



HYPER ISLAND

BUSINESS
TRANSFORMATION

ACCELERATE YOUR BUSINESS TRANSFORMATION

**IBF FUNDED | CERTIFIED VIRTUAL PROGRAMMES
& INDIVIDUAL OFFER**

1 JULY 2020

HYPER ISLAND

2020 VIRTUAL LEARNING OFFER



AGILE WAYS OF WORKING

3-4 SEP 2020 | IN COMPANY

IBF STS



DIGITAL MARKETING & GROWTH HACKING

7-8 SEP | 19-20 Nov 2020 | IN COMPANY

IBF STS



HUMAN CENTERED DESIGN

19-20 AUG | 17-18 SEP 2020 | IN COMPANY

IBF STS



DATA-DRIVEN DECISION MAKING

27-28 AUG | 15-16 Oct 2020 | IN COMPANY

IBF STS



EXPERIMENTAL MINDSET

5 OCT | 13 NOV 2020 | IN COMPANY

IBF STS



BUSINESS CANVAS MODELLING

1 Day | Now applying for funding support
IN COMPANY



DIGITAL ACCELERATION MASTERCLASS

1 or 2 Days
IN COMPANY



DEVELOPING TECH PROTOTYPES

1 or 2 Days
IN COMPANY

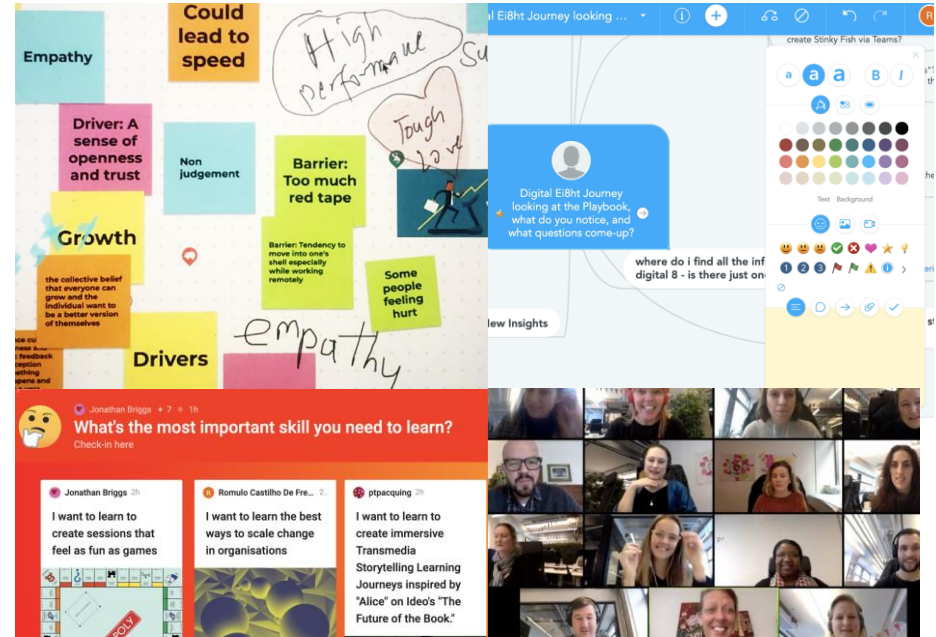


EXPLORING TECHNOLOGY

1 or 2 Days
IN COMPANY

Our virtual programmes are designed to **optimise productivity and collaboration of remote and distributed teams in your organisation.**

In these sessions, individuals will experiment with new tools to collaborate and share virtually. Some of the platforms and tools we use are shown below:



What to Expect

Our virtual sessions are broken up across 1 or 2 days (for IBF funded sessions), allowing you to absorb, reflect and apply your learnings. You will be given a briefing pack beforehand to get you prepped.

We use collaborative tools such as **Padlet, Mural and Mentimeter** as part of our discussion during the course to facilitate you through the learning journey.

**Briefing
pack & pre
work**

Session 1

9:00am-12:30pm

Session 1

9:00am-12:30pm

**IBF post
programme
assessment**

Session 2

2:00pm-5:30pm

Session 2

2:00pm-5:30pm

To deliver the best learning experience for everyone, it is highly encouraged for participants to be fully present for each sessions. Aim to be all set & ready 15 mins before session starts.

DETAILS **IBF STS**

COURSE FEE WITH ENHANCED IBF FUNDING (wef 8 April 2020)



S\$ 107 w/GST (w/95% IBF funding) for Singaporeans & PRs and funding criteria applies for self sponsored participants for 2 day programme.

S\$ 240 w/GST (w/95% IBF funding) for Singaporeans & PRs and funding criteria applies for company sponsored participants for 2 day programme.

Training Allowance Grant (TAG) is also applicable for eligible Singaporeans & PRs who are self-sponsored and company sponsored.

FULL COURSE FEE W/O FUNDING

S\$2,000 w/o GST (S\$ 2,140 w/GST)

Participants can utilise their Skills Futures credit.

FIs and Fintech companies can sponsor their staff to qualify for funding (funding criteria applies).

For further details please see :

<https://www.ibf.org.sg/programmes/Pages/IBF-STS.aspx>



AGILE WAYS OF WORKING

3-4 Sep 2020

HYPER ISLAND

IBF The Institute of
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Singapore

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under the IBF Standards.

AGILE WAYS OF WORKING | 3-4 Sep 2020

\$107 self sponsored | \$240 company sponsored | after applicable funding and GST

Course description

Participants will explore new ways of working, problem solving and running projects that are fit for the digital age. The focus will be on helping them develop an iterative experimental mindset. They will also explore new ways of deriving value from projects using the powerful Business Model Canvas.

Hyper Island Sessions help participants learn transferable skills that can be directly applied to their own workplace and career. We will draw on current and emerging international, local & Asian perspectives and case studies; and help participants consider the legal, social and ethical issues involved.

Learning Outcomes

At the end of this course, participants should be able to:

- Understand the value of Agile and the different methodologies of Agile
- Describe the high level changes necessary to implement Agile ways of working
- Outline iterative, lean or other experimental methodologies
- Select appropriate tools to help implement iterative, lean or other experimental methodologies

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DAY 1:	
Onboarding	Expectations, introductions, team building
Challenge & Giving Requirements	Teams are given the top level challenge - 20 mins to form groups and discuss first ideas Identify problems with this approach
Agile Stimulus	We need a better way Reducing uncertainty User stories Plan, work in sprints Role of Scrum Master
Sprint #1 & Review	Participants are formed in groups and get to know each other. The client brief will be delivered with a business problem for participants to solve over the next 2 days.
Stimulus & Sprint #2	A high intensity workshop that takes participants through the Lean methodology to get them to create their own startup
Retrospective & Check-out	Wrapping up and closing the day

DAY 2:	
Check-in & Group Reflection	Checking into the day and short reflection on yesterday in groups
Understanding User Stories	Prioritize Decide what teams can do Kanban board
Sprint #1 & Review	Building upon the scrum planning session, participants embark on their first sprint to work on the brief
Stimulus & Sprint #2	Reinforce iterative delivery Defining done Team work
Retrospective & Taking This Back To Work	What we did well What are our biggest insights What could we improve in future options
Assignment	Give instructions on end of programme assignment
Close & Check Out	What am I going to do differently ? Wrapping up and closing the day



DATA-DRIVEN DECISION MAKING

27-28 Aug | 15-16 Oct 2020

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DATA DRIVEN DECISION MAKING | 15-16 Oct 2020

\$107 self sponsored | \$240 company sponsored | after applicable funding and GST

Course description

Participants will explore how to use data and analytics to support business decision making. They will be introduced to a wide range of tools and approaches to find, manipulate and visualise data and will apply these to case studies and identify opportunities within their own organisations. The goal of the course is to develop data confidence and a “data detective” mindset.

Hyper Island Sessions are highly interactive and engaging. We let you try things by yourself, work in small group breakout sessions. There will be lots of opportunities to ask questions and engage with the 3 facilitators in the 2 days. They will share many tools so that you will be able to develop data confidence and use back at work.

Learning Outcomes

At the end of this course, participants should be able to:

- Identify multiple sources of data & tools to explore it
- Discuss how data helps solve problems
- Discuss how digital organizations use data to drive their business
- Describe the power of data visualization
- Discuss data privacy issues
- Design simple experiments to guide your own decision making



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DAY 1:	
Onboarding	Expectations, introductions, team building
Developing a Data Mindset	Can you piece together the data clues and solve a mystery? Data visualization might help
Interrogating Data & the Value of Data Visualization	Digging deeper into the data mindset. Which tools can we use to be able to uncover data or do market research quickly?
Exploring Data Driven Companies	How do digital companies find, store and use data technologies to drive their business
Feedback & discussion	Sharing of learning Question & answer session
Retrospective & Check-out	Wrapping up and closing the day

DAY 2:	
Check-in & Group Reflection	Checking into the day and short reflection on yesterday in groups
Exploring Digital Data & Tools	Finding data sources Introduction to APIs
Exploring Analytics & Metrics That Matter	Asking the right questions Mastering the tools Using data to understand the customer
Designing Data Driven Experiments	Developing hypothesis Iterative testing Learning from results Applying back to your own organization
Assignment	Give instructions on end of programme assignment
Close & Check Out	Wrapping up and closing the day



DIGITAL MARKETING & GROWTH HACKING

7-8 Sep | 19-20 Nov 2020

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DIGITAL MARKETING & GROWTH HACKING | 24-25 Aug | 19-20 Nov

\$107 self sponsored | \$240 company sponsored | after applicable funding and GST

Course description

Participants will explore the technologies and practice the techniques driving growth and value in their businesses using social media channels, content, and data. This will give them the confidence to lead their own clients and colleagues through the digital media marketing ecosystem.

Hyper Island Sessions help participants learn transferable skills that can be directly applied to their own workplace and career. We will draw on current and emerging international, local & Asian perspectives and case studies; and help participants consider the legal, social and ethical issues involved.

Learning Outcomes

At the end of this course, participants should be able to:

- Describe digital and data driven marketing strategies, trends and channels
- Discuss the importance of real-time marketing
- Select appropriate digital marketing channels and tactics from a range of tools
- Select from a range of digital approaches to meet specific customer and audience needs
- Discuss approaches to and the importance of storytelling to digital marketing, analytics and other digital projects

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DAY 1:	
Onboarding	Expectations, introductions, team building
Marketing Tech & Channels	Exploring the various channels used in digital marketing by organisations
Owned, Earned & Paid Media	Looking at the difference between each and how they are prioritised across markets. How much is an organisation willing to spend and how much is an organisation keen to earn when it comes to media?
Exploring a Brand's Digital Footprint	We will focus on one brand to use tools to explore their digital footprint to find out where their marketing strengths and weaknesses are
Customer Needs & Customer Journey	Moving away from a brand, we will focus on customer needs and the digital customer journey
Retrospective & Check-out	Wrapping up and closing the day

DAY 2:	
Check-in & Group Reflection	Checking into the day and short reflection on yesterday in groups
How Digital First Companies Grow	We will explore a range of digital-first organisations who have grown and scaled tremendously over a short time. How did they manage such growth?
The Power of Networks in Growth	We will explore a framework that helps organisations utilise the power of networks to grow and move beyond their immediate filter bubbles.
Growing a Brand	Applying learnings to practice, we will look at how it might be possible to grow a brand using new digital tools and tactics
Exploring the Future of Marketing	A look into the future of digital marketing. What might it look like and how might it be different from now?
Assignment	Give instructions on end of programme assignment
Close & Check Out	What am I going to do differently ? Wrapping up and closing the day



HUMAN CENTERED DESIGN

19-20 Aug | 17-18 Sep 2020

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HUMAN CENTERED DESIGN | 2-3 Jul | 17-18 Sep 2020

\$107 self sponsored | \$240 company sponsored | after applicable funding and GST

Course description

Participants will explore the Design Thinking Process and how to put the customer (and their needs) at the heart of innovation and service improvement. The focus will be on helping them develop plans to introduce (or improve) customer centricity within their organisations. They will practice creating a high level prototype for a new or improved product or service.

Hyper Island Sessions help participants learn transferable skills that can be directly applied to their own workplace and career. We will draw on current and emerging international, local & Asian perspectives and case studies; and help participants consider the legal, social and ethical issues involved.

Learning Outcomes

At the end of this course, participants should be able to:

- Get inspired by the concept of design thinking
- Be exposed to the concept of designing for customer needs instead of placing products
- Gain an appreciation of the three lenses of design thinking habits - how to treat problems, ideas and solutions with a human centered lens.

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DAY 1:	
Onboarding	Expectations, introductions, team building
Products vs Needs	A look into Design Thinking and how designing for Human Needs & not Products to improve chances of success
Failed Innovation	An exploration and discussion into innovations that never quite succeeded and why. Were they designing for human needs or were they purely product focused?
Customer Needs (JTBD)	A look into the Jobs To Be Done framework, where you will explore how to uncover real customer needs that can never quite be surfaced in a survey or focus group.
Developing Personas and Job Statements	Using customer needs, how might we transform that into a “job statement” that solves a problem for a persona?
Retrospective & Check-out	Wrapping up and closing the day

DAY 2:	
Check-in & Group Reflection	Checking into the day and short reflection on yesterday
Design Challenge: Reframing	A key aspect of Human-Centred Design is to reframe a problem statement. That will be the first challenge for Day 2
Ideation In Groups	Taking a problem statement and bringing it to a visual form as a group, you will be facilitated through a process using specific tools and methods
Bringing Ideas To Life	Explore how to transform your ideas into something that you could present as an MVP to take it to the next step as a prototype.
Reflection	Reflect on your learnings over the past 2 days and how you might take your learnings back.
Assignment	Give instructions on end of programme assignment
Close & Check Out	What am I going to do differently ? Wrapping up and closing the day



EXPERIMENTAL MINDSET

5 Oct | 13 Nov 2020

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Experimental Mindset | 5 Oct | 13 Nov 2020

\$53.50 self sponsored | \$120 company sponsored | after applicable funding and GST

Course description

In the **Experimental Mindset** 1 day programme, participants will explore what it means to have an experimental mindset in the digital age by exploring new tools, ways of doing, thinking and working. The focus will be on supporting participants to develop key habits and mindsets that are biased towards experimentation.

At the end of the learning programme, we aim to see participants describe the importance of experimentation in a digital world; identify actions and behaviours that help or hinder experimentation; apply prototyping, testing and feedback as a way to learn and iterate solutions further; involve stakeholders, team members in experiments; Select and apply effective tools and techniques that support experimentation.

Learning Outcomes

At the end of this course, participants should be able to:

- Understand experimental mindset and the value of adopting experimental process
- Application of tools in the execution (experience mapping, prototyping, visualising ideas)
- Simulate solutions by creating prototypes
- Share ideas with customers and internal stakeholders through storytelling

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DAY 1 (Indicative Outline):

Onboarding	Expectations, introductions, get to know your teams
Visualize Your Ideas	Constantly answering the question “how” and immediately visualizing ideas and solutions. Activities : How To Make Toast and Experience Mapping
Build. Test. Improve	Trying out <i>NOW</i> and allowing each user to try out your idea, use your solution. Then observe. Simulate your solution and let users respond spontaneously. Activities : Prototyping and Test & Improving
Storytell Your Idea	Getting buy-in. We design for user's needs yet when getting buy in, we need to design our story for listener's needs and buy-in. Activity : Storytell Your Idea
Retrospective & Check-out	Wrapping up and closing the day



DIGITAL ACCELERATION MASTERCCLASS

Training by Demand | In Company

HYPER ISLAND

Masterclass in Digital Acceleration | Training by Demand

Course description

In the **Digital Acceleration masterclass**, you'll cover the key elements of digital transformation: what is digital, how to foster a digital mindset, which technologies are driving disruption, and how leaders can lead in a digitised world.

You will identify and seize new opportunities through interactive sessions with digital experts, hands-on collaborative workshops, and lively discussions with peers. All of it is focused on helping you to apply new knowledge and insights into your daily work.

You will learn how to navigate through a complex business landscape, engage customers and expand your reach.

What you will learn

- Describe technologies and trends that will shape work and home lives
- Identify how digital first companies do things differently
- Discuss the central role of data in driving transformation
- Identify changes you need to make in your own organizations
- Describe the benefits of iterative experimental ways of working
- Discuss how teamwork, culture and ways of working change in a digital world
- Propose small actions you could take to start to transform your own work

Masterclass in Digital Acceleration | Training by Demand

Day 1

Introductions & Onboarding

- Setting expectations and ways of working for the sessions together

Virtual Visit to a Digital First Company

- Challenge your ideas of what companies do and how they create value
- Platform thinking
- Ecosystems, Culture

Exploring Technology

- Work in pairs to explore 2-3 key transformative technologies
 - cloud
 - machine learning
 - data visualization
 - automation
 - sensors and other tools

What Have We Learned ?

- Reflection on the day

Day 2

Check in & Reflection

Customer Centricity

- Putting the customer at the heart of our business
- Jobs to be done framework
- Exploring how to change a product into a service
 - You thought you were buying X but you needed Y

Leading New Ways of Working

- Agile
- Teams
- Distributed
- Decision making

Taking it Back to Work

- Thinking through your personal action plans
- Sharing & reflecting on what we learnt this past 2 days
- How can these be applied back at work

Check Out & Conclusion



BUSINESS CANVAS MODELLING IN A PLATFORM WORLD

Training by Demand | In Company

HYPER ISLAND

Business Canvas Modelling in a Platform World | Training by Demand

Course description

Most business people would be familiar with the Business Model Canvas (BCM) as a strategic tool to map current business models, design new models and to manage a portfolio of businesses.

With the meteoric rise of platform companies such as Amazon, Facebook, Ant Financial, Alibaba, and GoJek (among others), we now see how powerful platforms are created where consumers and producers do businesses seamlessly.

As such, the approach to utilising the BCM has to be made more robust and the question is now focussed on how organisations create business opportunities by bringing together consumers and producers.

What you will learn

- Demystify what a platform business really is.
- Raise a sense of wonder and curiosity around business modelling
- Set a common language among teams on the content
- Explore using toolkits / activities which will enhance the opportunity spotting skills

Business Canvas Modelling in a Platform World | Training by Demand

Day 1

Overview of Platform Companies

Platform companies Landscape (Alibaba, Tencent, Amazon) and why are they different.

Case study: Amazon: Ecosystem, Product philosophy
"Everything as a service", business model and culture
"Everyday is day 1"

Platform Thinking & Models

Explore a model to understand how platform companies operate (their supply, demand, community, infrastructure, data strategy, revenue streams etc)

Customer Needs in an Age of Disruption

The shift in the values and expectations of customers as a result of technology

How businesses are finding new ways of satisfying them

How to surface unmet needs to turn them into business opportunities

Opportunity Spotting

Different strategies and tools to spot emerging opportunities

Create a draft presentation with the opportunities of their choice, taking into consideration current external (market needs, trends, regulation) and internal context (technology infrastructure, clients, internal stakeholders...).

Action Planning in Summary

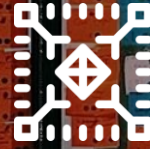
Making change tangible

Personal responsibility and actions needed to address the opportunity

Discuss an action plan to address the opportunity of their choice including experiments, measurement, resources, stakeholders

Enhance it by active listening in small teams to find synergies and improvements

Check Out & Conclusion



EXPLORING TECHNOLOGY

Training by Demand | In Company

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Exploring Technology | Training by Demand

Course description

As digital technologies continue to disrupt every element of our lives, the effect that they have on the business world is massive.

In this highly-connected, culturally-fragmented, ever-changing world, *what do businesses need to do to survive and thrive? What do modern businesses look like? What should they look like in the future?*

In this hands on and engaging 2-day programme, you'll get to enhance your understanding of the opportunities, challenges and complexities in the use of digital technologies for your clients, consumers and organisation.

What you will learn

- Describe the big technology trends and discuss how they impact life and work
- Create small experiments and prototypes with a wide range of technologies
- Discuss how their organisation and their customers might use these technologies

Exploring Technology | Training by Demand

Day 1

Introductions & Onboarding

- Setting expectations and ways of working for the sessions together

Tech-a-thon

- Develop a digital explorer's make mindset through a series of small group and individual experiments
- Reflect on what they have done
- Areas to explore might include vision, voice, VR, chatbots and data

Connected Technologies

- Focus on the power of the cloud and APIs
- Explore and experiment

Data Technologies

- Explore data harvesting and storytelling through data scrapping and visualization

Feedback & Discussion

Day 2

Distributed Technologies

Dive into emerging applications for Blockchain and Smart contracts

Consider the impact of systems with no single/centralized authority

Smart Technologies

- Experiment with Machine Learning
- Consider the impact on automation, jobs and work

Feedback & Discussion

Prototyping the Future

Take what you have learned and work together in small teams to invent the future

Create prototypes to show your thinking

Taking it Back to Work

- Sharing & reflecting on what we learnt
- How can these be applied back at work

Check Out & Conclusion



DEVELOPING TECH PROTOTYPES

Training by Demand | In Company

HYPER ISLAND

Developing Tech Prototypes | Training by Demand

Course description

The methods, tools and platforms for designing, prototyping, developing and distributing technical solutions are evolving at a very rapid pace, as is the complexity of such work.

This programme will develop your understanding of the opportunities, challenges and complexities of the use of digital technologies for organisations, clients, consumers and society.

This won't make you into a developer or a creative technologist, but is designed to extend your strategic knowledge through the exploration of current and emerging technology trends in order to produce research-informed prototypes that can eventually help design to solve real world issues.

What you will learn

- Create show and tell prototypes to illustrate solutions to a problem or test an opportunity with users
- Discuss emerging technologies that will influence consumer experience in the future
- Select from a range of prototyping tools
- Describe the process needed to turn their prototype into working software, products or systems
- Discuss teamwork and the skills needed to create prototypes

Developing Tech Prototypes | Training by Demand

Introductions & Onboarding

- Setting expectations and ways of working for the sessions together

Exploring Technologies

- Work in teams to explore a range of technologies that might help you solve the challenge
- Voice, image recognition, automation, APIs, sensors

The Challenge

- You will work in small teams to come up with solutions to an interesting problem

Tool to turn your ideas into testable prototypes

- Explore a range of tools : Appsheet, Marvel, Padlet

What Have You Learnt Today

- Reflection

Building Your Prototype

- Use tools, collect images, polish to bring your ideas to life

Quick Testing

- Get feedback

Improve Your Prototype

- Use insights from user feedback

Show and Tell Gallery

- Share back and get from feedback from the whole group

Taking It Back To Work

- Reflect on how to take back these ideas to your workplace

Check Out & Conclusion

A 4x4 grid of 16 video call thumbnails featuring various team members. The thumbnails are arranged in four rows and four columns. The central text is overlaid on the grid.

THANK YOU

If you have questions...

Reach out to

juanita.mega@hyperisland.com

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