



LIMRA



THE
DIGITAL INSURER

BLENDED LEARNING FOR THE INSURANCE
INDUSTRY IN A DIGITAL WORLD

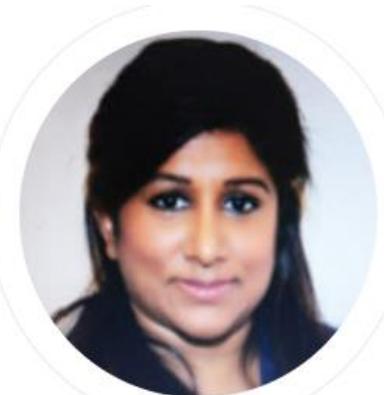
27TH AUGUST, 2020

Disclaimer



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Today's Panellists



Moderator:
Kartik Sakthivel
Chief Information Officer
LIMRA, LOMA, and LL
Global

Shalini Pavithran
CEO
The Malaysian
Insurance Institute
(MII)

Sara Roberts
Founder and Principal
Consultant
Kettlewell Consulting

Hugh Terry
Founder
The Digital Insurer

How to participate

► How to participate:

If you have a **question** please type into the **Q&A** area

If you have a **comment** please type into the **chat** area

► Session format:

The moderator will use a combination of their own questions and those from the audience

► Polls:

Please respond to the pop-up polls throughout

Discussion Agenda



| | |
|--|------------|
| Opening remarks from Kartik Sakthivel @ LIMRA | 5 minutes |
| Perspectives from Shalini Pavithran @ MII | 5 minutes |
| Perspectives from Sara Roberts @ Kettlewell Consulting | 5 minutes |
| Perspectives from Hugh Terry @ TDI | 5 minutes |
| Panel discussion | 30 minutes |
| LIMRA & TDI updates and wrap up | 10 minutes |

60
Minutes

Opening Remarks

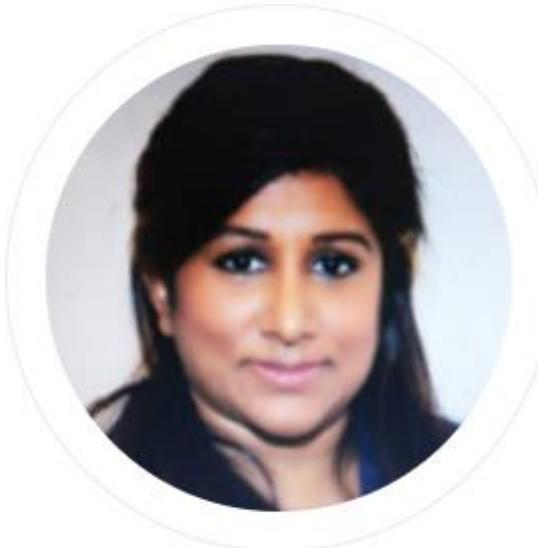


Kartik Sakthivel
Chief Information Officer
LIMRA, LOMA, and LL Global

Is your organization currently using blended learning for the creation and/or delivery of educational content?

Response options:

- a) Yes
- b) No
- c) Unsure



Shalini Pavithran
CEO

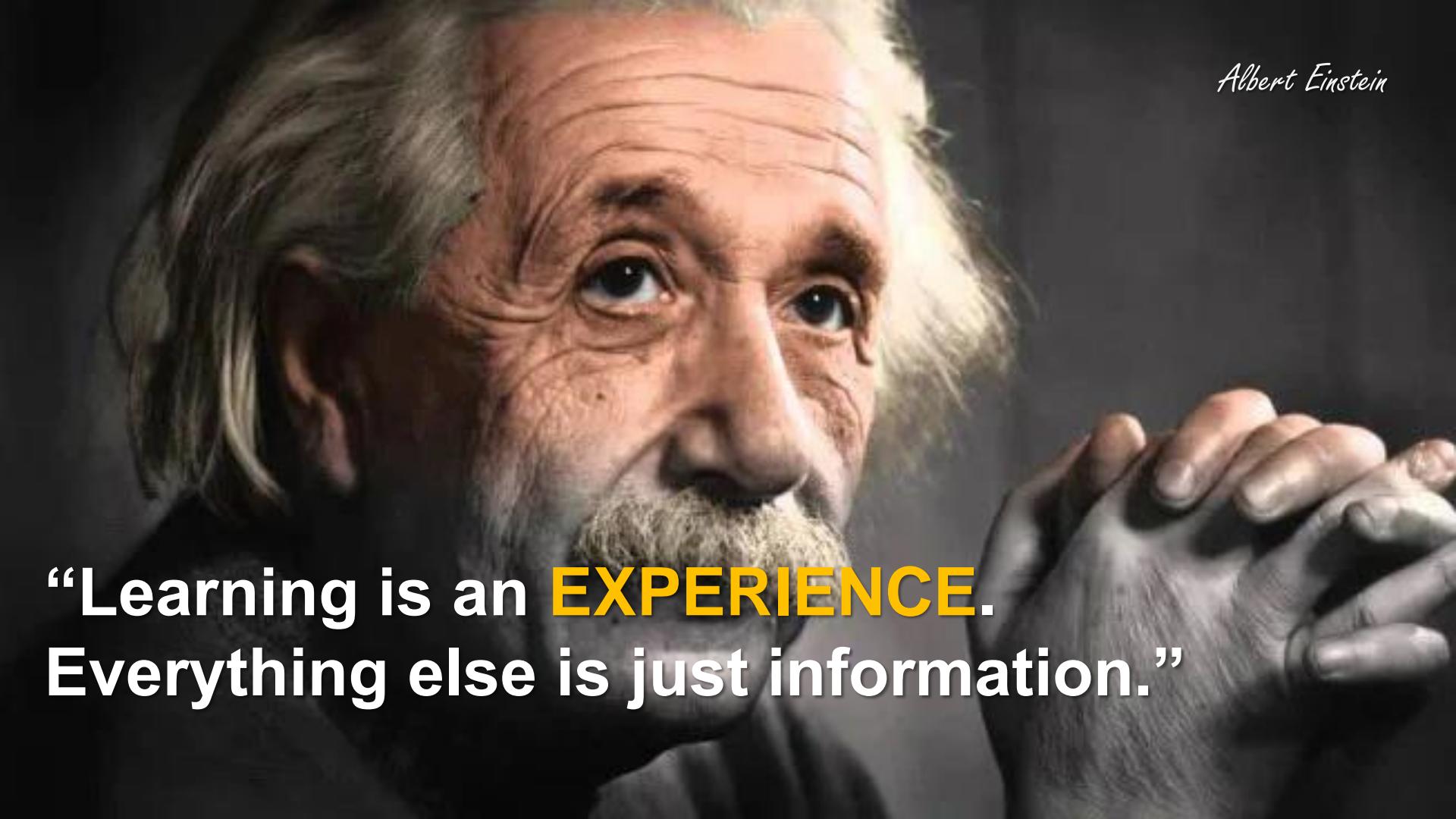
The Malaysian Insurance Institute (MII)



THE MALAYSIAN
INSURANCE INSTITUTE

Transforming Learning & Development
To Build Future Ready Organizations
and Workforce



A close-up, black and white photograph of Albert Einstein's face. He has his characteristic wild, grey hair and a full, bushy beard. His eyes are looking slightly upwards and to the right. His right hand is resting against his chin, with his fingers partially hidden in his hair. The lighting is dramatic, with strong highlights on his forehead and nose.

Albert Einstein

“Learning is an **EXPERIENCE**.
Everything else is just information.”

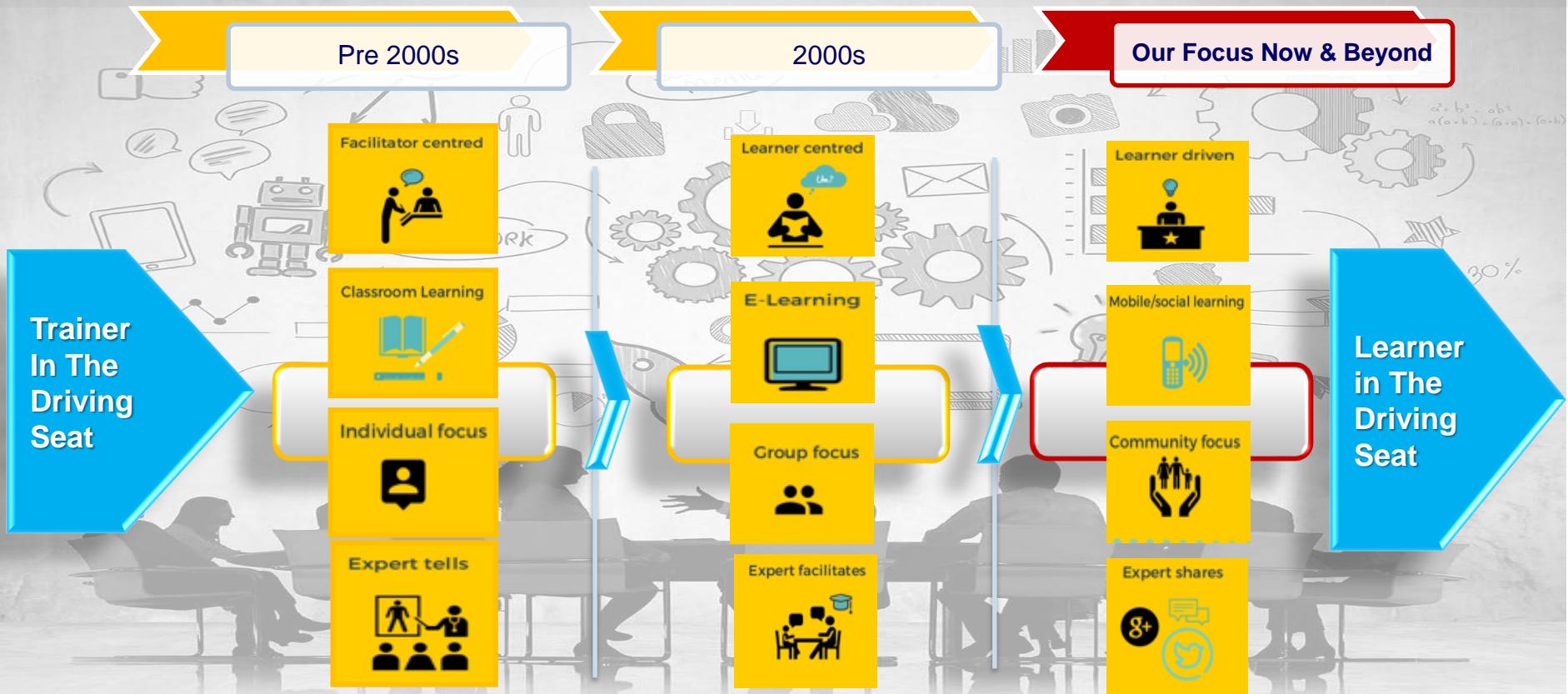
The Goal

Single Option

Multi Options

It's All About The
Learner & The Learning Experience

Transforming The Learning Experience

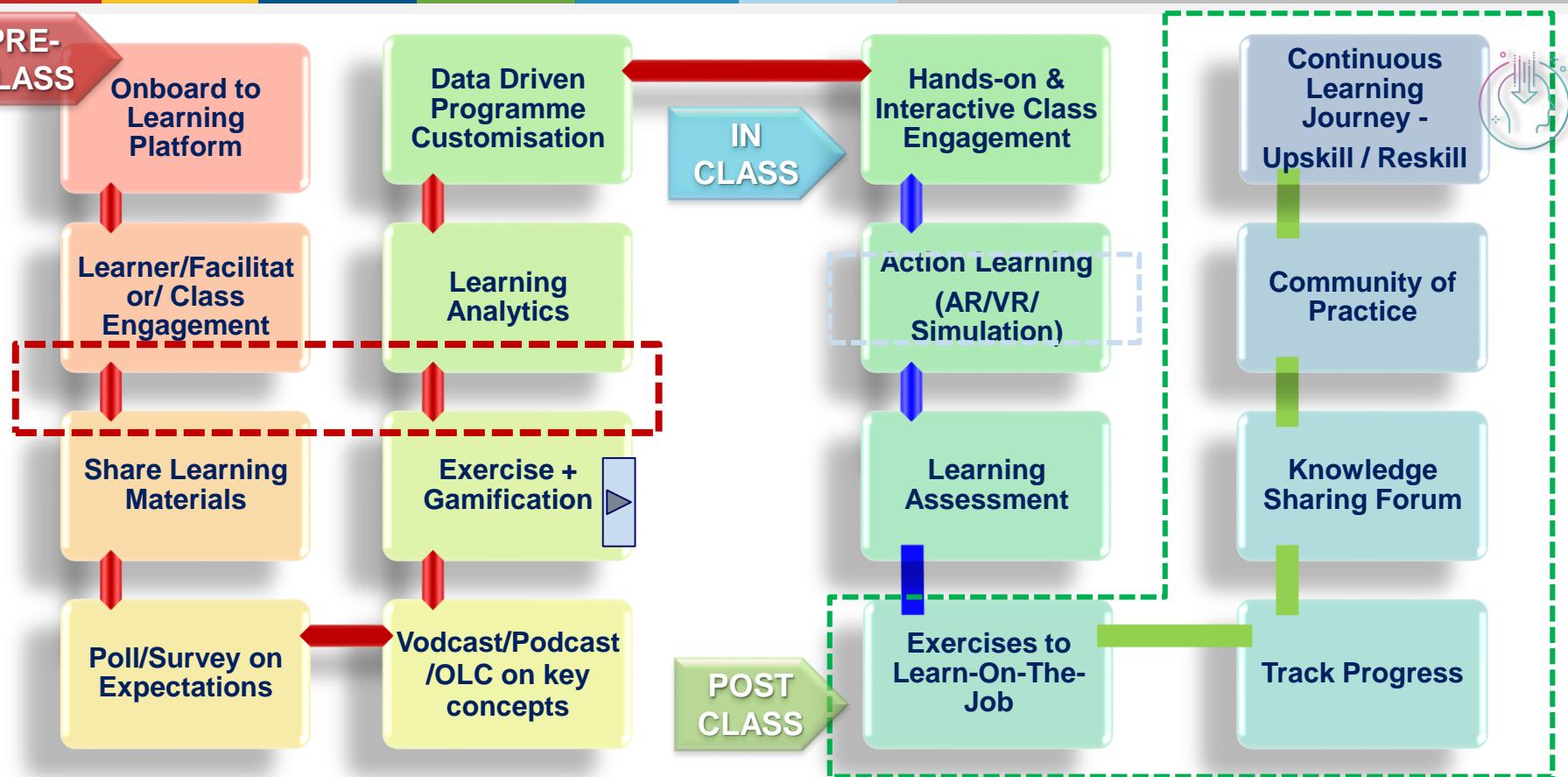


Managing Change By Design

- Attention / Distractions
- Engagement / Coordination
- Resources
- Battling Inertia
- Distribution
- Definitions of Success

- Get Creative!
- Manage The Journey
- Working In Synergy
- Get Buy-In & Use Influencers
- Being Flexible
- Quantitative & Qualitative

How We Envision The Learning Experience And Journey To Be



New Skills For The New World



Thank You

The only skill that will be important in the 21st century is the skill of learning new skills. Everything else will become obsolete over time.

— Peter Drucker —



Sara Roberts
Founder and Principal Consultant
Kettlewell Consulting

Your mission should you choose to accept it...



The Burning Platform

Business Driver:
Sustainable
Growth.

Underpinned by:
Digital
Transformation

The Ask

...change the
wings whilst flying
the plane!

Create the
Ultimate Learning
Blend...

The Outcomes

Digitally driven:
learner centric
culture

*“My Career”
Workforce of the
Future*



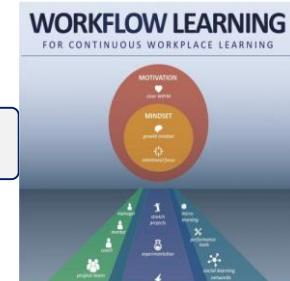
"My Career" Workforce of the Future - Timeline



Q1 2017



2019...



e-Learning Infographics

Campaigns & Competitions: FinTech, Workforce of the Future, Digital Discovery

Communication & Branding: Career Stories, Videos, Celebrating Successes



The Ultimate Learning Blend...

Key Outcomes



**Learner Centric
Culture**



Accelerated DQ



Hidden Benefits!

Key Insights



Learning Culture, In the Flow of Work



Relevant, Personalized



Easy Access



Collaboration & Engagement



Hugh Terry
Founder
The Digital Insurer

Chronic under-investment in addressing skills gaps has been the norm

Figure 4. A minority of organizations allow employees to be part of digital initiatives



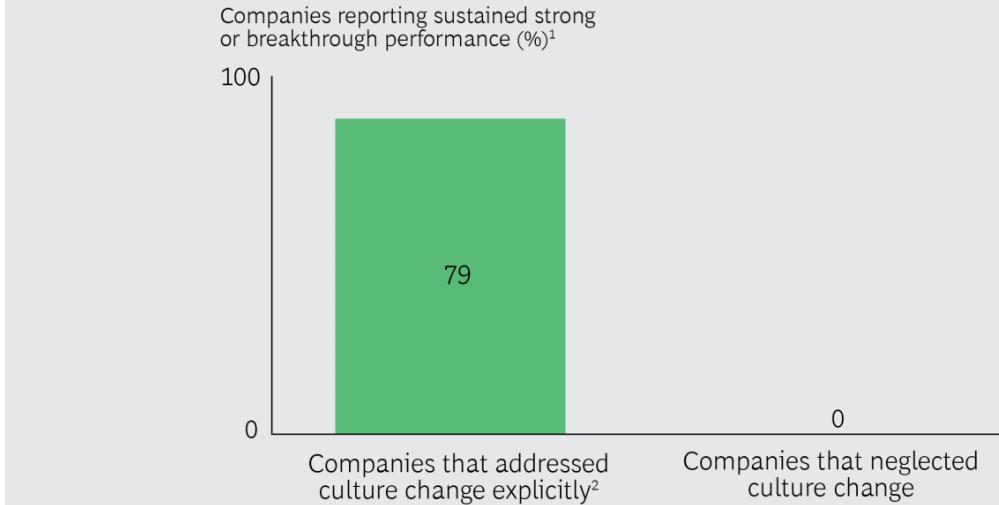
Figure 6. Organizations are not actively working toward narrowing the digital talent gap



Source: [Cap Gemini Digital Transformation Review 12th Edition](#)

There is compelling evidence that focusing on culture is the key to success

EXHIBIT 1 | It Pays to Focus on Culture During a Digital Transformation



Source: BCG analysis.

Note: Roughly 40 recent digital transformations were assessed.

¹We defined “sustained” as continuing for at least three years.

²Companies that focused on changing their culture identified desired employee behaviors and created systems and incentives to reinforce them.



Modern design principles for virtual L&D



CONVENIENT
Anytime. Anywhere.

ACTIVE
Blended. Challenging.

UP-TO-DATE
Dynamic & Diverse experts.

CONTINUOUS
Accreditation. Personal.

CUSTOMISABLE
Personal. Corporate.

COLLABORATIVE
Communities. Partners.

INTEGRATED
Knowledge platform for lifelong learning

O2O
Coaches. Clinics.

FOCUSED
Micro-Chunking. Stories & case studies

SCALABLE
Numbers. Markets.

ROI
Individual. Corporate.

ASPIRATIONAL
Cert. Badging.

FUN!
Differentiated. Experiential.

Panel Discussion



Moderator:
Kartik Sakthivel
Chief Information Officer
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Kettlewell Consulting



Hugh Terry
Founder
The Digital Insurer

What is your biggest challenge when it comes to creating or improving your blended learning strategy?

- a) Lack of time/resources to develop and implement the program
- b) Lack of budget
- c) Management resistance or negative mindset
- d) Facilities or training locations are inappropriate for blended learning
- e) Lack of expertise to develop the program
- f) Lack of learner interest
- g) Other

**Have you tried to measure the effectiveness of your
Blended Learning initiatives?**

- a) Yes
- b) No
- c) Unsure



Kartik Sakthivel
Chief Information Officer
LIMRA, LOMA, and LL Global

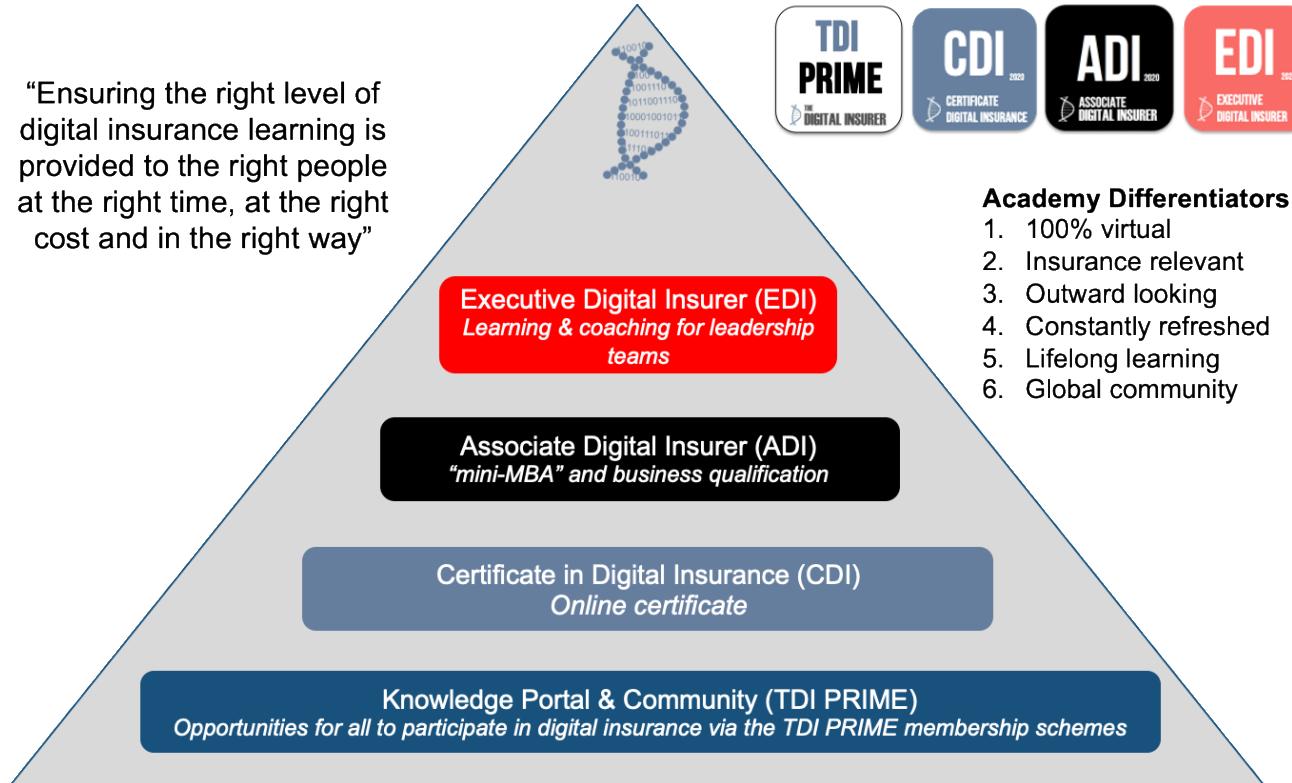
TDI Updates

About the TDI Academy



www.the-digital-insurer.com/tdi-academy/

“Ensuring the right level of digital insurance learning is provided to the right people at the right time, at the right cost and in the right way”



Academy Differentiators

1. 100% virtual
2. Insurance relevant
3. Outward looking
4. Constantly refreshed
5. Lifelong learning
6. Global community

Common Core Curriculum



1 OUR CHANGING WORLD

- 1.1 The 4th Industrial Revolution
- 1.2 Our connected world
- 1.3 The power of Social
- 1.4 Changing consumer behaviour
- 1.5 More change coming
- 1.6 Why data is King
- 1.7 Cloud crushes costs
- 1.8 Insurance Re-Booted

2 TECH ENABLERS

- 2.1 SMAC as a baseline
- 2.2 AI, Machine Learning & RPA
- 2.3 Blockchain
- 2.4 IoT
- 2.5 Chat & Voice
- 2.6 Immersive Technologies
- 2.7 APIs & Microservices
- 2.8 Tech Architecture best practices

3 DATA & ANALYTICS

- 3.1 The Power of Data
- 3.2 Python basics
- 3.3 Python intermediate
- 3.4 Data visualization & example tools
- 3.5 Machine learning (+ a little bit of deep learning)
- 3.6 D&A use cases in P&C
- 3.7 D&A use cases in Life & Health
- 3.8 Predictive Modelling

4 VALUE CHAIN INNOVATIONS

- 4.1 Sales tools for agents
- 4.2 Underwriting – Life & Health
- 4.3 Underwriting – P&C
- 4.4 Product Development
- 4.5 Service & Administration
- 4.6 Claims – Life & Health
- 4.7 Claims – P&C
- 4.8 implementing value chain innovations

5 NEW DIGITAL BUSINESS MODELS

- 5.1 Platforms & Ecosystems
- 5.2 Microinsurance
- 5.3 On-demand
- 5.4 Comparison Sites
- 5.5 Peer-to-Peer & Community
- 5.6 Health & Wellness
- 5.7 Commercial
- 5.8 Building new digital business models

6 MARKETING & CUSTOMER EXPERIENCE

- 6.1 Data-led marketing
- 6.2 Direct digital marketing
- 6.3 digital marketing for advisors (o2O)
- 6.4 Power of content
- 6.5 Omni sales & servicing
- 6.6 Customer lifetime value & customer advocacy
- 6.7 Customer experience
- 6.8 Out-of-industry use cases

7 STRATEGY & TRANSFORMATION

- 7.1 Why Strategy beats execution
- 7.2 Regulations and ethics in a digital world
- 7.3 Transforming the old vs building the new
- 7.4. Partnerships in a digital world
- 7.5 AGILE & LEAN basics
- 7.6 Change Management as a discipline
- 7.7 Cultural change for a digital world - Digital as DNA
- 7.8 How to succeed when most transformations fail

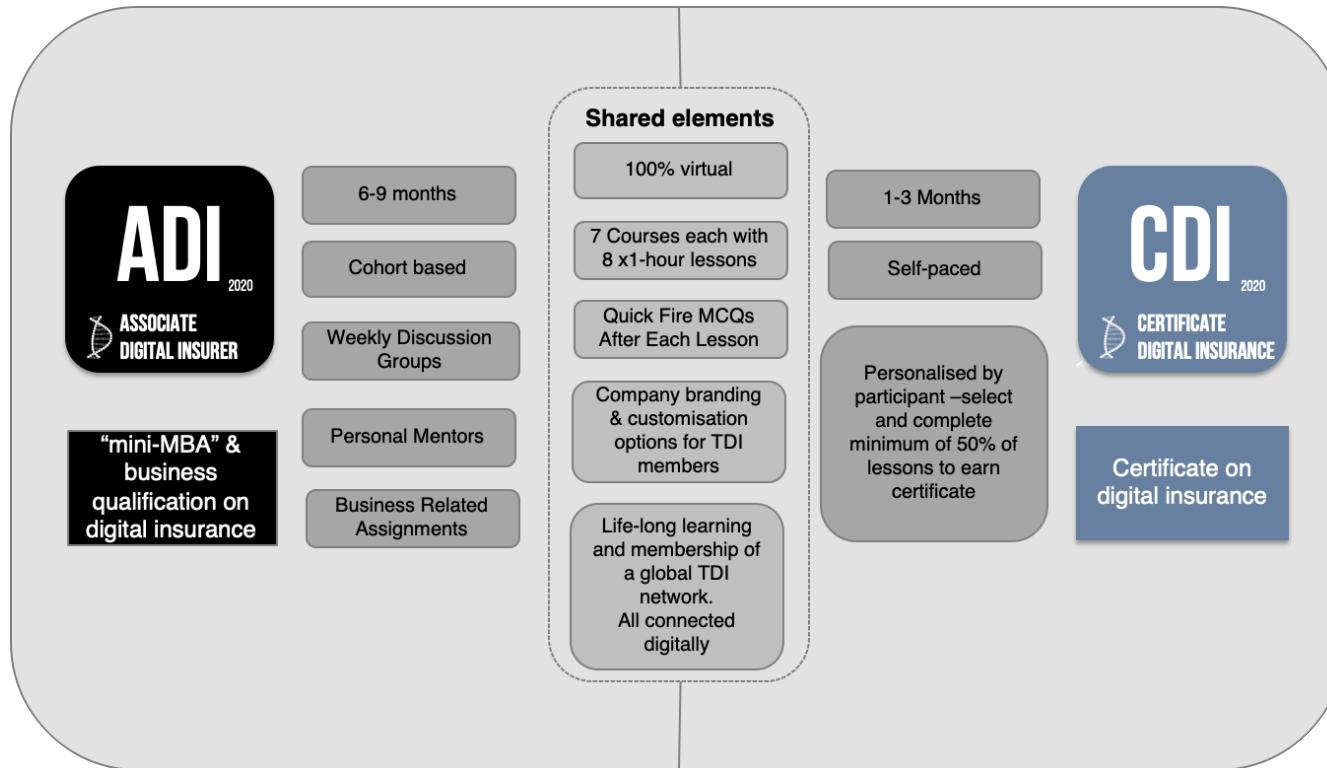
7 x 8 x 1hr lessons

100% Virtual

MCQs for each

Range of Industry Experts

ADI & CDI compared



Participant Feedback

NPS
+49%
Excellent

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

Sponsor Feedback

“I have to say, I’m most impressed. The feedback from our teams is overwhelmingly positive – you took on a mighty task to disrupt something that needs to be disrupted – and delivered. We’ll undoubtedly be putting more team-members through ADI... and are very interested in EDI and CDI too”

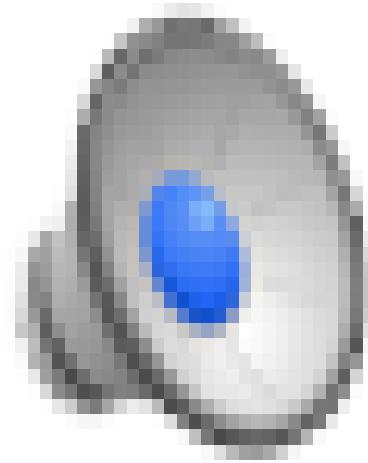
Are you interested in virtual learning & development programs on digital insurance?

Response options:

- a) Yes - for me & my company
- b) Yes - for me
- c) Yes - for my company
- d) No - I think we know enough in this space

TDI INSURTECH DIRECTORY

THE WORLD'S INSURTECH DATABASE



Singapore's Dynamic InsurTech Map

IT'S DYNAMIC - CLICK AWAY!

Q3 2020



Value Chain Innovations



Sales



Risk Assessment



Marketing



InsurTech Supporters



New Digital Business Models

Health & Wellness



Comparison sites



Direct



Hubs



Govt. related



Insights to Solutions

Series 2 coming soon



The promotional graphic features a dark background with a blurred image of a person in a suit. Overlaid on this is the title "THE INSIGHTS TO SOLUTIONS" in large white letters, flanked by horizontal lines. Below it is "SERIES | FALL 2020" and "VIRTUAL EXPERIENCE". At the bottom, three colored boxes represent the series: a blue box for "DIGITAL UNDERWRITING TRANSFORMATION" (October 7th), an orange box for "DIGITAL CLAIMS TRANSFORMATION" (November 4th), and a grey box for "DIGITAL DISTRIBUTION TRANSFORMATION" (December 2nd). Each box contains icons related to its respective topic.

THE INSIGHTS TO SOLUTIONS

SERIES | FALL 2020

VIRTUAL EXPERIENCE

DIGITAL UNDERWRITING TRANSFORMATION
OCTOBER 7TH 2020

DIGITAL CLAIMS TRANSFORMATION
NOVEMBER 4TH 2020

DIGITAL DISTRIBUTION TRANSFORMATION
DECEMBER 2ND 2020

WORLD TOUR



PRESNTED BY:



INSURETECH CONNECT DIGITAL ITC GLOBAL

September 21-23, 2020



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SEPTEMBER 1ST - 18TH, 2020

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Three ways

- At end of webinar using survey
- When you receive the recording link
- To any of the panellists individually

Contact Details



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Kartik Sakthivel @ LIMRA/LOMA

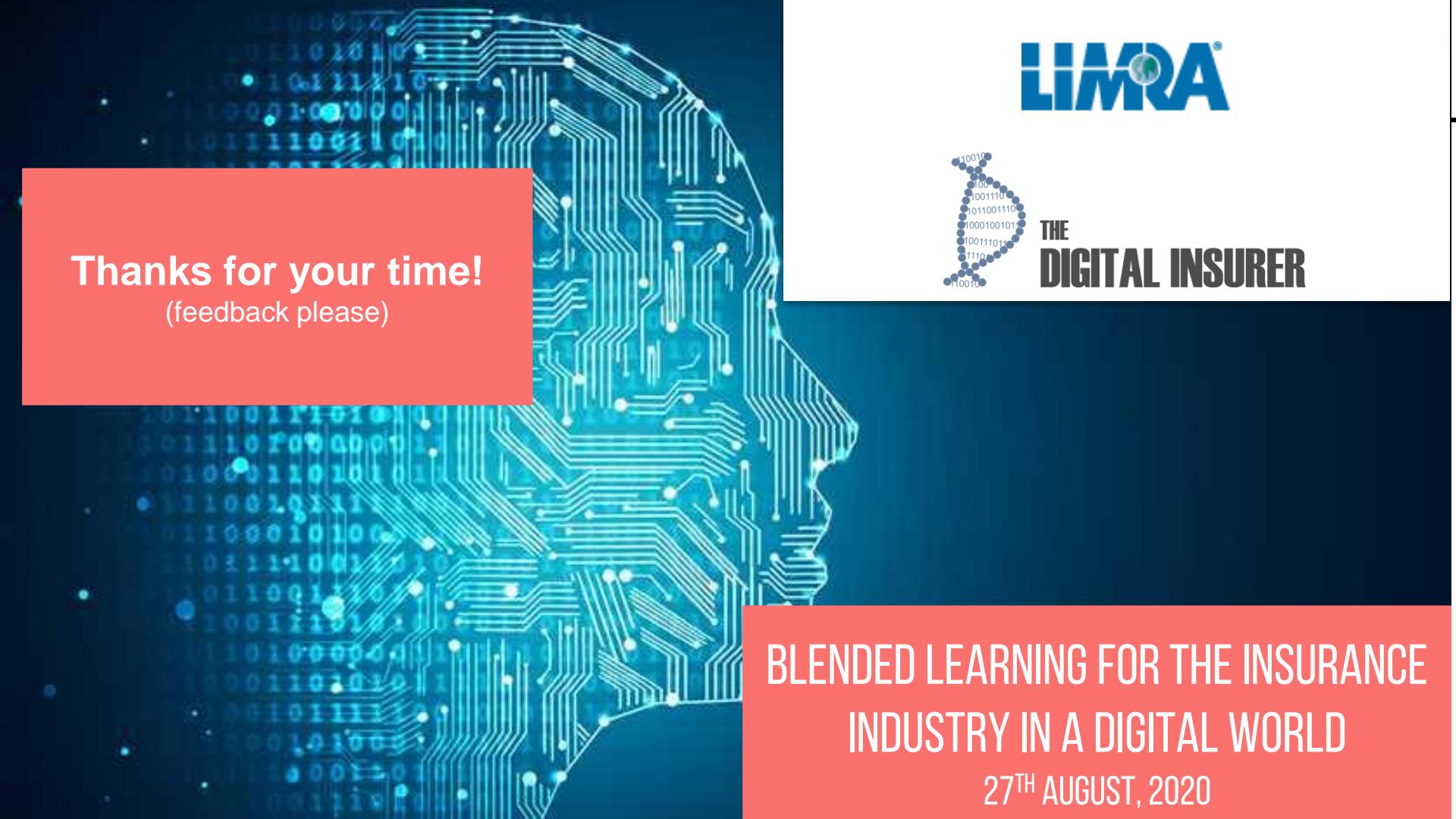
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Thanks for your time!
(feedback please)

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