

BRIDGES™

Business Consultancy Int.

The Story and Lessons from a World Class Digital Transformation

Discover how DBS did not just transform to being digitally
driven but revolutionized banking



Uncover how DBS Bank achieved this sensational transformation under the stewardship of CEO Piyush Gupta by challenging its employees to... “Make Banking Joyful” - not a term normally associated with banking.



This intriguing and insightful keynote highlights how DBS created a start-up culture, transformed its core to digital, and became customer-obsessed — the bank’s three strategic transformation principles. The keynote also explains how the bank succeeded where many other organizations struggle, shares its creative solutions to overcome the biggest challenges, and its hard-won insights.

Discover how to::

- Aligned the whole organization behind a digital purpose.
- Place the customer at the core of everything you do by adopting customer journey mapping.
- Make customer journey mapping is the default tool for solving customer problems.
- Engaged employees from the very start by leveraging digital tools.
- Transform to a totally data-driven organization.
- Re-architecture your core technology.
- Build effective ecosystems.
- Measure your digital strategy.
- Create a learning organization.

Woven throughout the keynote are intriguing lessons, best practices, and stories stemming from Robin Speculand’s three years of research and exclusive access to the bank for his bestselling book [World's Best Bank: A Strategic Guide to Digital Transformation](#).



Robin Speculand is a recognized pioneer and expert in strategy and digital implementation. He is driven to transform strategy implementation by inspiring global leaders to adopt a different mindset and approach. The founder of three companies, Robin is CEO of [Bridges Business Consultancy Int](#) and co-founder of the [Strategy Implementation Institute](#) and [Digital Leadership Specialists](#). A TEDx presenter and Thinkers50 nominee, he is a facilitator for IMD, NUS, Duke CE, and SMU, and part of Top 30 Global Guru. As a best-selling author, he has written seven books including his most recent ones: [World's Best Bank: A Strategic Guide to Digital Transformation](#) and [Strategy Implementation Playbook: A Step-By-Step Guide](#).