

# DIGITAL TRANSFORMATION SERIES

LIVE WEBINARS AVAILABLE ON  
20 & 21 APRIL 2020

Offering 4 Webinars to choose from:

- Digital Transformation and Disruptors
- Digital Transformation and Disruptors in the Capital Market
- The Future of Marketing
- New Era Organisation



**DALBIR SINGH**  
Regional Lead Smart Cities ASEAN  
at Cisco



**Learning Hours:**  
1.5 hours Per Webinar



**Fees:**  
MYR 350 Per Webinar  
(fee is not inclusive of 6% SST)



**CPE Points Earned:**  
5 CPE Points Per Webinar

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## ICF COMPETENCY LEVEL

- Functional (Technical Skills) Digital Technology Application (Level 3)
- Foundational (Regulatory) Capital Market Institutions (Level 3)
- Foundational (Product Knowledge) - Capital Market Environment (Level 3)

## WHO SHOULD REGISTER?

### Individuals

Capital Market practitioners interested in digital technology topics.

### Companies

Investment banks, fund management companies, stockbroking firms, futures broking companies.

## SPEAKER

### Dalbir Singh

Dalbir is an Entrepreneurial Technologist with years of proven strength in consultancy, strategy, innovation and technology for digital transformation in various verticals such as Government, Real Estate, Education, BFSI and Service Provider. Dalbir started off with a strong engineering background in Network and Security and with his continuous drive for growth and excellence, he evolved into being a trusted advisor to many organizations when it comes to digital transformation. His unique gift in understanding both business and technology and bridging the gap between the two has benefited many. Dalbir is also often called to speak in conferences and to conduct trainings on Digital Transformation, Smart Cities, Big Data, Cyber Security and Leadership.

## WHAT WILL YOU LEARN?

### Digital Transformation and Disruptors

#### Outline

- Paradigm shifts towards digital transformation
- Digitisation vs Digitalisation
- IT transformation vs Digital transformation
- Consumers perspective
- Digital disruption vortex
- Strategic technology trends

#### Objectives

Upon completion of this programme, participants will be able to:

- Acquire a concrete view of the key strategic drivers of digital disruption in your industry
- Describe how to adapt and learn new ways to work in line with digitalisation and digital transformation
- Identify where digitisation has the biggest impact in your organisation
- Discuss how to develop a digital transformation strategy

**Recommended Learning Hours: 1.5 hours / 5 CPE points**  
(Pre & Post Assessments)

### Digital Transformation and Disruptors in the Capital Market

#### Outline

- Key drivers behind digital transformation in capital market
- Trends in capital market
- Technology design principles
- Building blocks of digital transformation in capital market
- Innovation use cases mapped to technology trends
- Digital transformation framework
- Key considerations
- Innovation adoption framework and operating models

#### Objectives

Upon completion of this programme, participants will be able to:

- Identify various technologies used in the capital market industry
- Explain latest potential impact of digitisation in the capital market industry
- Discuss different business application usages/applications in various capital market activities
- Analyse the impact of digitisation and technology in business applications

**Recommended Learning Hours: 1.5 hours / 5 CPE points**  
(Pre & Post Assessments)

### Digital Transformation: The Future of Marketing

#### Outline

- Digitally transforming marketing strategies
- Sentiment analytics
- Customer 360
- Customer segmentation
- Next best offer
- Channel journey

#### Objectives

Upon completion of this programme, participants will be able to:

- Discover how to think strategically about digitalisation in your organisation
- Map out the scope of digital transformation needed in your business
- Discuss which elements of change need more focus, for example, people, systems or processes
- Discuss how to select the right strategies in executing digital transformation in your organisation

**Recommended Learning Hours: 1.5 hours / 5 CPE points**  
(Pre & Post Assessments)

### Digital Transformation: New Era Organisation

#### Outline

- Digital transformation in human resources
- Key digital imperatives
- Defining digital
- Digital-fit operating model
- How to measure your digital readiness
- Delivering the digital transformation
- Change management

#### Objectives

Upon completion of this programme, participants will be able to:

- Analyse the organisational and team capabilities needed to support digital-ready business
- Explain how digital technology can disrupt your industry by transforming the industry value chain, patterns of demand and competitive pressures
- Discuss how to leverage digital applications to develop compelling value propositions that allow you to turn disruption from a threat to an opportunity
- Discuss how to execute the digital transformation strategies
- Describe how to align key activities across your organisation with new value propositions in balancing strategic agility for a digital world
- Analyse the importance of managing change in an innovative world

**Recommended Learning Hours: 1.5 hours / 5 CPE points**  
(Pre & Post Assessments)

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