (strategy) and the how (transformation)
- In this lesson we move away from technology and firmly into how to think strategically to ensure success and what is needed for successful implementation

Lessons for Strategy & Transformation

7.1 Why Strategy Beats Execution & Strategic Planning Tools
Strategy as a key success factor

7.2 Ethics and Regulation in a Digital World
An opportunity to stand back and reflect on important principles

7.3 Transforming the Old vs Building the New
Looking at this classic challenge

7.4 Partnerships in a Digital World
The increasing importance of partnerships


7.5 Change Management as a Discipline
The importance of change management to help transformation efforts

7.6 AGILE & LEAN Basics
Operational implementation techniques

7.7 Cultural Change for a Digital World - Digital as DNA
How to bring along the entire company on the digital journey

7.8 How to Succeed When Most Transformation Fail
Wrapping it all up in a 90-minute webinar

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Further links and information

Further information	URL
ADI Homepage	https://www.the-digital-insurer.com/tdi-academy/adi/
ADI Experience Video	https://youtu.be/mXX-996-v_k
Participant Testimonials	https://www.the-digital-insurer.com/tdi-academy/testimonials/
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For further information on our Programmes, visit the TDI Academy website:

<https://www.the-digital-insurer.com/tdi-academy/home/>

If you have any further questions about the ADI Programme, please feel free to reach out to our Head of TDI Academy, Malini Nagaria at:

malini.nagaria@the-digital-insurer.com

Malini Nagaria
The Digital Insurer
Head of TDI Academy
Malini.nagaria@the-digital-insurer.com



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