

# DIGITAL LEADERSHIP

STRATEGY, SECURITY, ENGAGEMENT

*Navigating the Digital Landscape in Modern Business...*

BY CHRISTIAN JUNIOR

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# Lets Connect #DigitalLeadership



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# Introduction to Digital Leadership

1

**Definition:**

Digital Leadership as the strategic use of a company's digital assets to achieve business goals.

2

**Importance:**

Essential for creating value, driving innovation, maintaining competitive advantage, ensuring cybersecurity and sustainability.

*“Effective digital leadership is not just about technology; it’s about using digital advancements to foster a culture of innovation, security, and engagement.”*

*- Christian Junior*



# The Evolution of Technology





# Who needs TO INNOVATE?

**EVERY ORGANISATION!**

W H Y ?

CONSUMER EXPECTATIONS AND BEHAVIOUR HAVE  
CHANGED TO A MORE DIGITAL-FIRST APPROACH  
DUE TO ADVANCEMENTS IN TECHNOLOGY & SOCIAL  
MEDIA

JAN  
2023

# GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



GLOBAL OVERVIEW

TOTAL  
POPULATION



we  
are  
social

**8.01**  
BILLION

YEAR-ON-YEAR CHANGE

**+0.8%**  
**+67 MILLION**

URBANISATION

**57.2%**

CELLULAR MOBILE  
CONNECTIONS



Meltwater

**8.46**  
BILLION

YEAR-ON-YEAR CHANGE

**+2.2%**  
**+180 MILLION**

TOTAL vs. POPULATION

**105.6%**

INTERNET  
USERS



**5.16**  
BILLION

YEAR-ON-YEAR CHANGE

**+1.9%**  
**+98 MILLION**

TOTAL vs. POPULATION

**64.4%**

ACTIVE SOCIAL  
MEDIA USERS



**4.76**  
BILLION

YEAR-ON-YEAR CHANGE

**+3.0%**  
**+137 MILLION**

TOTAL vs. POPULATION

**59.4%**

**SOURCES:** UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA ACROSS ALL METRICS, INCLUDING IMPORTANT REVISIONS TO UNDERLYING POPULATION DATA. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. WHERE YEAR-ON-YEAR CHANGE IS SHOWN AS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE READ OUR COMPREHENSIVE **NOTES ON DATA** FOR FURTHER DETAILS.

we  
are  
social

Meltwater

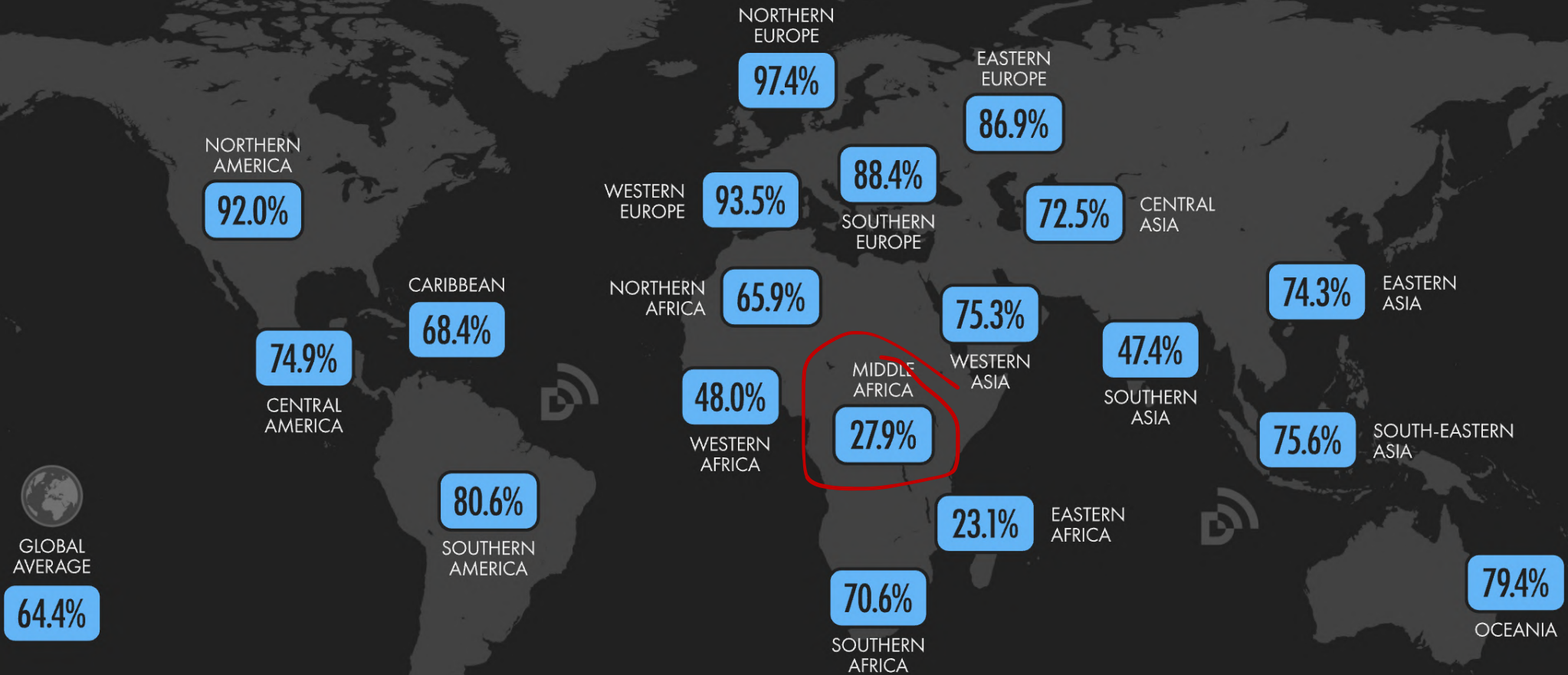
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# INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



GLOBAL OVERVIEW





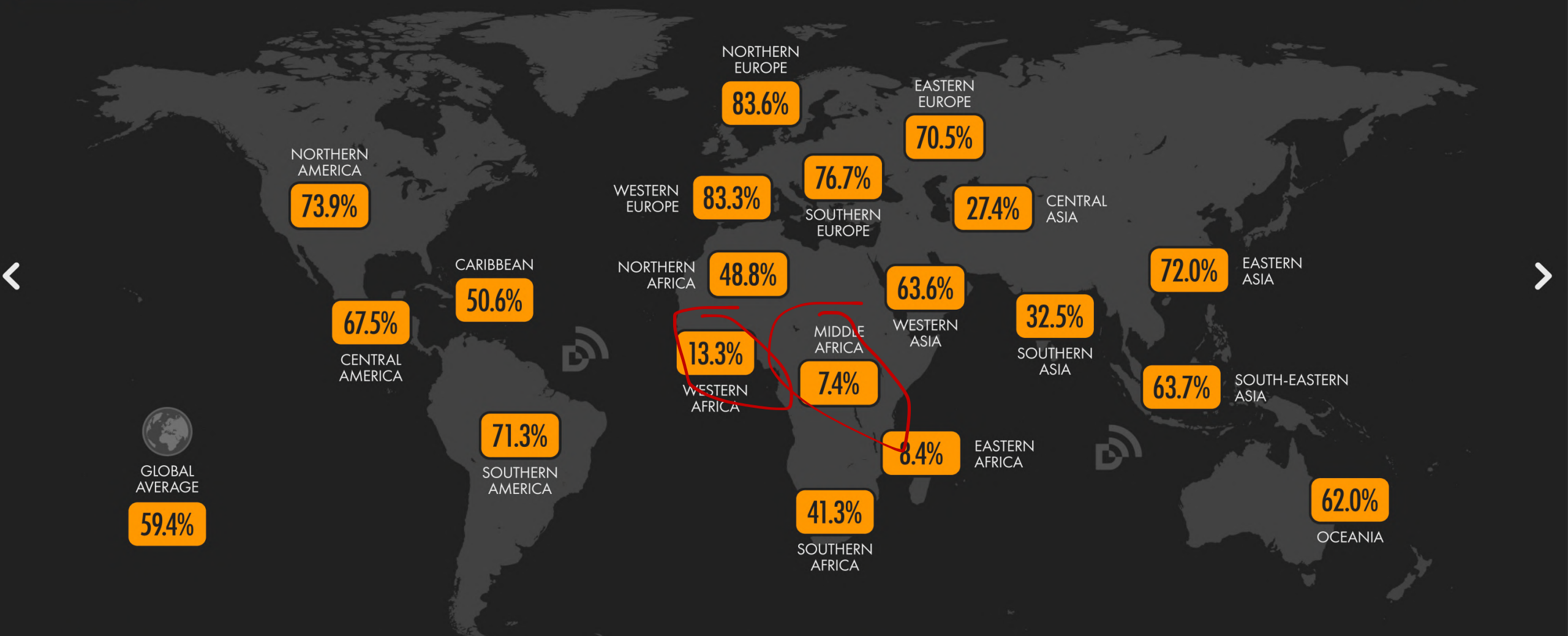
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# SOCIAL MEDIA USERS vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND



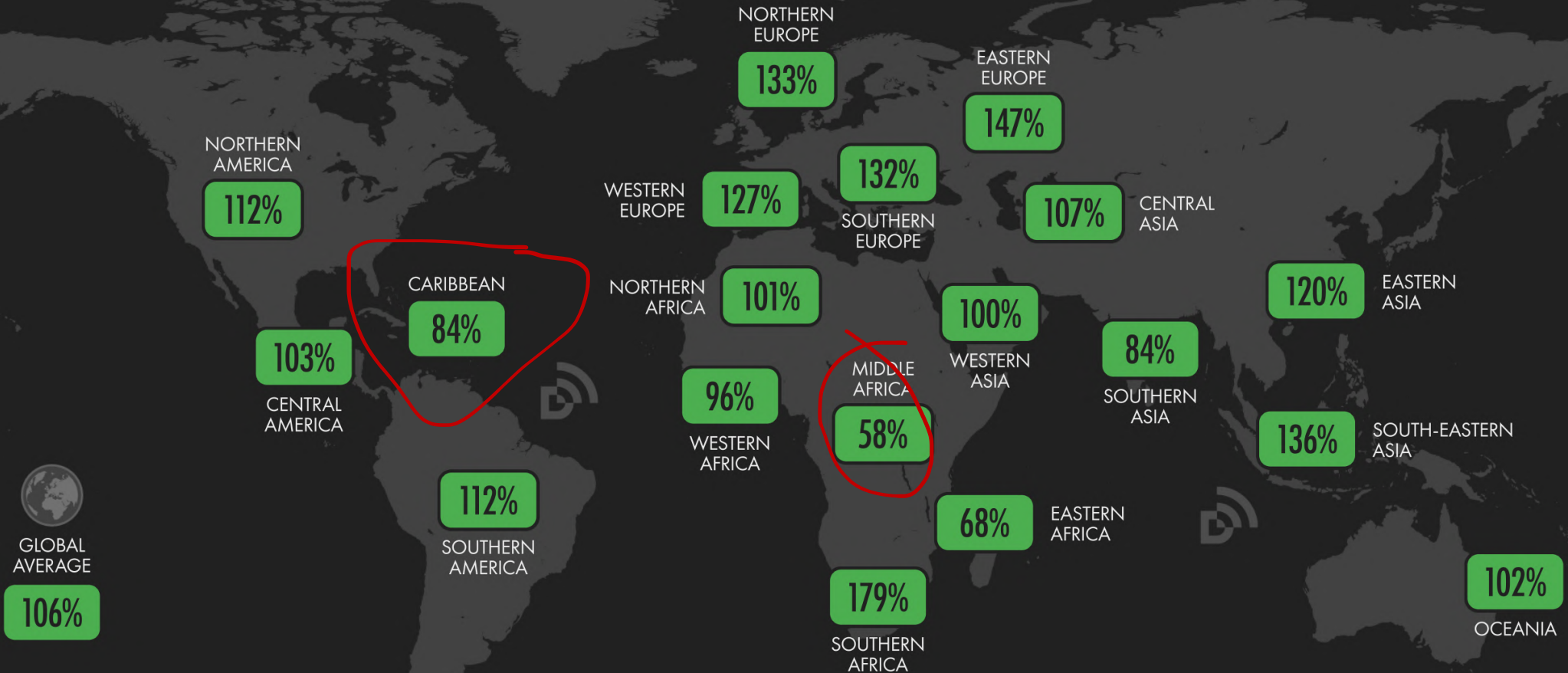


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# MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW



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# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



TRINIDAD  
& TOBAGO

TOTAL  
POPULATION



**1.53**  
MILLION

URBANISATION

**53.5%**

CELLULAR MOBILE  
CONNECTIONS



**1.93**  
MILLION

vs. POPULATION

**125.8%**

INTERNET  
USERS



**1.21**  
MILLION

vs. POPULATION

**79.0%**

ACTIVE SOCIAL  
MEDIA USERS



**1.00**  
MILLION

vs. POPULATION

**65.5%**

**SOURCES:** UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMA I & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.

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# OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TRINIDAD  
& TOBAGO

TOTAL  
INTERNET  
USERS



1.21  
MILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



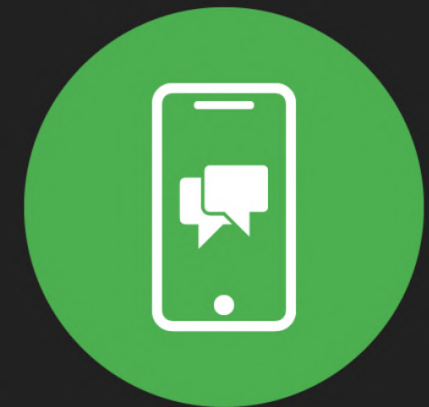
79.0%  
[UNCHANGED]

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF  
INTERNET USERS



+0.3%  
+3,338

MOBILE INTERNET PROXY<sup>1</sup>:  
SHARE OF SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE DEVICES



99.4%

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; COMPANY ADVERTISING RESOURCES; UNITED NATIONS.

NOTE: "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. (1) STANDALONE FIGURES FOR MOBILE INTERNET USE WERE UNAVAILABLE AT THE TIME OF REPORT PRODUCTION, BUT THE PERCENTAGE SHARE OF SOCIAL MEDIA USERS ACCESSING SOCIAL PLATFORMS VIA MOBILE DEVICES MAY OFFER A BENCHMARK FOR MOBILE INTERNET USE. ADVISORY: FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE [NOTES ON DATA](#) FOR MORE DETAILS. COMPARABILITY: SOURCE AND BASE CHANGES.



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# SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



TRINIDAD  
& TOBAGO

MOBILE  
PHONES



**55.81%**

YEAR-ON-YEAR CHANGE  
**+22.5% (+1,026 BPS)**

LAPTOP AND  
DESKTOP COMPUTERS



**38.51%**

YEAR-ON-YEAR CHANGE  
**-16.8% (-780 BPS)**

TABLET  
DEVICES



**5.50%**

YEAR-ON-YEAR CHANGE  
**-30.6% (-242 BPS)**

OTHER  
DEVICES



**0.18%**

YEAR-ON-YEAR CHANGE  
**-21.7% (-5 BPS)**



**<https://datareportal.com/reports/tag/Caribbean>**

# Overview of Digital Leadership

Digital leadership embodies the strategic use of a company's digital assets to achieve business goals. It is characterized by the ability to adapt, envision future trends, include diverse perspectives, and drive transformative changes within an organization.

## Key Characteristics:

- **Adaptive:** Quickly responding to digital changes and challenges.
- **Visionary:** Anticipating future digital trends and preparing accordingly.
- **Inclusive:** Incorporating diverse perspectives to enrich digital strategies.
- **Transformative:** Leading change to leverage digital opportunities effectively.



# The Pillars of Digital Leadership



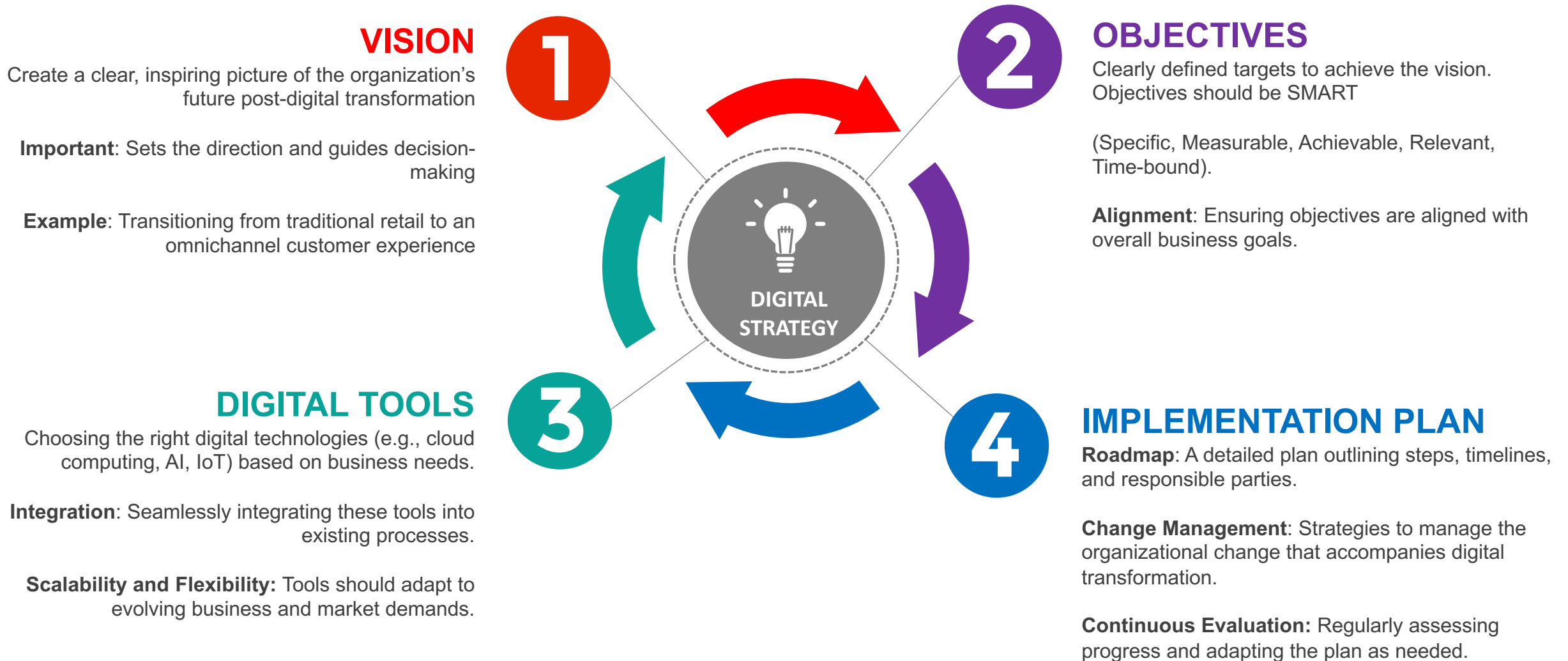
# The Importance of Strategy in Digital Leadership

A clear and well-defined digital strategy is crucial for guiding your organization through its digital transformation journey. This strategy should align with your overall business objectives, leveraging digital technologies to enhance operational efficiency, customer engagement, and competitive advantage.

## Key Elements:

- **Alignment with Business Goals:** Ensuring digital initiatives support overarching objectives.

# Developing a Digital Strategy



# Digital Strategy: Key Focus Areas



## Customer Experience

Enhancing interaction and engagement through digital channels.

**Example:** Using AI for personalized customer recommendations.



## Business Model Innovation

Reimagining traditional business models using digital capabilities.

**Example:** Adopting a subscription-based model for business services.



## A MOBILE FIRST APPROACH



## Operational Efficiency

Streamlining processes to reduce costs and increase productivity.

**Example:** Implementing automation in supply chain management.



## Sustainability and Social Responsibility

Integrating sustainable practices and social responsibility into the core of digital business strategies.



Digital Strategy

Aligning Vision, Objectives, and Innovative Tools for Business Transformation

# Why You Need a Mobile-First Approach



1. Mobile devices offer a platform that is both secure and user-centric, allowing for a personalized experience through well-crafted interfaces.
2. The evolution & affordability of mobile tech has levelled the playing field, empowering any enterprise to embrace technology at its core.

## Mobile as an Innovation Catalyst:

### Ubiquitous Mobile Capabilities:

- Pervasive use of smartphones across iOS and Android.
- mCommerce and in-person sales functionality.
- Inbuilt security protocols - from SCA to multi-factor authentication.
- User comfort and familiarity with mobile applications.
- Simplified app integration.
- Universal internet access with affordable data.
- Intuitive user interface.

### Unique Mobile Characteristics for Enhanced User Engagement:

- Biometric security for authentication.
- Voice command technology.
- Inbuilt cameras for visual interaction.
- NFC and touch-free payment systems.
- Integrated digital wallet systems.
- Instant messaging and chat services.
- Direct telephony communication.
- Location-aware services.



# POLL

WHAT IS YOUR BIGGEST CONCERN  
AS AN ORGANISATION?

## **CU Member Survey**

[https://docs.google.com/forms/d/e/1FAIpQLScL1MpxBDS258wt\\_Pq9VnFBR1HGgxpjl4zATEzgSZQAQLLXxg/viewform](https://docs.google.com/forms/d/e/1FAIpQLScL1MpxBDS258wt_Pq9VnFBR1HGgxpjl4zATEzgSZQAQLLXxg/viewform)

## **CU Concerns**

<https://docs.google.com/forms/d/e/1FAIpQLSfkVLD1tlgAjJUvG20IzOc8-463EwjAOSTJEEHRSCXOhKkD1A/viewform>




# Security as a Core Component of Digital Leadership

Cybersecurity must be a top priority for digital leaders, as it plays a critical role in protecting the organization's digital assets. A robust security framework not only safeguards information but also builds trust among customers and stakeholders.

## Key Insights:

- **Leadership Priority:** Integrating cybersecurity into the leadership agenda.
- **Impact of Security Breaches:** Understanding the consequences of data breaches on business credibility.



92% of malware were delivered via email

**49 Days on Average**  
It takes to identify a Malware attack

4.1 million websites have malware at any given time



**300,000** New Malware are created every day  
**Healthcare is the top target of ransomware attacks**



**US \$23bn**  
Global cybersecurity spending end of 2022

**73%** of leaders find that privacy regulations reduce cyber risk

**58%** of organizations consider their cyber attack exposure as high or very high




**71%** of IT experts believe that Remote Work poses an extreme threat



**US \$29m**  
**Stolen from a fintech company by a hacker**

**\$3 billion** worth of cryptocurrency was stolen in hacks till now.

# Actionable Steps for Leaders

 <h3>Training &amp; Education</h3> <p>Leaders must mandate regular cybersecurity training for ALL employees.</p>	 <h3>Incident Response Planning</h3> <p>Leaders must have a robust incident response plan that is regularly reviewed and tested.</p>	 <h3>Vendor Risk Management</h3> <p>Manage third-party risks through stringent security requirements for vendors and supply chain partners.</p>	 <h3>Strategic Communication</h3> <p>Leaders must ensure clear and strategic communication around cybersecurity policies priorities and practices</p>	 <h3>Collaborative Cybersecurity Initiatives</h3> <p>Encourage cross-functional teams to work together on cybersecurity initiatives.</p>
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**Effects of Training**  
Reduction in successful cyber attacks

90%



71%

**Of Businesses are Ransomware Victims**

In the first half of 2022, there were 2.8 billion malware attacks and 255 million phishing attacks

**US \$8 trillion by 2023**

The Cost of Cyber attacks

**39 Seconds**

A cyber attacks happens

**US \$9.44m**

Average cost of a data breach

# Leadership Strategies for Cyber Resilience



## Proactive Security Culture & Human Capital Development

The importance of a top-down approach where leadership champions a culture of security awareness throughout the organization.

## Investment in Security

The the need for continuous investment in cutting-edge security technologies like AI for threat detection and in hiring and developing skilled cybersecurity personnel.

## Regular Audits and Compliance

the role of leadership in enforcing regular security audits, adhering to compliance standards, and ensuring the organization stays up-to-date with best practices.

## Integrated Risk Management

Leaders should promote an integrated approach to risk management that aligns cybersecurity efforts with the organization's broader risk management strategy. This includes understanding the potential business impact of cyber threats and making risk-informed decisions to prioritize resources and controls accordingly.

# Engaging the Digital Workforce

Creating an environment that supports digital adoption and fosters a culture of continuous learning is essential. Leadership plays a pivotal role in engaging the workforce, promoting digital literacy, and encouraging innovation.

## Strategies for Engagement:

- **Fostering a Digital Culture:** Techniques to encourage a digital-first mindset among employees.
- **Workforce Development:** Initiatives to enhance digital skills and competencies.

# Innovation & Technology: The Driving Forces

Innovation and the strategic adoption of emerging technologies are key to maintaining a competitive edge in the digital marketplace. Leaders should encourage a culture of innovation that embraces technological advancements as opportunities for growth.

## Exploring Technologies:

- **Emerging Technologies:** Insights into AI, Blockchain, IoT, and their implications for leadership.
- **Culture of Innovation:** Encouraging creativity and experimentation within the organization.

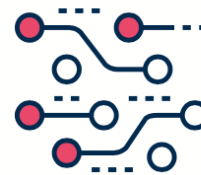


# **THE EVOLUTION OF MONEY**



**BANK OF ENGLAND**

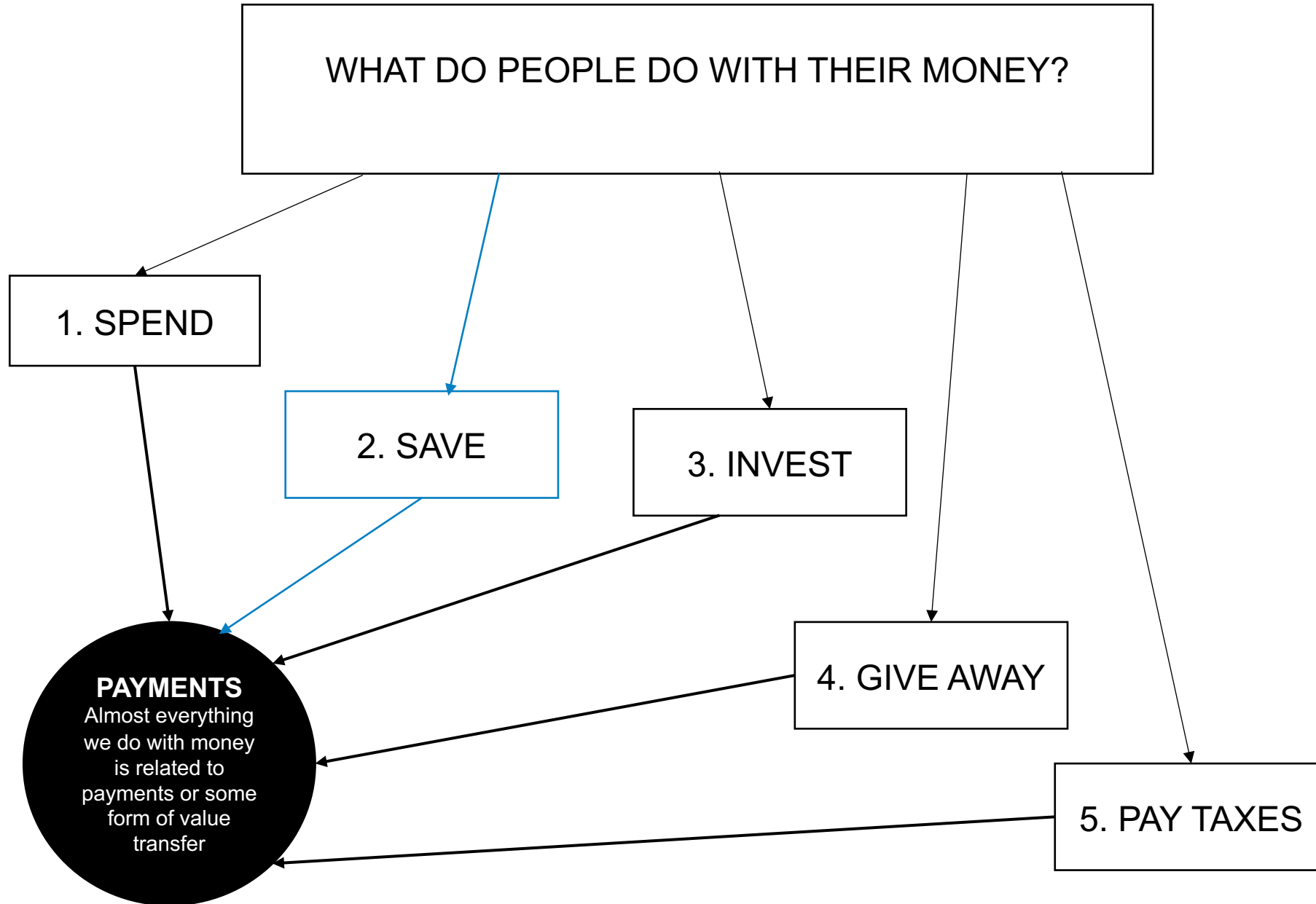
- Money is a current medium of exchange in the form of coins and banknotes; coins and banknotes collectively.
- Money makes it easy for people to buy and sell things. It is seen as a reliable medium of exchange between buyer and seller.
- But money has other uses, too. It helps you to store value. For instance, if you were given an ice cream worth £2 ,you could enjoy it right now, but if you didn't it would melt – and that 'value' would disappear. But if you were given £2 instead, you could spend it any time you liked.
- Through the ages, money has taken various forms – from gold and silver through to the two types of money used today: cash and bank deposits.
- Most of the money in the economy is created, [not by printing presses at the central bank](#), but by banks when they provide loans.



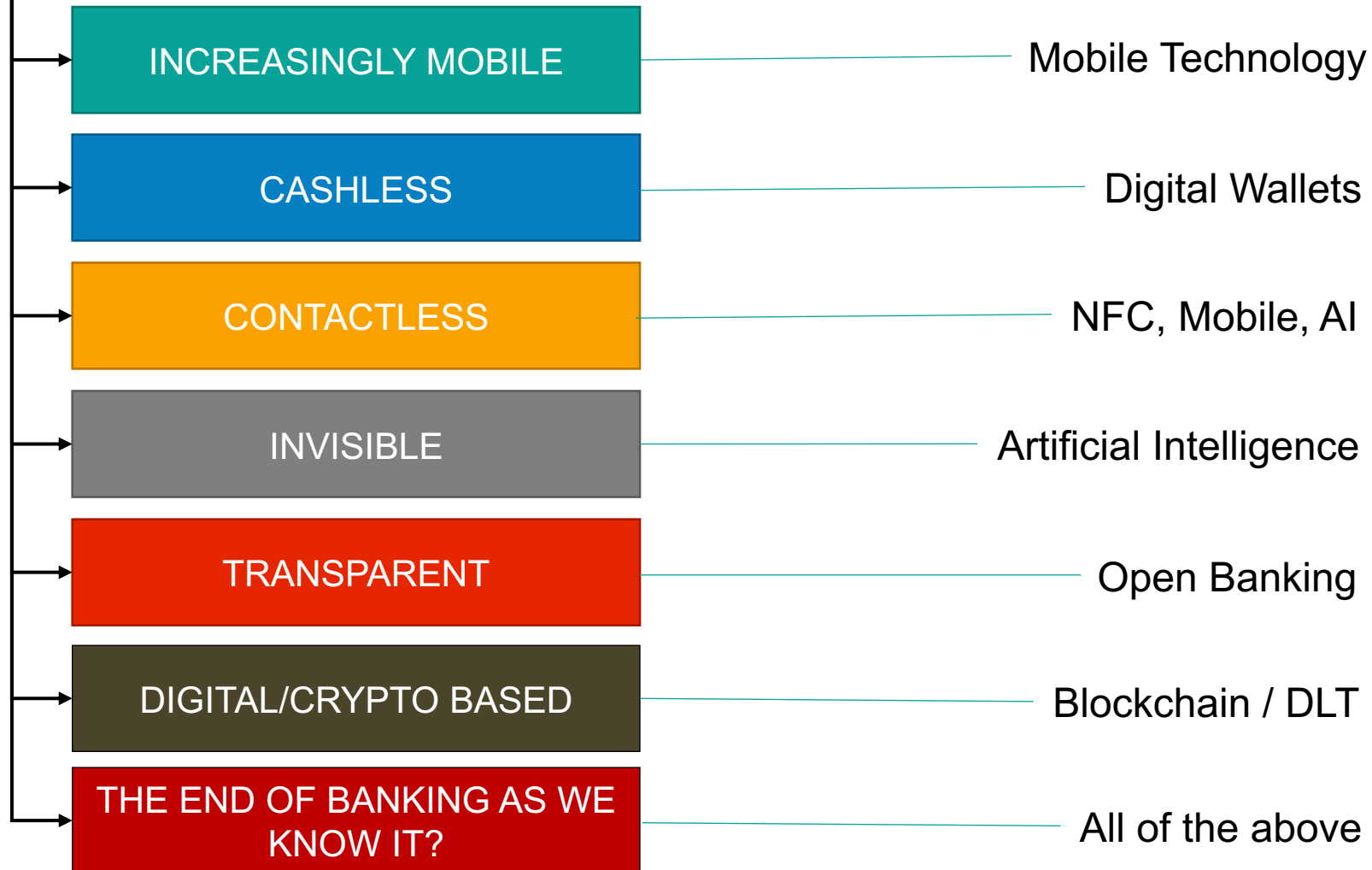
96% of money is held electronically (bank deposits)



4% of money is held physically in the form of cash (banknotes and coins)



# SPECULATIONS ABOUT THE FUTURE OF MONEY & PAYMENTS



# Case Study: Alliant Credit Union

- Today, the credit union has 345,000 members and \$9.5 billion in assets, making it the 8th largest in the United States.
- Alliant CU have 12 branches — one of the highest branch-to-asset ratios in banking.
- What's the credit union's strategy? Their goal is to make it easy for members to conduct all their banking through online and mobile channels — even opening accounts
- From journey mapping and behavior and decision-making, Alliant says it is constantly reviewing data and striving to better understand and improve the member experience.
- Alliant learned that people wanted the credit union to be with them wherever they were, whenever needed.
- Alliant delivered a new mobile and tablet app with such features as biometric fingerprint authentication, secure two-way instant messaging within the app, the ability to see account balances without logging in, and upgraded bill pay features with a built-in help guide.
- Alliant also tested ads on online sites. These sites were specifically chosen for their ability to target the financially-savvy, digitally-minded consumers that Alliant wants to reach.

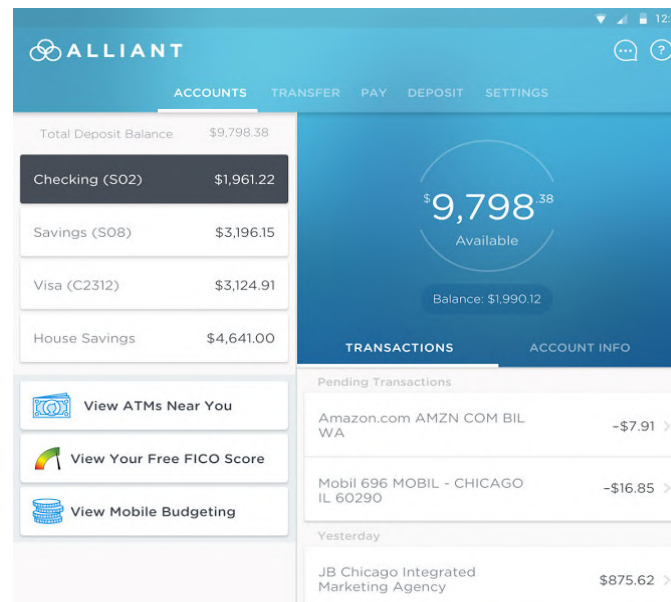
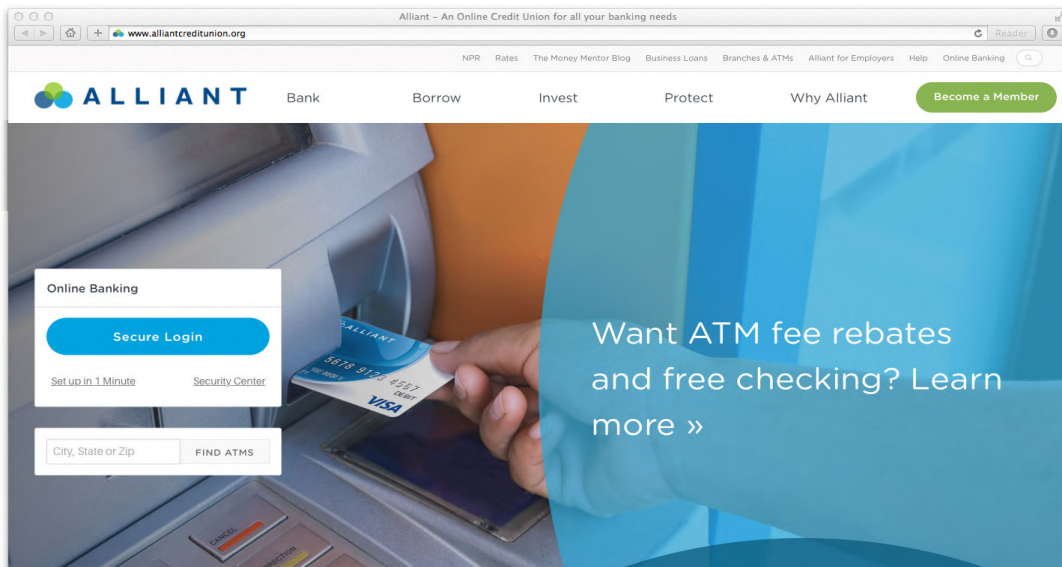






## The Result?

- Last year, Alliant's membership grew by **12%**. Of those new members, **88% came through digital channels**, and half joined as a result of word of mouth.
- In the same period, Alliant's **deposits increased 12%** and **loans were up 22%** with at least a third of that volume coming purely through digital channels. There has also been a 50% increase in mobile adoption rates, pacing at a significantly higher clip than online banking.
- Alliant CEO, Mr Mooney believes the ROI of their transformation is the result of the organization's unwavering focus and resolve to a digital-first strategy. In simple terms, success wasn't likely if they had tried to tip toe gingerly with a "digital lite" approach.



### Alliant Credit Union – Social Media Channels

**Facebook** – 14,800 'likes' (#70 on the "Power 100" list)  
**Twitter** – 5,300 followers + 6,537 tweets (#16 on the "Power 100" list)  
**YouTube** – 14,674 views + 161 subscribers  
**LinkedIn** – 2,969 followers + 395 employees  
**Pinterest** – 241 followers + 579 pins  
**Google+** – 345 followers



# Welcome to The Transformation

- The biggest mistake an organization can make is being confined to traditional business models.
- The potential of Digital Strategies is underpinned by the new business models it's destined to create.
- There is almost no limit to how organizations can deliver value and services in this new world, but they must get creative.
- In this session, we examine the latest innovative business models that organizations are embracing to gain the most value from Digital platforms.
- Due to the global proliferation of social media and digital platforms, digital marketing is here to stay. Organisations must set up fully functional digital units to remain relevant and competitive



# **The Digital Transformation & Disruption**

- Digital transformation involves the integration of digital technology into all areas of an organisation, which fundamentally changes how the organisation operates and how it delivers value to customers.
- From **Customer Acquisition to Service delivery, Marketing, Contracting, and Employee productivity**; digital strategies can be applied.
- Digital transformation means different things to different individuals and organisations. However, in most cases, it involves a cultural change, new business models, innovation, and plenty of experimentation.
- There are several reasons why organisations embark on a digital transformation, but for most it is a matter of staying abreast of the competition and catering to the modern consumer's needs.
- In today's hyperconnected world where technological disruption is unprecedented, digital transformation should be focused on generating new value, creating new opportunities and efficiencies, and driving new growth (Deloitte, 2016).

## POLL

How do you feel about your organisations Digital Transformation?



### THE MANDATE

**The CEO gave a directive to transform. Now!**

*Our CEO has a vision for digital transformation and has set aggressive goals. How do we execute?*



### THE DISRUPTED

**Help! We are being disrupted. What do we do?**

*A tech giant is entering my industry. Will nontraditional competitors disrupt me? How do we disruption-proof ourselves?*



### THE FATIGUED

**Our digital projects lack clear direction and benefits.**

*We have 40 apps and 60 websites, and yet all they seem to do is confuse customers. How do we bring it all together to realize benefits?*



### THE SUB-SCALED

**Our dedicated digital group is no longer enough.**

*To date, we've had a dedicated digital group, but it's no longer sufficient. We need digital across the business. How do we scale?*

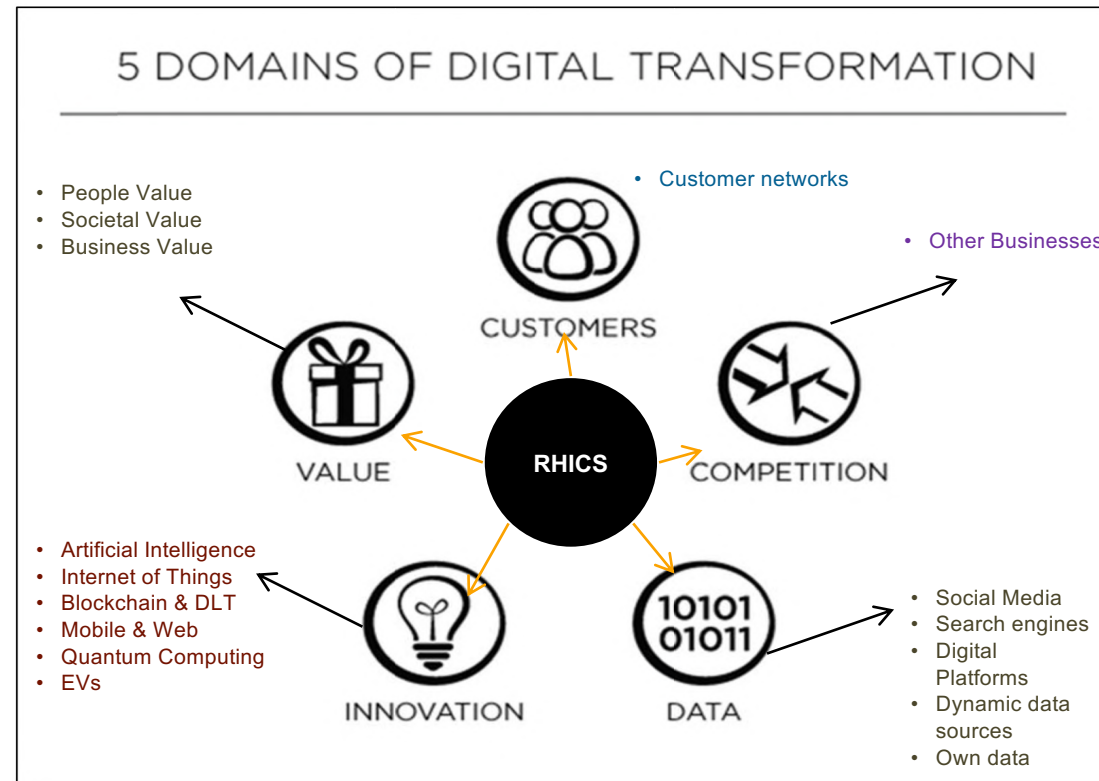


### THE SPOT SOLUTION

**We just need a new mobile app.**

*I know what I want, and I need help getting it done. Let's not boil the ocean right now but, rather, focus on something small.*

# Digital Transformation & Innovation



# Customer Networks

Customer networks in the context of digital transformation refer to the interconnected systems and platforms that businesses use to engage with their customers. These networks can include social media, mobile applications, customer relationship management (CRM) systems, and various digital communication channels.

They are essential for several reasons:

1. **Enhanced Customer Engagement:** They provide multiple touchpoints for businesses to interact with customers, improving engagement and customer experience.
2. **Data-Driven Insights:** Customer networks offer valuable data that can be analysed to better understand customer behaviour and preferences.
3. **Agility and Responsiveness:** They enable businesses to quickly respond to customer needs and market changes.
4. **Personalisation:** Digital platforms allow for more personalized interactions and targeted marketing strategies.

Overall, customer networks are vital for businesses to stay competitive in the digital age, offering a direct channel to consumers and fostering stronger, more informed relationships.





# Customers / members

- In the digital age, we are moving to a world best described not by mass markets, but by customer networks.
- In this paradigm, customers are dynamically connected and interacting in ways that are changing the relationship of customers to business and to each other.
- Customers today are constantly connecting, engaging and influencing each other, and shaping business reputations and brands.
- Their use of digital tools is changing how customers discover, evaluate, purchase, and use products, and how they share, interact, and stay connected with brands.
- This is forcing businesses to re-think their traditional marketing funnel, and re-examine their customer's path to purchase, which may skip from social networks to search engines, mobile screens, to laptops, to walking into a branch, or asking for customer service in a live online chat.



# **MOBILE & HYPER CONNECTIVITY**

## UNDERSTANDING THE MODERN CREDIT UNION MEMBER BEHAVIOURS

# The Hyperconnected Customer

*Acknowledging that your customers are hyperconnected consumers is key to adopting a digital-first approach as a leader. – Christian Junior*



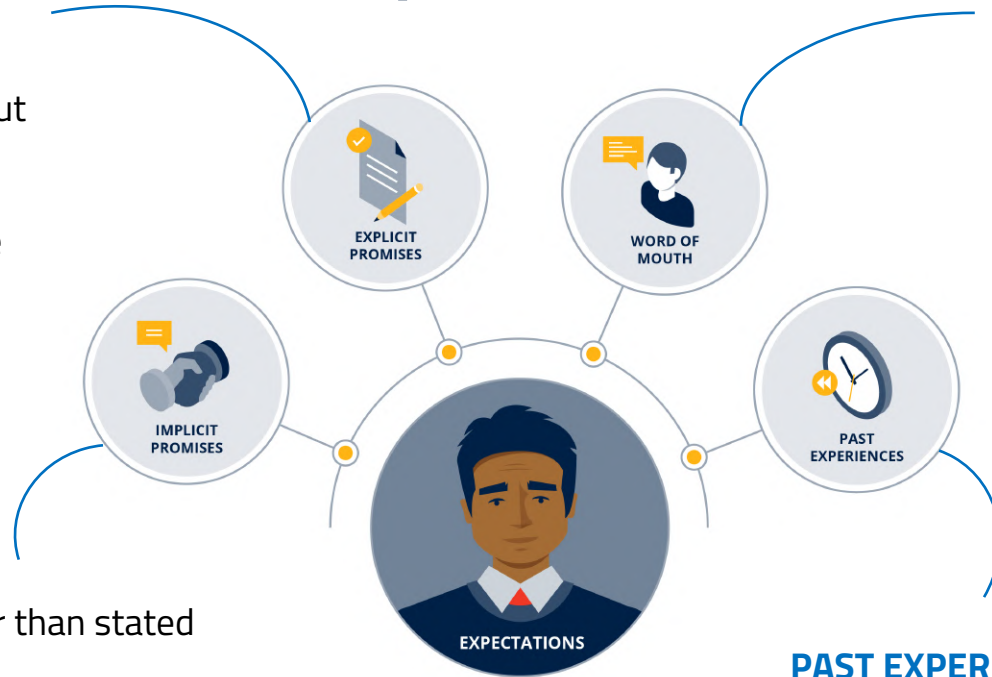
## EXPLICIT PROMISES

- Marketing collateral, advertisements, and other media related to Dynamic eLearning offerings provide explicit promises to the prospects/clients about what the organisation will deliver.
- These explicit promises are likely to be one of the first sources of expectation formation for potential consumers.

## IMPLICIT PROMISES

- These are implied or alluded to rather than stated directly.
- These promises are embedded in marketing collateral, advertisements, and other media related to a product or service.
- Prices traditionally have been influential as implicit promises across a variety of contexts, with higher prices often being associated with expectations of higher product or service quality.

# Customer Expectations



*The formation of Expectations*

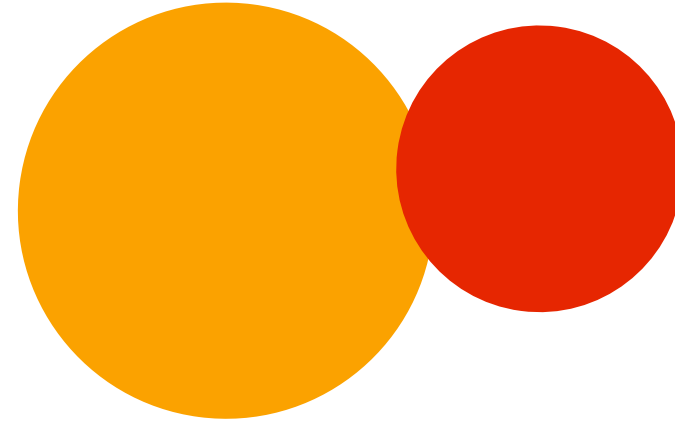
## WORD OF MOUTH

- Word of mouth and online reviews can strongly impact an individual's expectations g.
- This is particularly important in digital marketing, because in today's hyperconnected consumer-driven world, many consumers look to online reviews and ratings before making decisions.

## PAST EXPERIENCES

- The past experiences that usually impact expectations of a product or service are those relating to similar products, services, or brands.
- For example, customers with a good experience with international companies will expect the same quality from local Caribbean Companies.

# Engaging Consumers and End-Users



01

## Personalisation

Use data analytics to personalize user experiences, making interactions more relevant and meaningful

02

## Omni-channel Experience

Provide a seamless customer experience across various digital platforms and physical touchpoints.

03

## User feedback Loops

Implement mechanisms for collecting and acting on user feedback, showing customers that their opinions shape your products and services.

04

## Digital Community building

Foster online communities to enhance brand loyalty and provide users with a platform to connect and share experiences.

05

## Mobile-first Approach

Since users are increasingly mobile-dependent, optimize all customer interactions for mobile devices.

06

## Transparent Communications

Use digital tools to communicate openly with customers about changes, updates, and company news.

07

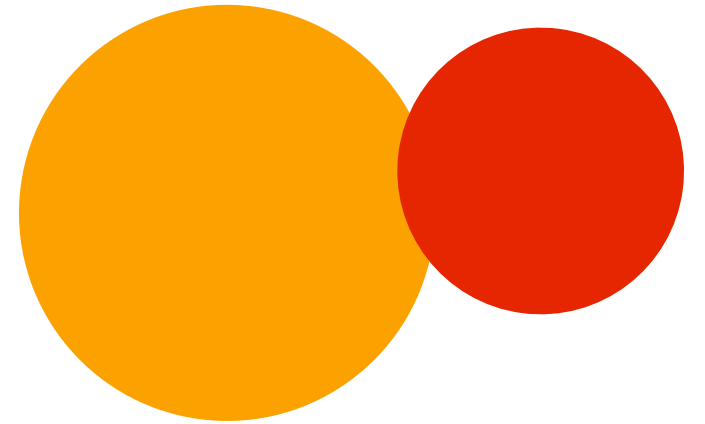
## Educational Content

Offer value through educational content that helps customers make the most of your products or services.

08

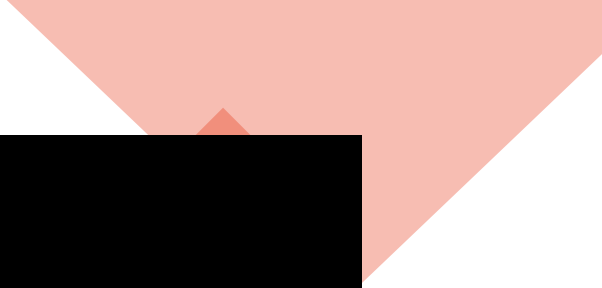
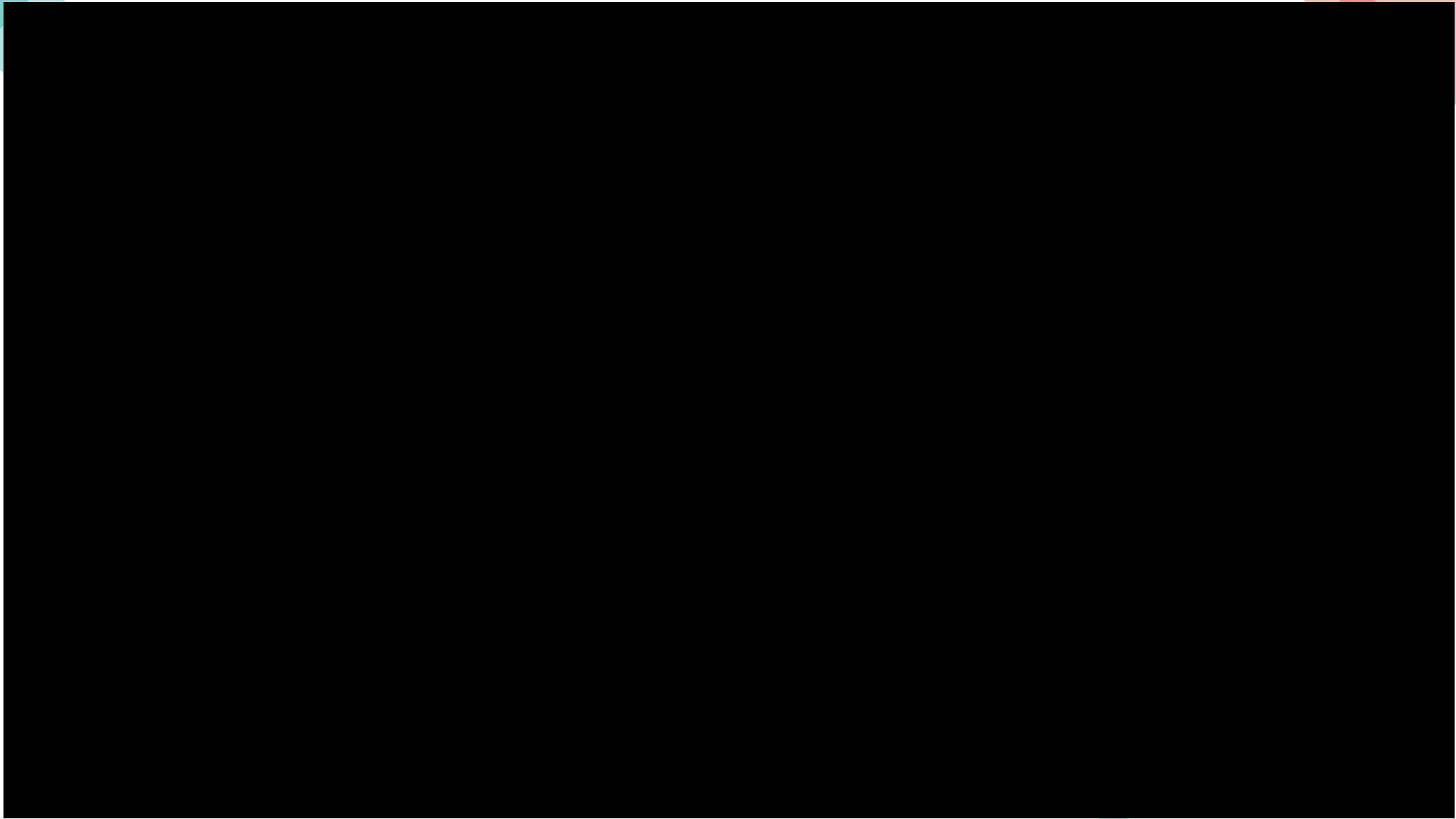
## Digital Accessibility

Ensure that your digital offerings are accessible to all users, including those with disabilities.



## **CASE STUDY:**

# **The Power of Consumer Networks and Social Media**



# STOLEN CAR



**Make / Model: Range Rover Velar**  
**Plate Number: GU 68 OTT**  
**Colour: LIGHT BLUE**




**If found, please call**  
**07759 301 221 / or 999**  
**£500 Reward**

**Vehicle was stolen from Slade Green /Erith in London  
on Friday 16th February 2024. \*Number plate may have changed**




# Feeds

 Facebook  
Feeds

**Christian Junior**  
Sponsored ·  

Vehicle was stolen from Slade Green / Erith in London on Friday 16th February 2024. GU [...see more](#)

**SEEN THIS CAR?**






Make / Model: **Range Rover Velar**  
Plate Number: **GU 68 OTT**  
Colour: **LIGHT BLUE**

**If found, please call**  
**07759 301 221 / or 999**  
**£500 Reward**

Vehicle was stolen from Slade Green / Erith in London on Friday 16th February 2024. \*Number plate may have changed

**Have You Seen This Car? Cal...** [Learn more](#)

£500 reward f...




 Like  Comment  Share

See Variations


 Facebook  
Marketplace

 Instagram  
Feed

Instagram

 christianjnr  Sponsored 


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[Learn more](#) 

christianjnr Have You Seen This Car? Call 07759301221  
Vehicle was stolen from Slade Green / Erith in L... more

See Variations

 Facebook  
Video feeds

 Instagram  
Profile feed

kaiblue  
Posts

 christianjnr  Sponsored 

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christianjnr Have You Seen This Car? Call 07759301221  
Vehicle was stolen from Slade Green / Erith in L... more

See Variations

 Instagram  
Explore

Stoen Car ad



### ✔ Budget & schedule

#### Daily budget ⓘ

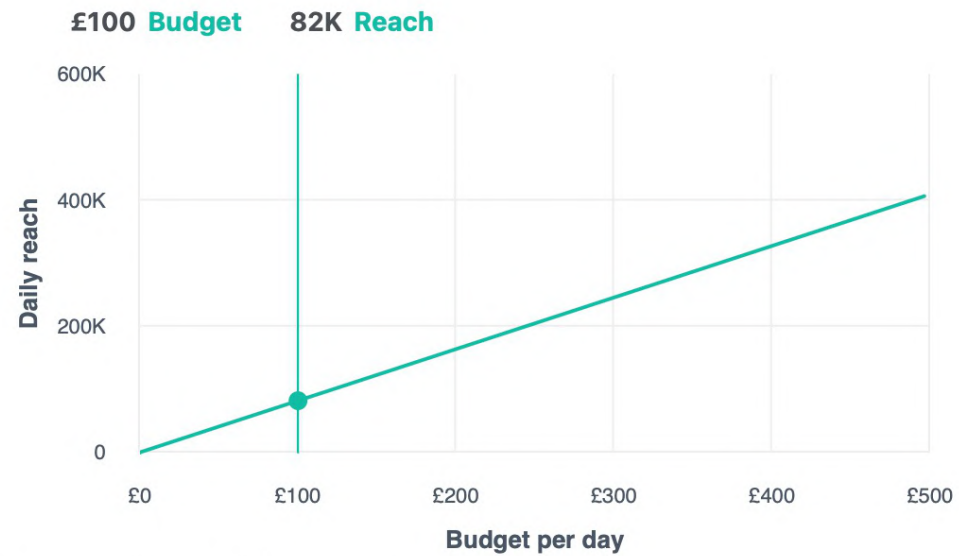
£100.00

GBP

You'll spend an average of £100 per day. Your maximum daily spend is **£125** and your maximum weekly spend is **£700**. [Learn more](#)

[Hide graph of estimated reach and results ▲](#)

#### Estimated daily reach



These are estimates and don't guarantee results. ⓘ

### 📈 Performance may be affected

(Evolving changes within the ads ecosystem may affect your performance or reporting.)

Ad sets that include the European Region ▼

#### Audience definition ⓘ

Your audience is defined.



Estimated audience size: 11,100,000 - 13,000,000 ⓘ

Your criteria is currently set to allow Advantage detailed targeting. ⓘ

📈 Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

#### Estimated daily results

Reach ⓘ

**48K-140K**

## ✔ Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

### \* Locations

Location:

- United Kingdom: Dartford (+50 km) England

[Less](#) ▲

### Minimum age

18

### Exclude these custom audiences

🔍 Search existing audiences

### Languages

All languages

## ✔ Advantage+ audience ✨

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)

⊕ Audience suggestion (optional)

## 📈 Performance may be affected

(Evolving changes within the ads ecosystem may affect your performance or reporting.)

Ad sets that include the European Region ▼

## Audience definition ⓘ

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## Estimated daily results

Reach ⓘ

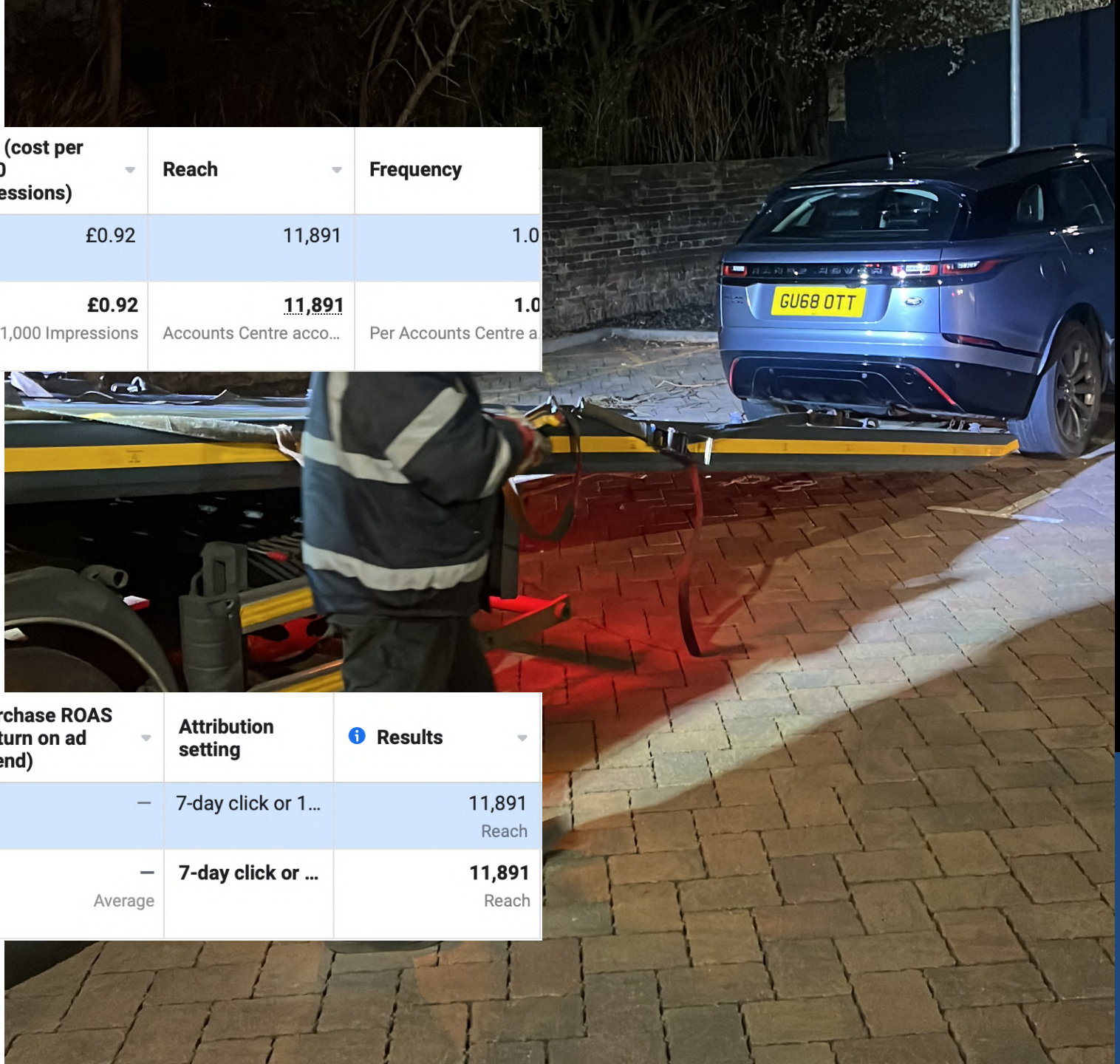
**48K-140K**





Amount spent	Budget	Impressions	CPM (cost per 1,000 impressions)	Reach	Frequency
£10.92	£100.00 Daily	11,891	£0.92	11,891	1.0
<b>£10.92</b> Total Spent		<b>11,891</b> Total	<b>£0.92</b> Per 1,000 Impressions	<b>11,891</b> Accounts Centre acco...	<b>1.0</b> Per Accounts Centre a

CTR (all)	Link clicks	CPC (all)	Purchase ROAS (return on ad spend)	Attribution setting	Results
0.18%	14	£0.52	—	7-day click or 1...	11,891 Reach
<b>0.18%</b> Per Impressions	<b>14</b> Total	<b>£0.52</b> Per Click	— Average	<b>7-day click or ...</b>	<b>11,891</b> Reach





# COMPETITION

- Today, we are moving to a world of fluid industry boundaries, where your biggest challengers may be asymmetric competitors companies from outside your industry who look nothing like you but offer competing value to your customers – BANKS, PAYDAY / SHORT LOANS COMPANIES.
- Nowadays, you may need to cooperate with a direct rival, due to interdependent business models, or mutual challenges from outside your industry.
- Most importantly, digital technologies are supercharging the power of platform business models, which allow one business to create and capture enormous value by facilitating the interactions between other businesses or customers.



## COOPETITION CASE STUDY:

- Let's look at Credit Reference Agencies
- **For example in Loan Applications, (Competitors) can come together to develop standardized Credit Processes & Automated Credit referencing systems that use DATA - an applicant's loans & repayment history, personal circumstances, income and outgoings, etc to determine if they can repay loans. This will save Millions of \$\$\$ annually.**
- Financial institutions work together to contribute to the credit referencing agency by reporting on the customers monthly repayments on any credit facility they own.
- Coopetition is the process of cooperation between companies that are otherwise considered competitors. Digital platforms have made it easy & necessary for companies to engage in coopetition through data sharing and streamlined processes; leading to business growth & increased customer networks.





## Case study: FINTECH



A Global Payments Ecosystem... Everyone inclusive...

Credit Union / Payment providers / Banks & FinTech Coopetition





- **CadaWada** (*Card Wallet*) is modern payment 3.0 platform that caters for individuals and small businesses.
- It focuses on financial inclusion for the under-banked and unbanked users in innovation economies, whilst delivering value to the already banked consumers in developed markets.
- It will reduce the cost of international money transfers, allow small businesses to seamlessly accept online payments, *facilitate the quick exchange of crypto currency into fiat cash* and provide a marketplace for peer-to-peer FX transactions.
- CadaWada aims to seamlessly connect emerging markets to the global financial ecosystem through an API driven platform.
- It is a one-stop money shop for financial services; enabling users to **hold money** (in multi-currency e-wallets), **pay for stuff** (bills, utilities, other users), **spend money** (buy stuff online, point of sale transactions, in-app store), **transfer money** (low cost international and local money transfers) and **exchange currencies** (buy & sell currencies in the FX marketplace).



## **TECH & AI DRIVEN Features at a Glance**

CadaWada will deliver exceptional user experience to ensure consumers are able to conduct various kinds of financial transactions regardless of their current digital usage level or expertise.

### **The Platform**

- API Driven: Open Banking API, Currency Exchange API, Blockchain Exchange APIs.
- Automated & manual KYC / AML / PEP & Sanctions checks
- AI powered fraud prevention system
- Enhanced security
- 24 hour automated customer service assistant
- Facebook, Skype & WhatsApp integrations via Chatbot
- Faster implementation / payment time
- Cost effectiveness
- A smoother onboarding experience.



## **For Personal Users**

- Transfer money locally and internationally at the lowest rate possible
- FX Marketplace: Negotiate rates and exchange currencies with other users
- Pay common utility bills on the platform
- Receive salary and other payments on the platform
- Offline Account Funding
- AI Powered Chatbot / Cognitive Assistant for 24 hour support
- Carry out transactions with Crypto currencies

## **For Business Users**

- Accept digital payments for goods and services with same day settlements in some regions.
- Make international payments to other businesses
- Invoicing & Inventory management
- Accept cashless payments in-store
- Transact in multiple currencies and crypto assets

# DATA

- Today, most data available to businesses is not generated through any systematic planning like a market survey;
- With social media, mobile devices, and search engines every business now has access to amounts of unstructured data that is generated without planning, but which can increasingly be utilised with new analytical tools.
- These “big data” analytic tools can enable Businesses to make new kinds of predictions, uncover unexpected patterns in business activity, and unlock new sources of value.
- Usually reserved for specific business intelligence units, data is becoming the lifeblood of every department, and a strategic asset to be developed and deployed over time.
- Data is a vital part of how every business operates, differentiates itself in the market, and generates new value.



# innovation

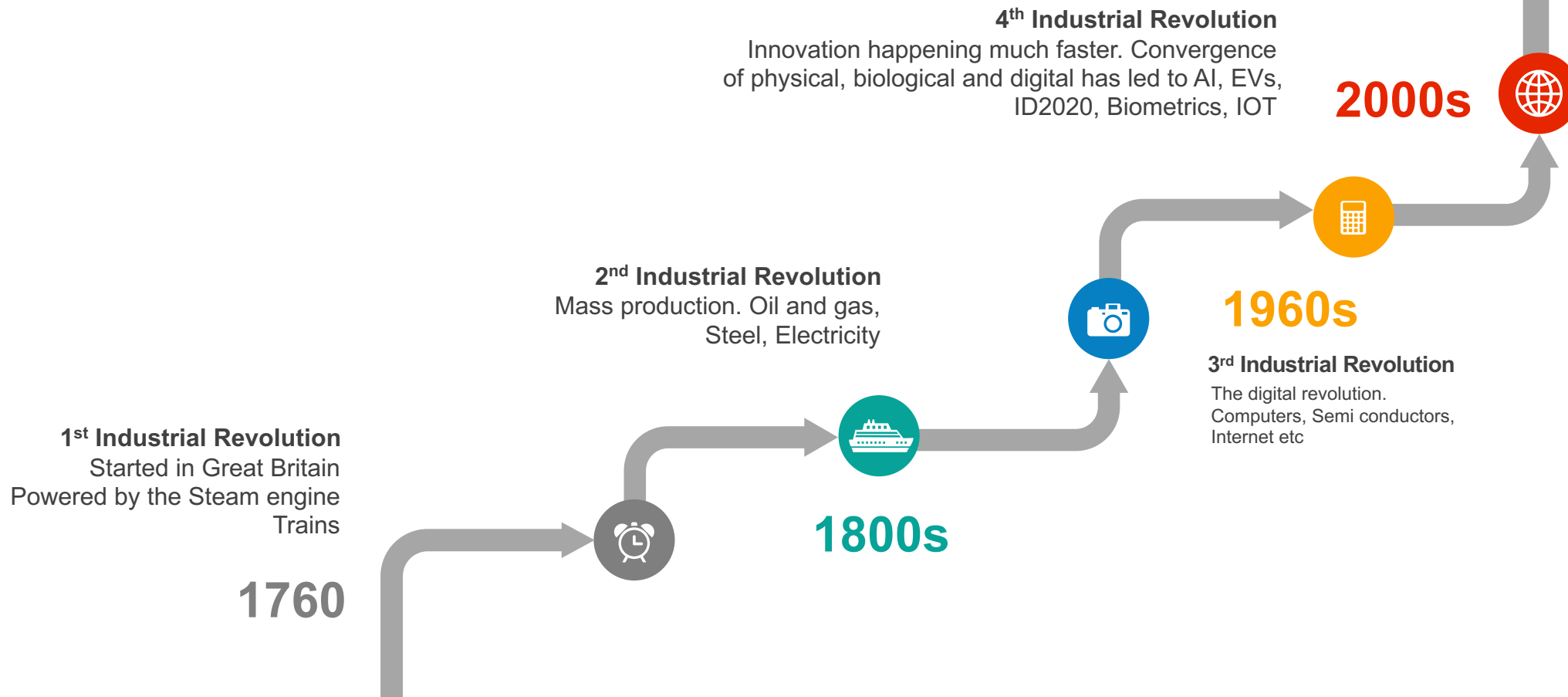
- With the rapid pace of digitization in every industry today, innovation is happening under conditions of much greater uncertainty.
- No business can rely on expensive and incremental improvements to its existing business.
- Ironically, even as digitisation fuels more uncertainty, an array of digital tools is making rapid prototyping, testing, and learning easier than ever.
- If Businesses are able to change their model of innovation, they can reap the same rewards as the leanest of startups.
- Innovation in the digital era focuses much more on keeping your eye on the problem, and testing to learn which of many different ideas may point you towards the best ultimate solution.





# Innovation & The 4<sup>th</sup> Industrial Revolution

A technological revolution that's blurring the lines between the digital, physical and biological spheres



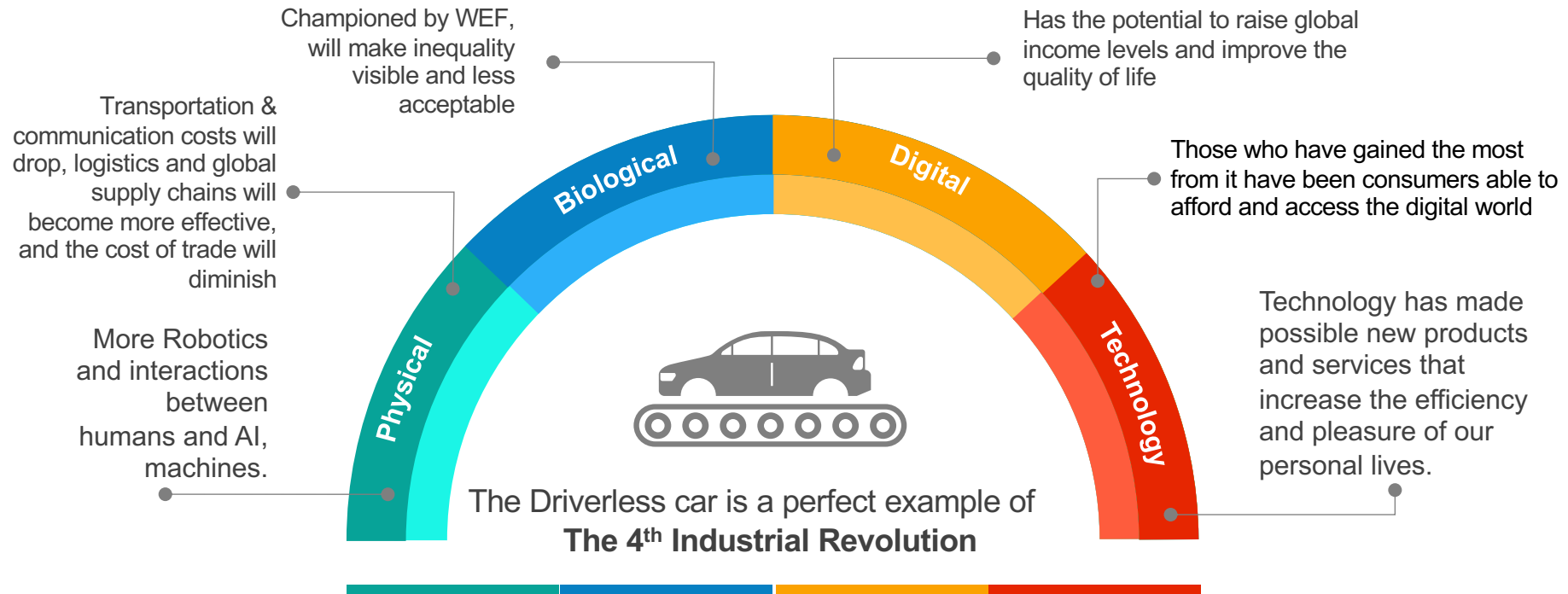


# The 4th Industrial Revolution



# Innovation & The 4<sup>th</sup> Industrial Revolution

The 4<sup>th</sup> industrial revolution brings together physical, biological and digital systems



# Emerging (Some Matured) Technologies

## Artificial Intelligence

*e.g Chatbots, Intelligent Cognitive Assistants, Chat GPT, ML, NLP, Generative AI*

## Blockchain & Smart Contracts

Cryptocurrencies, smart contract protocols

## Internet of Things

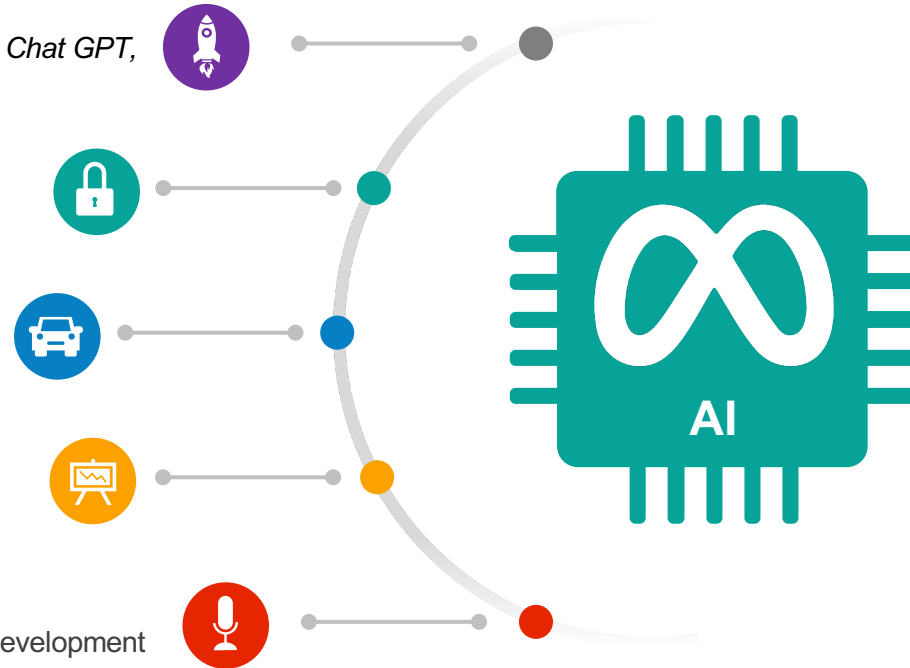
*e.g Smart homes, smart cars, Robotics*

## Virtual & Augmented Reality = THE METAVERSE

*e.g. Real Estate Virtual tours, Snapchat filters, Holograms*

## Voice Technology

Has recently seen significant investment & development



<b>Technology</b>	<b>Description</b>	<b>Business Value</b>
<b>Artificial Intelligence (AI)</b>	AI involves creating computer systems that can perform tasks typically requiring human intelligence, such as decision-making and speech recognition.	Enhances decision-making, automates repetitive tasks, and improves customer service through personalized experiences.
<b>Blockchain</b>	A decentralized ledger technology that securely records transactions across multiple computers.	Increases transparency and security in transactions, reduces costs by eliminating intermediaries.
<b>Internet of Things (IoT)</b>	A network of interconnected devices that can collect and exchange data.	Improves efficiency through real-time data analysis, enhances product functionality, and enables new service models.
<b>Augmented Reality (AR) &amp; Virtual Reality (VR)</b>	AR overlays digital information in the real world, while VR creates immersive virtual environments.	Transforms customer experiences, enhances training and simulation, and opens up innovative marketing strategies.
<b>5G Technology</b>	The next generation of mobile internet connectivity, offering faster speeds and more reliable connections on smartphones and other devices.	Enables the real-time data transfer necessary for autonomous vehicles, smart cities, and enhanced mobile broadband.
<b>Quantum Computing</b>	A type of computing that takes advantage of quantum phenomena to perform operations on data.	Offers significant advancements in problem-solving and data analysis capabilities, far beyond traditional computing.
<b>Robotics and Automation</b>	The use of robots and automation technologies to perform tasks with increased efficiency and precision.	Improves production efficiency, reduces human error, and can lead to significant cost savings in operations.
<b>Edge Computing</b>	A distributed computing paradigm that brings computation and data storage closer to the location where it is needed.	Reduces latency, improves speed, and enhances the reliability of data processing and applications.

# Harnessing Emerging Technologies for Value Creation

Digital leaders must not only understand these technologies but also how to apply them strategically to drive business value. This involves:

- **Identifying Opportunities:** Assessing how these technologies can solve existing problems or create new opportunities for the business.
- **Fostering Innovation:** Creating an organizational culture that encourages experimentation and the adoption of new technologies.
- **Developing Skills:** Investing in training and development to build the necessary skills within the team to leverage these technologies effectively.
- **Strategic Partnerships:** Collaborating with tech startups, universities, and other organizations to stay at the forefront of technological advancements.

# The Metaverse



- The next phase of the internet
- The metaverse represents a convergence of physical, augmented, and virtual reality in a shared online space.
- It's becoming increasingly relevant as organizations explore its potential for remote work, education, entertainment, and e-commerce.
- As a digital landscape that allows for immersive experiences, the metaverse is poised to offer vast opportunities for businesses and consumers alike, and it's an area ripe for leadership and innovation.
- It is persistent and provides enhanced immersive experiences. Within the metaverse, users can interact with a computer-generated environment and other users.
- It can be accessed through virtual reality (VR) headsets, augmented reality (AR) glasses, smartphone apps, or other devices.



WSJ

# METaverse

# The Metaverse for Businesses



- For businesses, both small and large, the metaverse offers a unique platform for innovation.
- Small businesses could create virtual storefronts to showcase products or services to a global audience without the need for physical presence, lowering the barrier to international markets.
- Large businesses and government agencies could use it for virtual tourism, offering immersive experiences of Caribbean destinations, or for real estate, by providing virtual property tours.
- Both could also leverage it for training purposes, creating interactive and engaging learning environments for employees.





# 5G & ID2020

**WHAT IS**

The image features a dark blue background with faint, stylized geometric shapes and a white curved line pointing towards the text. The text "WHAT IS" is written in a bold, white, sans-serif font, arched across the top center of the image. The background includes subtle patterns of small dots and larger, faint geometric shapes like circles and rectangles.



## About 5G

- The future of technology
- 20 times faster than current 5G
- Up to 1GB downloads per second
- A key driver of digital transformation
- Does not cause corona virus
- Uses high frequencies but still lower than frequencies used by microwaves in our kitchen.
- We should all have COVID-19 by now
- Will aid automation and the 4th industrial revolution.
- Remember there were massive conspiracy theories and oppositions to 2G, 3G and 4G so this is no different.
- We should all embrace 5G and the possibilities it brings



## Problems with 5G

- Not perfect yet, still emerging and in infancy.
- Needs completely new equipment both from a device and network infrastructure perspective
- Higher bandwidth than 4G
- China Leading the race to manufacture 5G equipment
- Elements of trust and cyber security issues with Huawei developing these equipment.
- The Chinese government has total control of data and has policies that require companies to hand over sensitive data if asked to do so.
- This worries everybody.
- There is a race between the Chinese and Americans
- Americans are scared that if the Chinese control the 5G infrastructure they will start doing what the Americans have been doing all this time: spying on network activities.
- Better the devil you know.



## ID2020

- A UN SDG initiative to help provide ID for everyone in the world: including the unbanked and underbanked in rural areas.
- Process involves implanting microchips into humans that contain identifiable data.
- This has been used on animals for several decades
- Can also be administered as a vaccine
- Already in use in places like Sweden.



# ID2020

## Pros

- Make it easier for everyone to consume financial or other services that require Identification
- Contactless and quicker access to airports, buses, etc
- Convenient way to identify your self than carrying passports and documents
- The irony is that ID2020 would actually be useful in these COVID-19 times to avoid contact.
- This will become the future trend in identification especially when adopted by major banks and key institutions.

## Cons

- Controversial because it is a biometric process
- Fears that people may be vaccinated with implants without their consent
- I am not getting one anytime soon.



NIGHTLY  
NEWS

# **Defining AI, Machine Learning, and Deep Learning**

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# Artificial Intelligence (AI)

- **Artificial intelligence (AI)** is an area of computer science that emphasizes the creation of **intelligent** machines that work and react like humans.
- Some of the activities computers with **artificial intelligence** are designed for include: Speech recognition, Machine Learning, Natural Language processing
- **Artificial intelligence can be used to** solve problems across the board.
- **AI can help businesses** increase sales, detect fraud, improve customer experience, automate work processes, provide predictive analysis, forecast the future.
- **Research in AI has focused chiefly on the following components of intelligence: learning, reasoning, problem-solving, perception, and language-understanding.**

# Artificial Intelligence (AI):

## Definition:

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines, enabling them to perform tasks that typically require human intelligence. These tasks include problem-solving, learning from experience, understanding natural language, recognizing patterns, and making decisions.

## Key Characteristics:

AI systems can adapt to changing inputs, learn from data, and improve over time. They can be rule-based (traditional AI) or data-driven (machine learning-based).

# Some Practical Applications of AI

You can leave this session and implement some of these within a day  
some a week, a month or several years



## Customer Services – Chatbots

Chatbots are enhancing user experiences and customer service delivery today more than ever



## Revenue Forecasts – Predictive Analysis

AI enables organisations to predict what will happen in the future by learning from previous and current trends.



## Account Management

AI can enable customers manage their accounts effectively from the comfort of their homes without interfacing with staff.



## Decision Making – Machine Learning

AI can be applied in decision making processes. E.g. Loans processing and credit worthiness



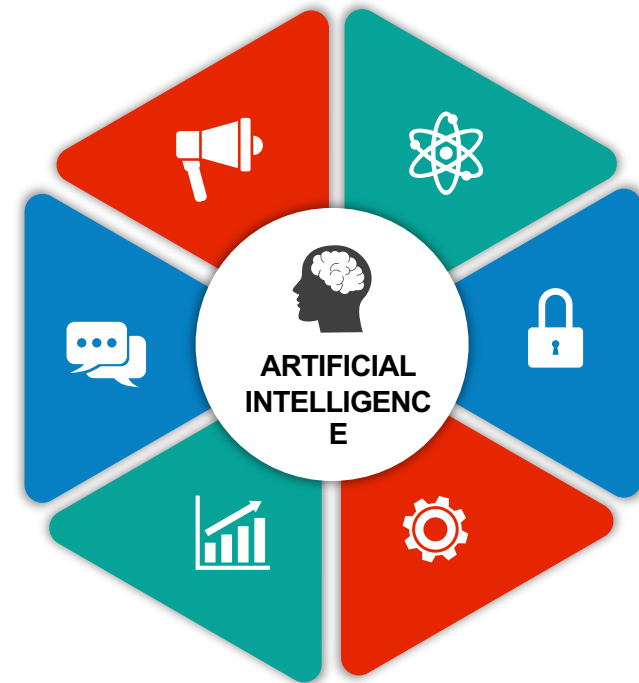
## Fraud Detection & Cybersecurity

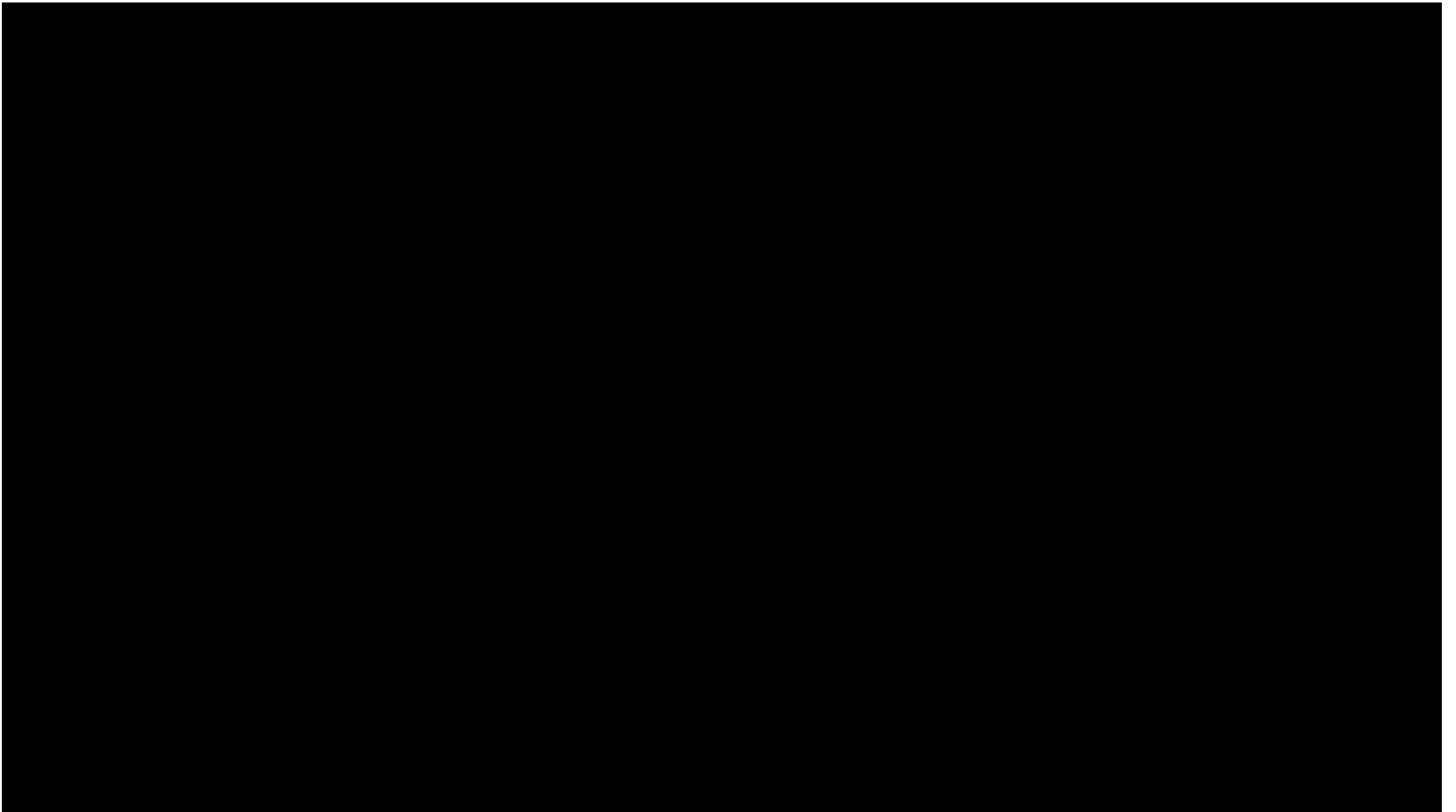
AI can help businesses detect and mitigate fraudulent activities across the board by monitoring and highlighting irregular patterns.



## Marketing Automation

AI can be used to personalize marketing outreach, score leads, create marketing assets etc. e.g. Chat GPT, Canva





# Machine Learning (ML):

## **Definition:**

Machine Learning is a subset of AI that focuses on the development of algorithms and statistical models that enable computers to improve their performance on a specific task through experience (i.e., data). ML involves training a model on data and allowing it to make predictions or decisions without being explicitly programmed.

**Key Characteristics:** ML systems are data-driven and are used for tasks like image and speech recognition, recommendation systems, and predictive analytics. They include supervised, unsupervised, and reinforcement learning.

# Deep Learning:

## **Definition:**

Deep Learning is a subfield of machine learning that involves artificial neural networks inspired by the structure and function of the human brain. Deep learning uses multiple layers (hence, "deep") of interconnected artificial neurons to learn representations of data and make decisions.

## **Key Characteristics:**

Deep learning has shown remarkable success in tasks such as image and speech recognition, natural language processing, and game playing. It excels at handling unstructured data and can automatically extract features.

# Neural networks:

- Neural networks, often referred to as artificial neural networks (ANNs) or simply neural nets, are a class of machine learning models inspired by the structure and functioning of the human brain.
- These models are designed to recognize patterns, learn from data, and make predictions or decisions based on that learning.
- Neural networks have gained significant attention and popularity due to their ability to solve complex problems, particularly in fields like image and speech recognition, natural language processing, and more.

**Types of Neural Networks:** There are various types of neural networks, each suited for different tasks.

Examples include:

- Convolutional Neural Networks (CNNs) for image analysis.
- Recurrent Neural Networks (RNNs) for sequential data.
- Long Short-Term Memory (LSTM) networks for tasks requiring memory.
- Generative Adversarial Networks (GANs) for generative tasks.
- Transformers for natural language processing and machine translation



# Generative AI

- Generative AI refers to a type of artificial intelligence that is designed to generate or create new content, data, or information. It is a subfield of artificial intelligence that focuses on creating models capable of generating content that is often creative, original, and contextually relevant.
- Generative AI models are not simply limited to recognizing patterns or making predictions; they can produce entirely new content that was not explicitly in the training data.

There are various forms of generative AI, and some of the most well-known techniques include:

## 1. Generative Adversarial Networks (GANs):

- GANs consist of two neural networks, a generator, and a discriminator. The generator creates data (such as images or text), while the discriminator's role is to determine whether the data is real or generated.
- The two networks compete with each other, leading to the generation of increasingly realistic and authentic content. GANs have been widely used in image and video generation.

- **Recurrent Neural Networks (RNNs) and Long Short-Term Memory (LSTM) Networks:**

These are types of neural networks that can be used for sequence generation tasks, such as generating text, music, or speech. They are particularly effective in tasks that involve sequential data.

- **Variational Autoencoders (VAEs):**

VAEs are generative models that focus on encoding and decoding data. They are often used in applications such as image and speech generation and data compression.

- **Transformative Models:**

More recent models like OpenAI's GPT-3 and GPT-4, and Google's BERT, are generative in nature. They can generate human-like text and are often used for tasks like language translation, text summarization, and even creative writing.

# Generative AI has a wide range of applications, including:

- **Content Generation:** Generating text, images, music, and video content.
- **Creative Tasks:** Assisting in creative tasks like art, writing, and music composition.
- **Data Augmentation:** Creating synthetic data to augment training datasets.
- **Simulation:** Generating data for simulations, testing, and training.

Generative AI has raised both excitement and concerns due to its potential to create realistic fake content, including deepfake videos and fraudulent text.

Therefore, it is essential to use generative AI responsibly and consider ethical implications in its applications.