

2-day Program Overview

THE PROBLEM: Companies today are rushing headlong to become more digital. But what does digital really mean? In order to uncover how digital is disrupting the status quo in businesses today, this program is designed to support participants in looking at 'digital' with fresh eyes, reviewing what characterises success in the digital age.

OVERVIEW OF OUTCOMES

- **“I am inspired and can act”** I can identify how to take an action-oriented role in BNP Paribas Cardif’s digital capabilities based on trends in the industry
- **“I am empowered to identify and take ownership of customer-centric initiatives.”** I know how digital is changing customer expectations and know how my business unit could react to better serve customer needs.
- **“I can use an agile, data-driven approach to improve processes and decision-making.”** I know it’s important to test ideas early and often and put my ideas in front of my customers to gain valuable insights.

LEARNING OBJECTIVES

By the end of the program, participants will be able to:

- Recognise how digital trends are changing customer expectations
- Assess the user experience of products and services to improve customer centricity
- Identify the differences between agile and waterfall methodologies in order to know how best to support teams using these approaches
- Make data-driven decisions and identify opportunities to use data more effectively in business units.

Program Overview: Day 1

TIME	TOPIC	OBJECTIVES
9.00-10.30am	Success In The Digital Age 	Participants review how other companies in the industry are changing in order to be 'future fit' for the digital age.
10.30-10.45am	Break	
10.45-12.30pm	Digital Trends 	Participants explore 5-6 digital trends and reflect on how they are impacting the insurance and financial services industries and changing customer expectations.
12.30-1.30pm	Lunch	
1.30-2.45pm	User Experience 	Participants explore what 'User Experience' is, why it is important and learn how to deconstruct an internal product to provide effective feedback to stakeholders.
2.45-3.00pm	Break	
3.00-5.00pm	The B2B2C Customer Decision Journey 	Participants review how the customer journey has changed and how this affects day-to-day operations. Participants create employee experience maps to evaluate how they best support teams.

Program Overview: Day 2

TIME	TOPIC	OBJECTIVES
9.00-10.30am	Communicating With Data 	<i>How to generate effective questions for data analysis and how to build a data model to communicate ideas to data teams, in support of the local competition</i>
10.30-10.45am	Break	
10.45-12.30pm	Little 'a' agile 	Participants look at how you can use agile ways of working to test assumptions and work cross-functionally, driving a 'test + learn' mindset
12.30-1.30pm	Lunch	
1.30-2.45pm	Big 'A' agile 	Participants discover what roles, ceremonies, and artefacts are used in agile methodologies for product development, in order to support teams using this approach.
2.45-3.00pm	Break	
3.00-5.00pm	Identifying Opportunities 	Participants explore what opportunities exist to bring back what they have learnt to their roles and formulate a 30-day application project.

