



# Certificate in Digital Insurance

*An on-demand Certificate in Digital Insurance*

BE PART OF THE FUTURE WITH TDI ACADEMY



# Introducing TDI

*The platform for exploring, learning and delivering digital across the insurance world*

## OUR PURPOSE

Helping individuals & companies across the industry explore, learn and deliver digital, for the benefit of insurance professionals, their employers, the broader industry, insurance customers and society as a whole.

## HOW WE DO IT

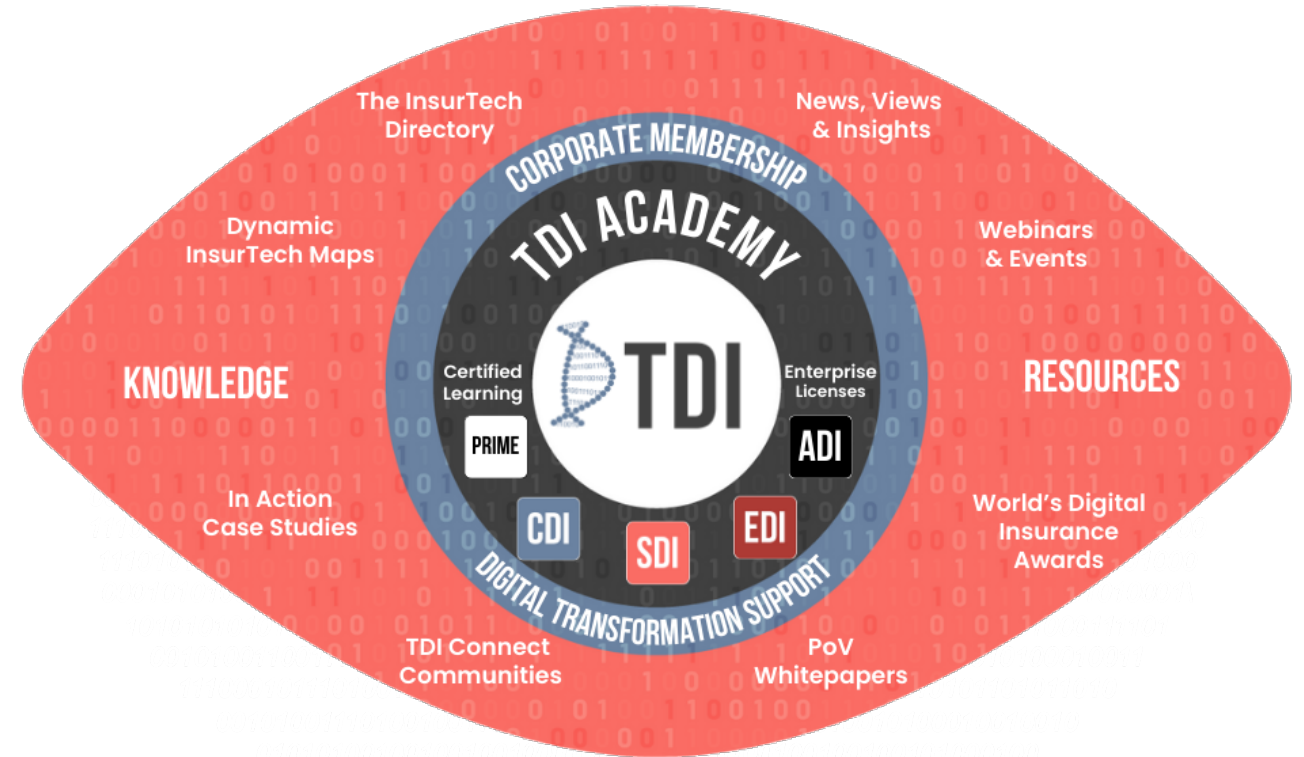
Run by a team of industry specialists.  
From the industry, for the industry. Since 2012.

## WHAT OUR MEMBERS SAY



“TDI is like a lighthouse for me. Standing firm through life’s ups and downs, and providing guidance and insight as my career, and our industry evolves.

Its team of industry specialists offer authentic insights, a sense of community, and a helping hand for all, as we journey together into the digital insurance world.”



**TDI Academy** - modern certified learning programmes

**Digital Transformation Services** – Corporate Membership & tailored support for Co's

**Knowledge & Resources** – free for all members across the industry

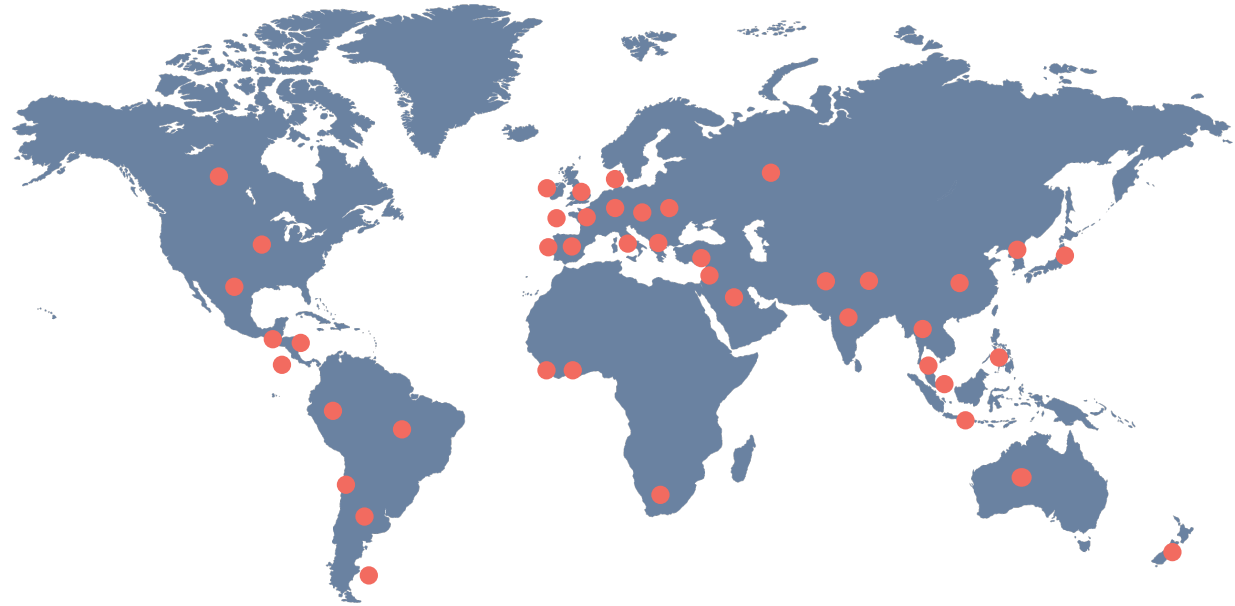
# TDI Academy Global Participation



> 5,000 Participants

> 50 Companies

> 50 Countries





Click icon to visit Programme page

# Certificate in Digital Insurance (CDI)

*On-demand and self-paced, allows employees to upskill quickly on digital insurance*

*Complete a minimum of 4 courses for CDI Certificate*



## Core Benefits:

- 100% virtual and on-demand, 24x7
- Chose from 7 courses and 56 lessons from core TDI Academy Curriculum
- Complete a minimum of 4 courses to obtain CDI Certificate
- Quick-fire multiple-choice questions after each lesson
- Participants can select courses

## Ideal For:

- Anyone interested in the future of insurance e.g., recent graduates, identified junior or middle management and senior leaders who want to learn in their own time
- Appeals to people who want to obtain certificates of achievement

[VIEW THE CDI ONE PAGE SUMMARY](#)



# Certificate in Digital Insurance (CDI) Overview

**Your opportunity to upskill in digital insurance!**  
*CDI help your company, boost your career, and ensure you stay at the top of your game.*



7 courses from industry experts

Each course has 8 one-hour lessons

Multiple Choice Questions (MCQ's) for each lesson & course

+12 Months access

At your own pace

100% online

Complete a minimum of 4 course for certification

# The TDI Academy Experience



Interactive pre-recorded lesson 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 18 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**

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 CUSTOMER EXPERIENCE & MARKETING	Course 7 STRATEGY & TRANSFORMATION
1.1 4 <sup>th</sup> 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 Customer Experience	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 – Property & Casualty	5.3 On-Demand Insurance	6.3 Data-led Marketing	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 MarTech	7.4 Partnerships in a Digital World
1.5 The Future of Insurance	2.5 Chat & Voice	3.5 Machine Learning	4.5 Service & Administration	5.5 Community, Affinity, & Peer-to-Peer	6.5 The Power of Content	7.5 Change Management as a Discipline
1.6 Why Data Is King	2.6 Immersive Technologies	3.6 D&A Use Cases – Property & Casualty	4.6 Claims – Life & Health	5.6 Health & Wellness	6.6 Omni Sales & Service	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 Life Time Value & Customer Advocacy	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 Examples	7.8 How to Succeed When Most Transformations Fail

# TDI Academy Faculty - learn from experts around the world



  
**HUGH TERRY**  
 Founder,  
 The Digital Insurer



  
**SIMON PHIPPS**  
 Founder,  
 The Digital Insurer



  
**MALINI NAGARIA**  
 Head of TDI Academy,  
 The Digital Insurer



  
**PAT SAPORITO**  
 Founder & Principal Consultant  
 Author, Applied Insurance Analytics



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



**SUSAN HOLLIDAY**  
 Board member and Advisor




  
**MARK CARTER**  
 Americas Engagement Partner  
 IBM Innovation Studio



  
**TIMOTHY CHAN**  
 Insurance Lawyer at  
 Norton Rose Fulbright  
 Founder at TheInsureTechLawyer.com



  
**JYOTI GUPTA**  
 Data Science and  
 ML Lead Instructor



  
**MICHAEL HA**  
 Country MD  
 True Money, Indonesia



  
**NIGEL WALSH**  
 Managing Director,  
 Insurance at Google

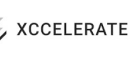


  
**DEB SMALLWOOD**  
 Founder,  
 Strategy Meets Action



  
**GAVIN GOLLOGLLEY**  
 MD, Mindwide



  
**RESHMA R PUNJABI**  
 Data Service Associate Manager



  
**ZOË BELCHER**  
 Founder and Director,  
 OB1 Consulting



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



  
**ANDREW DE KOCK**  
 Head of Tech,  
 The Digital Insurer



  
**HUGUES BERTIN**  
 CEO,  
 Digital Insurance LatAm  
 CDI+Latam Lead



  
**STEVE TUNSTALL**  
 CEO & Co- Founder,  
 Insure Pte.Ltd



  
**ALAN WALKER**  
 Digital Insurance  
 Transformation Specialist



  
**RICK HUCKSTEP**  
 Chairman,  
 The Digital Insurer



  
**JAN REINMUELLER**  
 Head of Business Development  
 Microsoft



  
**YANNICK EVEN**  
 Global Analytics Business  
 Partner  
 Swiss Re APAC



  
**MARK BREEDING**  
 Partner and Chief Research  
 Officer, Strategy Meets Action



  
**JAMES COGHILL**  
 Industry Manager,  
 Finance, Google



  
**HÉLÈNE STANWAY**  
 President & Co-Founder  
 SENSE



  
**HARISH AGARWAL**  
 CX Solution Lead,  
 Qualtrics



  
**JOËL BASSANI**  
 CEO & Founder, Jinbee  
 CDI+France Lead



  
**PAUL BRENCELY**  
 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

# Summary of content by Course



## Course 1 Our Changing World

### ***The 4th Industrial revolution is disrupting the insurance industry***

- Sets the scene for the programme and focuses on the digital changes that are occurring
- Explores the 4th industrial revolution and how it is leading to consumer changes and new products and services that are changing all aspects of the insurance industry



## Course 2 Tech Enablers

### ***Understand the key technologies impacting insurance***

- Provides participants with a grounding on the key technologies impacting the insurance industry
- Looks at key trends, explains the technologies, examines generic use cases in insurance and also specific case studies



## Course 3 Data & Analytics

### ***Hands on practical D&A with insurance case studies***

- If Data is the new oil, then analytics is the Production Facility
- Participants get hands on with some of the tools as well as explore methodologies and insurance industry use cases



## Course 4 Value Chain Innovations

### ***Improving today by transforming each part of the insurance supply chain***

- The insurance value chain can be broken into components or a “supply chain” and includes sales, marketing, underwriting and claims.
- We examine how digital can help transform different parts of the value chain



## Course 5 New Digital Business Models

### ***Reinventing tomorrow - creating new business models for a digital world***

- Digital is not just about improving efficiency but is opening up entirely new types of insurance so it can be combined with other products and services
- 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



## Course 6 Customer Experience & Marketing

### ***Digital is transforming customer engagement techniques***

- Customer adoption of digital means the industry needs to adopt new means of communicating and engaging with more demanding customers
- We look at digital marketing tools, new methods for engaging with customers as well as some out of industry examples



## Course 7 Strategy & Transformation

### ***Making digital transformation a reality***

- We move away from technology and into how to think strategically to ensure success
- What is needed for successful implementation of a digital transformation strategy





# How will you benefit by participating?

## *Deeper understanding of digital insurance*

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

## *Access to lifelong learning*

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

## *Recognised internally and externally*

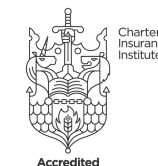
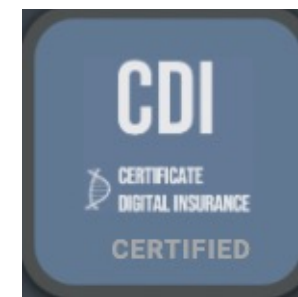
- Assessed
- Leading to professional designation
- Digital badge, certificate, & plaque issued upon completion

## *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.*



# Great Feedback on CDI

## ON WHAT THEY LIKED



*"Videos and the Insights are amazing!"*

*"I really like that the topic covers how insurance can go beyond becoming the last resort for consumers."*

*"Interesting topic and very thought provoking."*

*"Challenging questions to reflect on posed by presenter."*

*"The course material is sufficient and well thought out for easy understanding."*



## ON HOW THEY WERE INSPIRED



*"Insurance industry has widening gap from customers in digital world. there is lot to improve."*

*"Blockchain is set to revolutionize the world and potentially a game changer."*

*"I am inspired to come up with suggestions to help my organisation develop digitally."*

*"The building blocks to put together a new business model."*

*"There is a huge shift from traditional to digital in the industry."*



## ON THE IMPACT CREATED



*"It is as a whole a good course because it create awareness in the entire company what are the current issues and latest trend."*

*"Understanding where we can find quick wins, with existing digital technologies available out there."*

*"It should be useful when evaluating new technologies in use for business."*

*"I learned a lot of new things , it would be really helpful for my career."*

*"We need to instigate change to survive."*



# Testimonials from TDI Academy participants

<p><b>EMMA INNES</b> Head of Operations, Development &amp; Analytics, AIA Singapore AIA Singapore</p> <p>"For anyone with a desire to up-skill in order to truly understand the changes taking place in the insurance industry, the implications of these changes and what to do about them, I can highly recommend investing time to the ADI Programme."</p>	<p><b>ELLIOT WEBSTER</b> Head Director Singapore ADI Programme</p> <p>"As I progress to the next phase of my 'digital' career I found the syllabus highly relevant, delivered concisely through a mix of online learning, videos, case studies, weekly forums with subject matter experts and assignments."</p>	<p><b>MARCO PEYER</b> Senior Director &amp; Data Relationship Manager Singapore ADI Programme</p> <p>"This mini-MBA on digital insurance is an excellent programme - very well crafted, thank you, The Digital Insurer! Hugh Terry The Digital Insurer, Simon Phipps Dr Graham Springgale, ACTIA Malini Nagaria Frederik Bidjerg."</p>	<p><b>ANDREW OGURA</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Special thanks to the team at The Digital Insurer for putting up with my "outside the box" InsurTech ideas and I'm very honoured to receive this distinction award."</p>	<p><b>MARILYN WANG</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"This program provided me the insight of how technology impact the future of insurance and it's going to help me in taking part the company's digital initiatives and directions."</p>	<p><b>CHEML DOON</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Learned a lot from The Digital Insurer over the course of the past 2 months. I would recommend this course to those who are new to the insurance space and are into #insuranceandtech."</p>	<p><b>SAMAH EL HUSSEINI</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"A 'mini-MBA' program that covers all areas of digital transformation powered by the technology. I highly recommend this course which takes you through the key opportunities for insurers and their intermediaries in today's digital world."</p>	<p><b>SHUN QUAN COH</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Completed my Certificate in Digital Insurance with The Digital Insurer. 2 months of multi-tasking, balancing a newborn, a new team to work, and this virtual course."</p>	<p><b>CORNELIUS ANDREAS</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Unique experience combining deep knowledge about digital, changing business processes and even more important real-life implementation across the entire insurance value chain."</p>	<p><b>MANISH SHRESHTA</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"It was very exciting to learn how new technologies bring new opportunities to innovate in the insurance field. Thanks a lot for sharing with me your knowledge and experiences in a simplistic manner."</p>	<p><b>ARMANDO MEJIA</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Last week I received the Certificate in Digital Insurance issued by The Digital Insurer and Digital Insurance LATAM. It was an excellent trip."</p>	<p><b>HERNÁN LUQUE COLOMBRES</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Un curso tan intenso como nutritivo, con clases online, darlas de último contenido y clinics quinzenales con compañeros de todo Latinoamérica el mundo."</p>
<p><b>ROHBAAN AHMED</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"It's a fantastic program to gain insights on how new technologies should innovatetompt the insurance Value Chain and address current pain points. Highly recommended in terms of the content delivered and subject matters engaged globally!"</p>	<p><b>DEBBIE MANNAS</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"I believe this learning has definitely helped me understand the future of business and insurance in a digital world, platforms, blockchain, risk, fraud, AI applications, APIs, digital marketing, disrupters, P2P products, strategy models."</p>	<p><b>KEVIN PURECELL</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"It was a thoroughly enjoyable experience to get this deeper understanding of our ever changing digital world, with a strong emphasis on real world implementation."</p>	<p><b>ANNA MARIA RIZZI</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"A fantastic program developed by The Digital Insurer. The course taught me more about things like new insurance business models and technologies, ecosystems and value chain innovations."</p>	<p><b>DANNY NELSON</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Glad to share that I passed the The Digital Insurer ADI Programme. Studying over this year has certainly added to what has been a very stressful time."</p>	<p><b>BHOOR MEENA</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"This Awesome 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 into a digital world."</p>	<p><b>WINNIE LEE</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Very pleased to receive the Associate Digital Insurer certification from The Digital Insurer. Thank you for your sharing of knowledge &amp; experiences and the well-designed learning program."</p>	<p><b>CAIO FINAMORE</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Very happy to complete this intense and in-depth training! And many thanks to Hugh Terry, to lead me and my colleagues on this journey."</p>	<p><b>HARRY TAYLOR</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"I am very happy to have finished the TDI - Associate Digital Insurer qualification! A fantastic program developed by The Digital Insurer."</p>	<p><b>RACHEL STEEL</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Successfully completed my Associate Digital Insurer mini-MBA course with The Digital Insurer"</p>	<p><b>ALESSANDRO PAOLI</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Congratulations to The Digital Insurer for the ADI Programme and its contribution to the Digitalisation and Innovation of the Insurance Industry."</p>	<p><b>OLIVIER PIQUEPE</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Many thanks to Hugh Terry for the opportunity and course to <a href="#">Eduardo Basso</a> and <a href="#">Hugh Terry</a> The Digital Insurer for the quality of the course!"</p>
<p><b>JAVIEDA GOMEZ GONZALEZ</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Happy to have completed this stage of digital insurance certification at TDI Academy. Highly recommended to everyone who is interested in digital transformation in this industry."</p>	<p><b>DR BAMESH KHARE</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Thanks TDI Academy for providing such an informative and contemporary course for insurance professionals. Feeling happy enhancing my profile as 'Associate Digital Insurer' a mini-MBA in Digital Insurance #Insurance #Digital Insurance!"</p>	<p><b>ANGELA HUNTER</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Very excited to open our digital training program kick off today for over 80 of our ChubbLife Thailand employees who will have access to comprehensive online digital training #digitaladoption with The Digital Insurer."</p>	<p><b>DANIELLA VICTORIA MATINING</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"This has always been my inspiration whenever I start doing The Digital Insurer's course assessments. I felt the need to voice out how we would perceive the industry's future after learning best practices from industry leaders across the globe. Thank you for the Distinction Award for Cohort 4."</p>	<p><b>DIEGO SILVA ROBERT</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Very satisfied with what I learned. Thank you TDI Academy."</p>	<p><b>EDWIN FERNANDEZ</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Understanding the change and trends that the insurance sector is experiencing is vital."</p>	<p><b>STEPHEN CONNELLY</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Thanks to all the team at The Digital Insurer for the highly detailed exploration of how digital is transforming insurance."</p>	<p><b>CANA NABACHWA</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"I am very happy to have finished the TDI - Associate Digital Insurer qualification! A fantastic program developed by The Digital Insurer, the global organization founded in Singapore which has built the world's largest dedicated knowledgebase on digital insurance for a community."</p>	<p><b>MONIKA MORATH</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"I am delighted to share that I have successfully completed the mini-MBA in Digital Insurance and that I have received my Associate Digital Insurer certificate from The Digital Insurer after 8 months of intensive learning."</p>	<p><b>FELIPE QUEZADA ALLENDES</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"We continue to learn day by day to further accelerate the digital transformation of insurance. Thank you very much for everything!"</p>	<p><b>ANDREA MORALES</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"The change is exponential. The market, customers and their needs, trends and technologies. The Digital Insurer, a wonderful way to see it applied to the sector."</p>	<p><b>ANDREA GORDILLO</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"I was able to learn about the evolution of the insurance industry in a constantly changing environment due to the consumer preferences."</p>
<p><b>CARLOS URIBE</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Today I received my 'Certificate in Digital Insurance' and we can only thank TDI Academy of The Digital Insurer and Digital Insurance LATAM for all the knowledge transmitted."</p>	<p><b>PANKAJ POPHALE</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"The course was so well designed that I was knowledge gained through lessons, group discussions and assignments mattered more than actually achieving final certification."</p>	<p><b>SANTIAGO FRANZINI</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"It was very enriching to learn of how new technologies are bringing new opportunities to innovate in the Insurance Value Chain and in New Business Models."</p>	<p><b>MICHAEL MAK</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Truly honoured to be one of the recipients of the Distinction Award in Cohort 4, and thanks must be given to Hugh Terry The Digital Insurer, Simon Phipps, and Malini Nagaria for hosting the programme. You did an amazing job."</p>	<p><b>E. INOSTROZA WACHTENDORFF</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Doing a great experience after finishing the specialised certification in digital insurance COA LATAM, with great study colleagues. Thanks to the team that leads the certification in LATAM."</p>	<p><b>MONICA LACANLAG</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"The past months have been a fulfilling learning journey for me - supported by credible mentors, an engaged cohort of participants, and exciting relevant content on digital insurance."</p>	<p><b>JASMINE LO</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Excited to share that I have received my Associate Digital Insurer Certificate after 7 months of intensive learning. ADI is a 'mini-MBA' in Digital Insurance from TDI."</p>	<p><b>LINDA COSTABILE</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Many thanks to the great team at The Digital Insurer for pulling together this insightful program, and to my outstanding colleagues who supported and encouraged me on this journey."</p>	<p><b>LUCILA GAMALERO</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"A program that taught me the impact that digital transformation is having on the insurance industry and global trends for the coming years."</p>	<p><b>MINA SAHIB</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Thank you The Digital Insurer for facilitating what was an amazing educational experience with learning I can implement on my professional journey."</p>	<p><b>PETER EVERSON</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"Highly recommend this programme for anyone interested in the future of insurance and how it will be shaped by the 4th Industrial Revolution."</p>	<p><b>MACARENA CIFUENTES</b> Senior Business Director Insurance Manager Head of Business Development Singapore ADI Programme</p> <p>"We did it! An honor to work on the project with you!"</p>

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

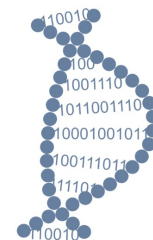
Delivering Digital Together

# CII Accreditation

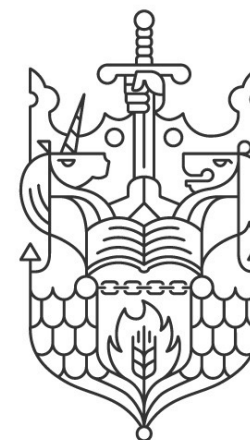
AN INDEPENDENT BADGE OF QUALITY

*Demonstrates the quality of learning of TDI Academy and confirms it meets CII member CPD scheme requirements*

- TDI Academy's ADI and CDI programmes have been accredited by the Chartered Insurance Institute (CII) under its Continuous Professional Development Accreditation Programme.
- As one of the world's leading professional organisations for those working in the insurance and financial services industry, the CII's qualifications and associated continuous professional development (CPD) programmes are universally recognised
- Accreditation by the CII provides an external validation, from a worldwide industry recognised body, of the high standard of the training the TDI Academy provides
- Participants in the CII accredited TDI Academy Programmes can also claim CPD hours towards the CII / Personal Finance Society member CPD scheme.



## TDI ACADEMY



Chartered  
Insurance  
Institute

**Accredited**



# What does a lesson look like?

*Lessons typically take 1.5 – 2 hours to complete*

4 - Value Chain Innovations

## 4.8 Implementing Value Chain Innovations

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

### Course Content

Industry Expert Intro



Your industry expert

Overview & Learning Goals



Lesson overview

- Lessons are broken into 3-4 topics with learning goals.
- Industry expert records video for each topic
- Supporting materials are also provided.



Defining value chain innovation

Identifying opportunities for value chain innovation

Delivering value chain innovations in practice

Summary & further references



Summary and further references for Implementing value chain innovations

Quiz at end (multiple choice)



Quiz for Implementing value chain innovations

Mandatory feedback



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)

Previous Lesson Mark Complete ✓ Back to Course Next Lesson >

**Watch lesson previews:**



# Multilingual lessons available

*Lesson videos captioned in 20 languages and multilingual interfaces:*

ARABIC	INDONESIAN	RUSSIAN
CHINESE	ITALIAN	SPANISH
DUTCH	JAPANESE	TAGALOG
ENGLISH	KOREAN	THAI
FRENCH	MALAY	TURKISH
GERMAN	PORTUGUESE	VIETNAMESE
HINDI	POLISH	

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

Introdução ao curso OCV  
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

**ARTIFICIAL INTELLIGENCE AND THE PERSONALISATION OF INSURANCE**

- INSURANCE AGENTS WILL BECOME ADVISORS AND CONFIGURATORS
- MANUAL UNDERWRITING WILL BE REPLACED BY AUTOMATED, INDIVIDUALLY TAILORED RISK ASSESSMENT AND PRICING
- CUSTOMER NEEDS WILL BE DETERMINED BY BEHAVIOURAL ALGORITHMS
- AUTOMATED PAYOUT OF CLAIMS ACROSS ALL PERSONAL LINES
- 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

## Feedback do curso para OCV

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

T1. Em uma escala de 1 a 10, sendo 10 o valor mais alto, quão 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



## COURSE 1

# Our Changing World

## OVERVIEW

The world is changing rapidly in the 4<sup>th</sup> 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.

## COURSE LESSONS

### **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?



## COURSE 2

# Tech Enablers

### OVERVIEW

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

### COURSE LESSONS

#### **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



## COURSE 3

# Data & Analytics

## OVERVIEW

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

## COURSE LESSONS

### 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

### OVERVIEW

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 includes use cases and case study examples.

### COURSE LESSONS

#### **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 – Property & Casualty**

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 - Property & Casualty**

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

### OVERVIEW

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 includes use cases and case study examples.

### COURSE LESSONS

#### **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)



## COURSE 6

# Customer Experience & Marketing

### OVERVIEW

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 includes use cases and case study examples.

### COURSE LESSONS

#### **6.1 Customer Experience**

How digital enables new focus on improvement customer experience

#### **6.2 Direct Digital Marketing**

The latest trends on direct marketing

#### **6.3 Data-led Marketing**

Data at the heart of modern marketing

#### **6.4 MarTech**

How technology is changing the shape of marketing

#### **6.5 The Power of Content**

The importance of content to engage and raise awareness with customers

#### **6.6 Omni Sales & Service**

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

#### **6.7 Customer Life Time Value & Customer Advocacy**

Taking a new look a building long term relationships with customers

#### **6.8 Out-of-industry Examples**

What we can learn from out of industry use cases



## COURSE 7

# Strategy & Transformation

### OVERVIEW

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.

### COURSE LESSONS

#### **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

# Further links and information

CDI Homepage

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

CDI One Pager

<https://www.the-digital-insurer.com/tdi-academy/cdi-one-pager/>

Participant Testimonials

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

L&D Insights Blog

<https://www.the-digital-insurer.com/ld-insights/>

TDI Academy Admissions Page

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



For more information on our Programmes:

[www.iieacourses.com](http://www.iieacourses.com)

[TDI Academy Brochure](#)

For further enquiries, please contact Elijah Mogere

Elijah Mogere

Insurance Institute of East Africa  
TRAINING CONSULTANT

[Elijah.mogere@iiea.co.ke](mailto:Elijah.mogere@iiea.co.ke)

