



2019 Boulder Digital Transformation of Microfinance Institutions Program & Microfinance Training (MFT) Course Syllabus

Course Information

Course:	Digital Transformation Strategies for MFIs
Faculty:	Glen Tugman & Jeremy Pallant
Dates:	Week 1 (July 22-26, 2019)
Time:	Morning (10:30 – 13:00)
Language:	English

Course Description

The emergence of digital technologies is causing foundational disruption in all areas of financial services as it enables new entrants and empowers others. At the same time, it is providing new ways of engaging with our customers and creating meaningful, personalized relationships. In the face of these challenges and opportunities, understanding how to think strategically about aligning digitalization to your institutional goals is a key to success.

This course will help participants to build their own individual approach to digitalization through the use of the concept of : a Business Model Canvas,TM a “Digital Foundation” and a scorecard for digital initiatives. Through interactive group exercises, the group will collectively explore and create the elements of an integrated digital strategy. We will cover such topics as: the “must haves” for digital transformation; creating great digital customer relationships, improving operations with digital processes and better analytics for better lending.

Objectives

By the end of the course, participants will be familiar with a suite of tools with which to align their digital initiatives to their business model. Most importantly, they will have sharpened their ability to think in a strategic manner about the opportunities created by digital technology for their particular institution.



Prerequisites

Pre-course questionnaire on your business model.

Audience / Participants

This course will benefit all levels of persons associated with MFIs, but in particular those in a decision-making capacity for operations, IT, strategy, and customer relations.

Methodology

This course is taught in a collaborative manner using real life use cases. Each day will provide:

- A short 'lecture', introducing a subject;
- A case study or applied learning;
- Group discussion around strategic issues;
- Working in groups with the teachers to use initiative assessment and business modelling concepts and tools to understand the value of each case to their own institution.

Suggested Reading List

Video: Business Model Canvas Explained <https://youtu.be/QoAOzMTLP5s>



Outline

<p>Day 1:</p>	<p><u>Current Challenges</u></p> <p>Introductions and Group Discussion</p> <ul style="list-style-type: none"> • What does “digitalization” mean to you? • How the world is changing <p><u>Strategic Concepts and Tools:</u></p> <p>Teaching:</p> <p>Introducing the key concepts through the examination of a real-life example:</p> <ul style="list-style-type: none"> • Digital Foundation • Digital Initiative Scorecard • Business Model Canvas™ <p>Group Discussion based on key questions:</p>
<p>Day 2:</p>	<p><u>Strategic Concepts and Tools:</u></p> <p>Teaching:</p> <p>Further exploration of the key concepts and tools</p> <p><u>Focus on the Customer (Part 1)</u></p> <p>Case Studies and Applied Learnings:</p> <ul style="list-style-type: none"> • Accurate customer profiles • Digital Onboarding • Matching Customer and Products <p>Group Discussion based on key questions:</p>



<p>Day 3:</p>	<p><u>Focus on the Customer (Part 2)</u></p> <p>Breakout Groups:</p> <p>Applying the assessment concepts and tools to the Day 2 cases</p> <p>“What initiatives to do first?”</p> <p>“How to link initiatives together?”</p> <p>“How to build for the future?”</p> <ul style="list-style-type: none"> • Digital Foundation • Digital Initiative Scorecard • Business Model Canvas™ <p>Group presentations & Discussions</p>
<p>Day 4:</p>	<p><u>How Customer Focus leads to Better Product and Operational Design</u></p> <p>Case Studies and Applied Learnings:</p> <ul style="list-style-type: none"> • Hyper segmentation • Chokepoints <ul style="list-style-type: none"> ○ Customer experience ○ Operations <p>Breakout Groups:</p> <p>Applying the assessment tools</p> <p>Case Study:</p> <ul style="list-style-type: none"> • An initiative that transformed small business lending <p>Teaching: Applying the assessment tools</p> <p>Group Discussion:</p>
<p>Day 5:</p>	<p><u>Using What You’ve Learned:</u></p> <p>Presenting a Strategic Business Case for a Digital Initiative</p> <p>Set up and work in groups</p> <p>Present to “The Board”</p>