

# Common Core Curriculum of 56 hours



**TDI ACADEMY**

Interactive: Click on lesson title to get more info

<https://www.the-digital-insurer.com/tdi-academy/prime-lessons/>

1. OUR CHANGING WORLD	2. TECH ENABLERS	3. DATA & ANALYTICS	4. VALUE CHAIN INNOVATIONS	5. NEW DIGITAL BUSINESS MODELS	6. MARKETING & CUSTOMER EXPERIENCE	7. STRATEGY & TRANSFORMATION
1.1 4 <sup>th</sup> Industrial Revolution	2.1 Tech Trends in Insurance	3.1 The Power of Data	4.1 Sales Tools for insurance Agents	5.1 Platforms & Ecosystems	6.1 Data-led Marketing	7.1 Why Strategy Beats Execution
1.2 Our Connected World	2.2 AI, Machine Learning & RPA	3.2 Python Basics	4.2 Underwriting - Life & Health	5.2 Microinsurance	6.2 Direct Digital Marketing	7.2 Regulations & Ethics in a Digital World
1.3 Power of Social	2.3 Blockchain	3.3 Python Intermediate	4.3 Underwriting - P&C	5.3 On-demand Insurance	6.3 Digital Marketing for Advisors (O2O)	7.3 Transforming the Old vs Building the New
1.4 Changing Consumer Behavior	2.4 IoT	3.4 Data Visualization & Example Tools	4.4 Product Development	5.4 Comparison Sites	6.4 Power of Content	7.4 Partnership in a Digital World
1.5 More Change Coming	2.5 Chat & Voice	3.5 Machine Learning	4.5 Service & Administration	5.5 Peer-to-peer & Community	6.5 Omni Sales & Servicing	7.5 Change Management as a Discipline
1.6 Why Data is King	2.6 Immersive Technologies	3.6 D&A Use Cases - P&C	4.6 Claims - Life & Health	5.6 Health & Wellness	6.6 Customer Lifetime Value & Customer Advocacy	7.6 Agile & Lean Basics
1.7 Cloud Crushes Costs	2.7 APIs & Microservices	3.7 D&A Use Cases - Life & Health	4.7 Claims - P&C	5.7 Commercial	6.7 Customer Experience	7.7 Cultural Change for a Digital World
1.8 Insurance Re-booted	2.8 Tech Architecture Best Practices	3.8 Predictive Modelling	4.8 Implementing Value Chain Innovations	5.8 Building New Digital Business Models	6.8 Out-of-industry Use Cases	7.8 How to Succeed When Most Transformation Fail

7 x 8 one-hour lessons

On-demand 24x7

MCQs for each

Range of Industry Experts