

Robin Speculand Returns with His Full-Day Masterclass!

# World's Best Bank:

*DBS's Revolutionary Digital Transformation Journey*



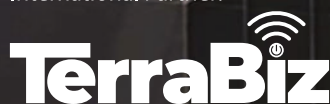
**Mon, 26 February, 2024**  
Dusit Thani Hotel, Dubai



**9:00 am to 4:00 pm**



International Partner:



# World's Best Bank:

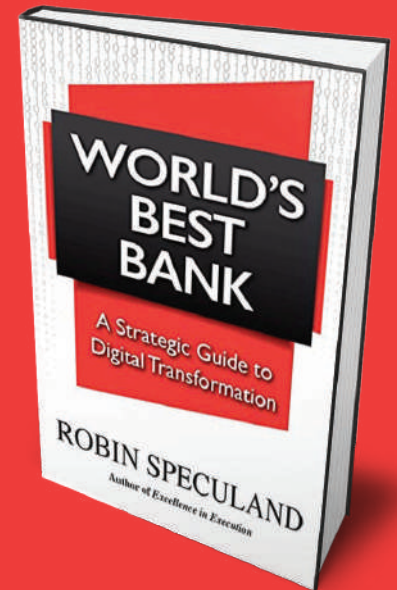
DBS's Revolutionary Digital Transformation Journey

## What lessons can you learn from DBS Bank's phenomenal digital transformation that also resulted in revolutionizing the banking industry?

Within this one-day seminar, discover how DBS transformed to being digitally driven by adopting three strategic principles to "Make Banking Joyful" for its customers. Also, discover the creative way it overcame the most common digital transformation challenges that any organization faces.

Under the stewardship of Piyush Gupta, Group CEO, DBS won the World's Best Bank award five years in a row and became the first bank in the world to win the top three most prestigious banking awards within a 12-month period—the equivalent of a movie winning the top three Oscars!

This absorbing, informative, and enlightening seminar explains in depth how DBS digitally transformed. Facilitator Robin Speculand was given two years of exclusive access to the C-Suite and has literally "written the book" on DBS—*World's Best Bank: A Strategic Guide to Digital Transformation*—as well as the Harvard-listed case study. The seminar shares keen insights, best practices, provocative questions, and relevant anecdotes that you can apply to your own organization's digital transformation.



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*“Many leaders around the world are working through the challenge of how to digitally transform their organization. In Robin’s new book, he shares how DBS completely transformed every part of the organization and shows how all the different moving parts required for digitalization come together. I recommend reading this book for any leader involved in digital transformation to not only avoid common mistakes but also adopt best practices.”*



— **Rita McGrath**

Thinkers 50; Associate Professor, Columbia Business School; Best-Selling Author of *Seeing Around Corners*

## Benefits to You:

- Learn how to adopt best practices to transform your technology architecture, customer experience, and organization culture.
- Discover how every part of an organization transformed under a singular digital ambition.
- Acquire the secrets for success where fewer than one in three organizations succeed.
- Hear hard-won insights, proven practices, provocative questions, and relevant anecdotes.
- Watch exclusive videos from Piyush Gupta, Group CEO.

## Seminar Objectives:

- Understand the digital transformation challenge.
- Discover how DBS prepared for their digital transformation.
- Understand what it takes to measure digital transformation.
- Learn how DBS transformed its technology architecture.
- Hear how DBS became customer-obsessed by leveraging customer journeys and data.
- Understand how to create a start-up culture using DBS's "ABCDE" approach.

## DBS Catalyst to Adopting Digital

In 2014, DBS Bank launched Making Banking Joyful. In their group meeting that year, leaders had discussed how nobody wakes up in the morning wanting to do banking. An opportunity was born! By leveraging technology, DBS could make banking invisible to its customers.

The strategy was called the Digital Wave. Leadership identified that new technologies provided the opportunity to make banking invisible, allowing the bank to take the pain out of banking and, thus, make it joyful for customers.

**The focus of the seminar is explaining how to digitally transform every part of an organization and sharing the most important key lessons for your organization.**

The seminar addresses how DBS implemented the Digital Wave with three strategic principles:



**Become digital to the core**



**Embed ourselves in the customer journey**



**Create a 36,000 people start-up**

**This seminar is for leaders who want to discover in depth how and why DBS Bank is so successful and shares exclusive video from Piyush Gupta, DBS's CEO. The seminar also provides a strategic guide for leaders to digitally transform their own organization.**

## Complimentary Resources Provided for Seminar Participants



### Complimentary Signed Copy of *World's Best Bank: A Strategic Guide to Digital Transformation*

This number-one best-selling book, now translated into four languages, explains in depth how DBS transformed from a traditional to a digitally driven bank. In this inspiring journey, you discover the secrets behind DBS's success.

### Complimentary 40 Digital Best Practices Benchmark — valued at US\$370

This 40 Digital Best Practices Benchmark allows participants to assess their organization against the key building blocks of digital transformation. It also helps them accelerate their business's transformation and determine what is required for a successful digital implementation.



## Seminar Outline – Morning

**Module One:**  
**The Digital Transformation Challenge**

Two-thirds of all digital transformations fail. Discover the pitfalls leaders need to be aware of and avoid, as well as tips for success. Also, discover how the DBS leadership team prepared itself to identify and overcome its own digital transformation challenges.

This module tests your understanding of digital transformation and shares the top three reasons it fails globally.

**Module Two:**  
**The Digital Wave**

DBS's board and leadership team, in conjunction, identified that the bank needed to change or it could possibly die. Leadership stated the goal of being a tech company that provides banking services. Today many organizations have made this statement, but in 2014, this was a bold and aggressive vision, especially considering there was no digitally driven bank to benchmark against, and much of the technology was still emerging.

This module details the specific areas of the bank's digital transformation, including how it:

- Created a digital purpose to align the whole organization
- Transformed its technology architecture
- Developed a "data first" culture
- Eliminated silos
- Adopted customer journeys to become customer-obsessed
- Adopted algorithms to predict when an employee was going to leave
- Became the first bank worldwide to capture the value of digital customers on its P&L
- Created a learning organization
- Adopted agile across the whole organization
- Launched ecosystems to create better customer experiences

## Seminar Outline – Afternoon

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**Module Three:**  
**40 Digital Best Practices Benchmark**

This 40 Digital Best Practices Benchmark assessment allows you to assess your organization against the key building blocks of digital transformation. It also assists you to accelerate your transformation and learn what it takes to successfully implement digital.

Also included is the best practices collected during the research in writing both the Harvard case study and the *World's Best Bank* book.

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**Module Four:**  
**DBS WOW & Today**

DBS continues to revolutionize the banking industry and innovate new ways of working.

In this module, discover specifically how the bank overcame challenges that trip up many other organizations, an update of what the bank is doing today, and what they are focused on for the next three years.

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**Module Five:**  
**Digital Transformation Action Plan**

Every implementation is different. The seminar's final module creates the opportunity to apply key learnings to your organization while providing time to reflect on the specific results you want to create. You will have an opportunity to reflect on the day's learning and discuss what needs to be adopted into your organization.

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# World's Best Bank:

DBS's Revolutionary Digital Transformation Journey



*"World's Best Bank skillfully narrates the transformation of DBS from a local bank to becoming the world's very best. With an enjoyable page -turning style, this book takes you on a journey of hard-won insights and proven best practices to transform your organization from traditional to digitally driven. If you are—or want to become—a leader in digital transformation, you can clear the hurdles and avoid the pitfalls by applying Robin Speculand's real-world experience and advice."*



— **Ron Kaufman**

*NY Times* Best-Selling Author and Global Customer Service Thought Leader

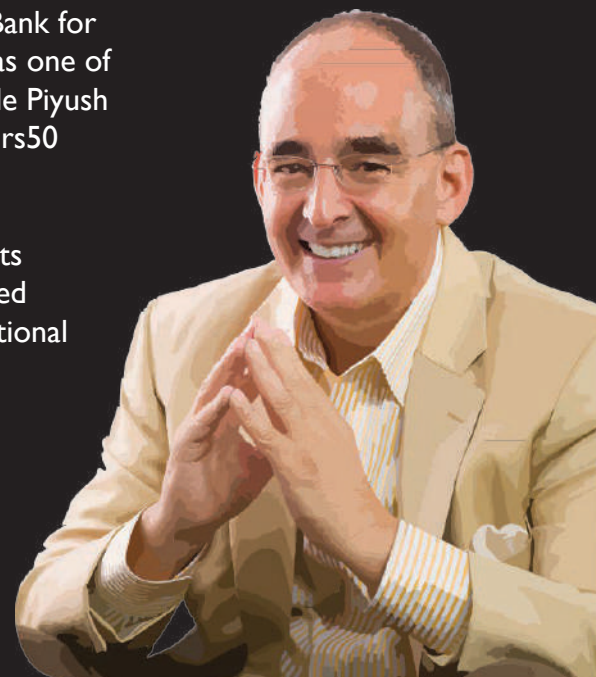
## The Subject Expert

**Robin Speculand** is the CEO of Bridges Consultancy Int and a Co-founder of the Strategy Implementation Institute. Widely recognized as a pioneer in strategy and digital implementation, he inspires global leaders to adopt new mindsets and approaches. With six bestselling books, including "World's Best Bank: A Strategic Guide to Digital Transformation" and "Strategy Implementation Playbook: A Step-By-Step Guide," Robin's expertise is highly regarded.

Robin gained exclusive access to DBS Bank, named the World's Best Bank for three consecutive years and recognized by Harvard Business Review as one of the top ten most transformative organizations of the decade. Alongside Piyush Gupta and DBS Bank, Robin Speculand was nominated for the Thinkers50 Award for organizational transformation.

His groundbreaking work has been featured in renowned media outlets such as BBC World and Forbes. Robin is a TEDx speaker and esteemed educator at Duke CE, IMD, Singapore Management University, and National University of Singapore. He is an award-winning case writer and a GlobalScot appointed by the First Minister of Scotland.

Outside of work, Robin competes in ironman events worldwide and calls Singapore his home.

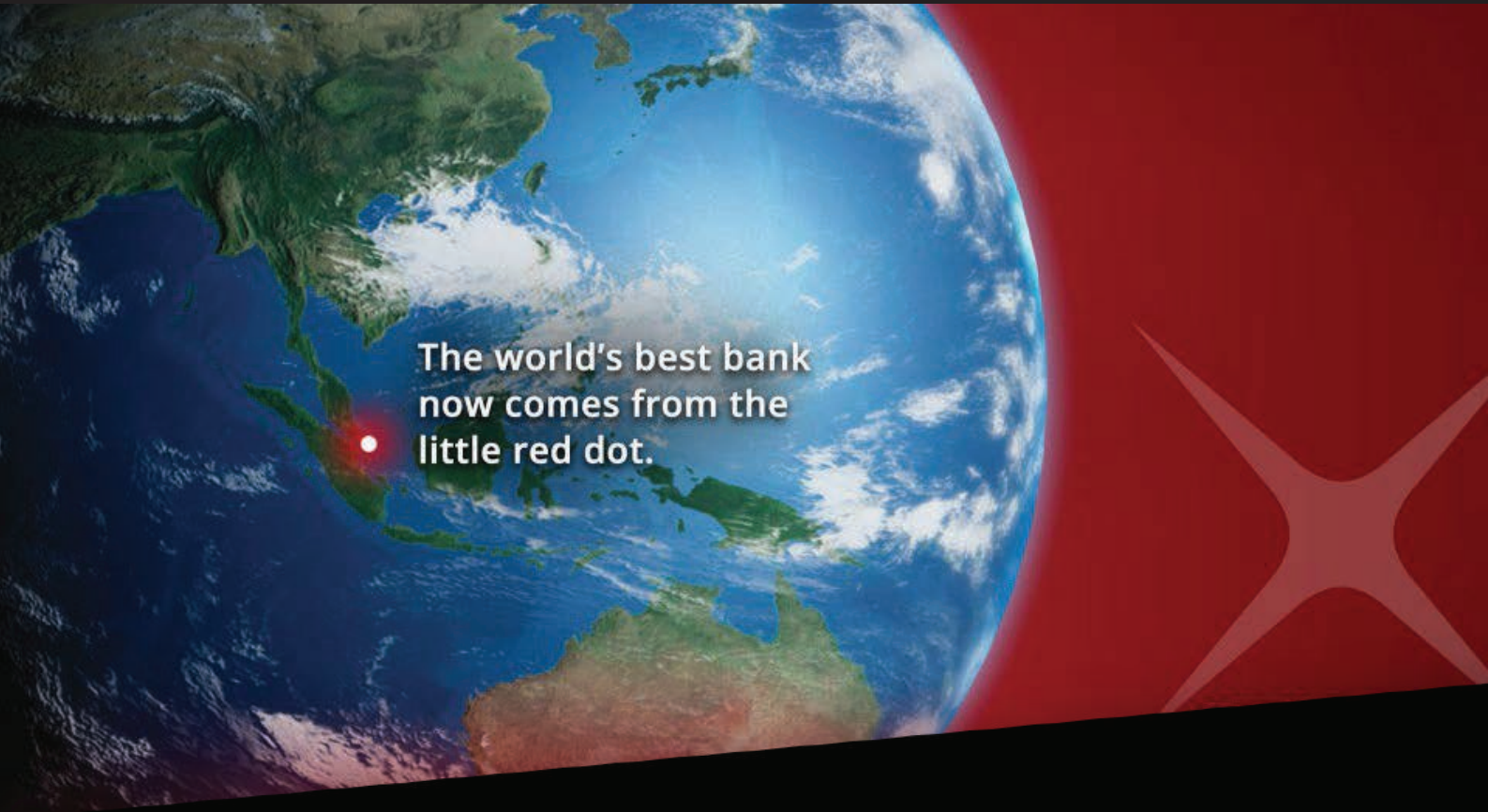




## Appreciation for Robin Speculand's Dubai Training - 4 September 2023

1. The session was very informative and engaging. Senior leaders from banks, insurance companies, financial markets, and almost any service organization can benefit from this masterclass.
2. Amazing Energy: Pulled us out of our daily routine very effectively and compelled us to change our mindset for the better.
3. Fully knowledgeable about digital transformation: Very well-equipped and truly interactive.
4. Robin Speculand is a gamechanger and an inspirational leader. This program should be conducted in every bank. It is excellent.
5. Training content is very helpful and supportive: Overall good.





The world's best bank  
now comes from the  
little red dot.

## Who Benefits From This Course:

Personnel from key functional areas such as:

- Board, Executives and Mid-Management of Banks & Leaders of Key Functional Areas and Strategy
- IT, Digital Transition and Innovation.
- Retail Banking
- Mobile Banking
- Wealth Management
- Digital Channels
- Microfinance
- Product Development
- Marketing
- Risk Management
- Treasury
- Legal and Compliance
- Payments, Lending, Savings
- Human Resources
- Market Research

## REGISTRATION DETAILS

 **\*Early Bird Special: US \$500 +VAT** (Per Participant)  
(Register and pay before/by Thursday, January 25, 2023)

 <b>Standard Fee</b> <b>US \$700 +VAT</b> (per participant)	 <b>*Team of 3</b> <b>US \$1890 +VAT</b> (You Save \$210)	 <b>*Team of 5</b> <b>US \$2975 +VAT</b> (You Save \$525)	 <b>*Team of 10</b> <b>US \$5600 +VAT</b> (You Save \$1400)
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(\*Early bird and group discounts are mutually exclusive)

**SIMFOTIX Cancellation Policy:** For cancellations made in the 7 working days to the workshop, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at anytime.

### Course investment includes...

- A complimentary signed copy of Robin's book "World's Best Bank", for the first 50 registrations.
- A Harvard-listed case study on DBS's digital transformation worth USD 370
- A SIMFOTIX Certificate signed by Robin
- A free 20-minute consultation with Robin after the event for groups larger than 10
- Courseware, Lunch, Refreshments and Business Networking.

For registration(s), send us your **Name, Designation, organization, Mobile Number, E-Mail and Postal Address** to [register@simfotix.com](mailto:register@simfotix.com)

For further information please contact



**Qazi Waqas Ahmed**  
CEO - SIMFOTIX


Direct: +971 4 2200 310  
Mobile: +971 (0) 56 3090 819  
Email: [waqas@simfotix.com](mailto:waqas@simfotix.com)



**Hiba Haneena**

Training Consultant - SIMFOTIX

Direct: +971 4 2200 310  
Mobile: +971 (0) 56 106 5106  
Email: [hiba@simfotix.com](mailto:hiba@simfotix.com)

 To bring **Robin** for a customized in-house workshop for your organization, please email **Qazi Waqas Ahmed** to [waqas@simfotix.com](mailto:waqas@simfotix.com)