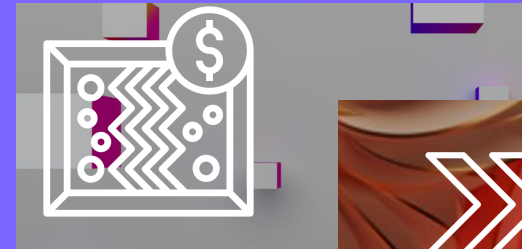
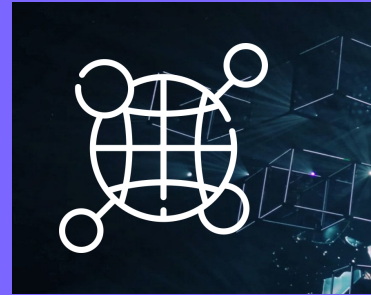
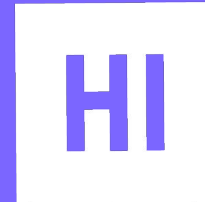


HYPER ISLAND

2021 LEARNING EXPERIENCES

IBF-STC ACCREDITED PROGRAMMES

UPDATE ON 1 JULY 2021



WHAT TO EXPECT?

Our virtual learning experiences are broken up across 1 or 2 days, 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



+ Whatsapp Group Chat Invitation for easy communication

Live Session Day 1

9:00am-12:30pm

Live Session Day 2

9:00am-12:30pm

Live Session Day 1

2:00pm-5:30pm

Live Session Day 2

2:00pm-5:30pm

IBF post programme assessment



+ Landing Page with slides, links and content shared

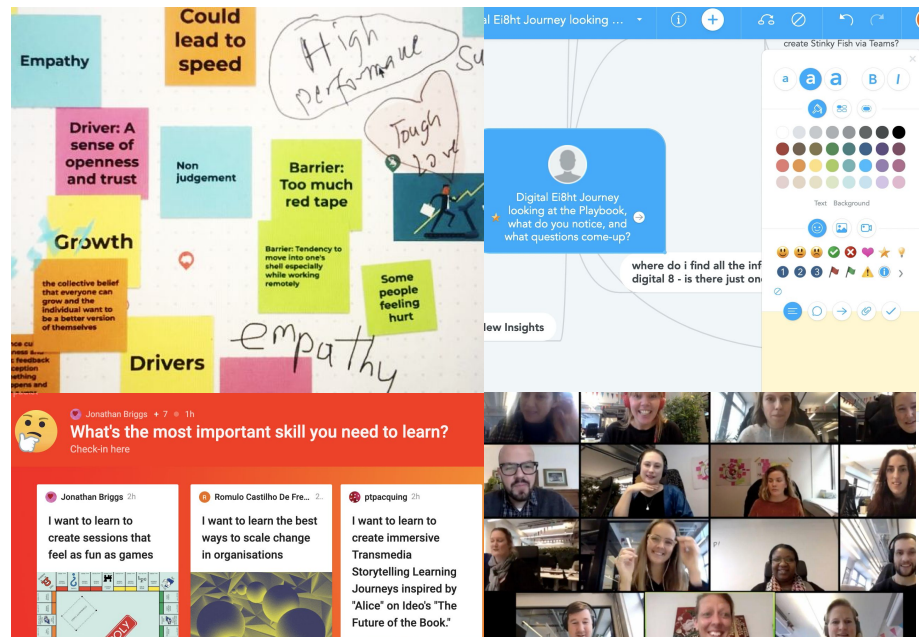


Hyper Island Certificate

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.

OUR VIRTUAL LEARNING EXPERIENCES ARE DESIGNED TO OPTIMISE PRODUCTIVITY AND COLLABORATION OF REMOTE AND DISTRIBUTED TEAMS.

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



INVESTMENT

FULL FEE 2 DAY COURSES

S\$ 2,000

Full courses fee
without funding
(S\$ 2,140 w/GST)

COURSE FEE WITH ENHANCED IBF FUNDING

(wef 8 April 2020)

w/90% IBF funding for Singaporeans & PRs and
funding criteria applies for 2 day programmes
from 1 July - 31 Dec 2021

S\$ 214

for **self sponsored**
participants
(GST included)

S\$ 340

for **company**
sponsored participants
(GST included)

Self-sponsored 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 :

[IBF STS Enhanced Funding Details](#)

Note that the funding quantum will change in 2022. For details please see :
[25 June Press Release](#)

INVESTMENT

FULL FEE 2 DAY DIGITAL TRANSFORMATION MASTERCLASS

S\$ 2,500

Full courses fee
without funding
(S\$ 2,675 w/GST)

COURSE FEE WITH ENHANCED IBF FUNDING

(wef 8 April 2020)

w/90% IBF funding for Singaporeans & PRs and funding criteria applies for 2 day programmes from 1 July - 31 Dec 2021

S\$ 267.50

for **self sponsored participants**
(GST included)

S\$ 425

for **company sponsored participants**
(GST included)

Self-sponsored 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 :

[IBF STS Enhanced Funding Details](#)

Note that the funding quantum will change in 2022. For details please see : [25 June Press Release](#)

INVESTMENT

FULL FEE 1 DAY COURSES

S\$ 1,000

Full courses fee
without funding
(S\$ 1,070 w/GST)

COURSE FEE WITH ENHANCED IBF FUNDING

(wef 8 April 2020)

w/90% IBF funding for Singaporeans & PRs and
funding criteria applies for 2 day programmes
from 1 July - 31 Dec 2021

S\$ 107

for **self sponsored
participants**
(GST included)

S\$ 170

for **company
sponsored participants**
(GST included)

Self-sponsored 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 :

[IBF STS Enhanced Funding Details](#)

**Note that the funding quantum will
change in 2022. For details please see :**

[25 June Press Release](#)



HYPER ISLAND



LEARNING EXPERIENCES COURSE OUTLINES





HUMAN CENTERED DESIGN

2-DAY VIRTUAL LEARNING EXPERIENCE
VIRTUAL

21-22 JUN
27-28 SEP 2021

HYPER ISLAND

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.

FEE S\$ 2,140 (with GST)

IBF Funding (1 Jan-30 Jun 2021)

S\$ 107 self sponsored

S\$ 240 company sponsored

(after applicable funding and GST)

IBF Funding (1 Jul-31 Dec 2021)

S\$ 214 self sponsored

S\$ 340 company sponsored

(after applicable funding and GST)

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



AGILE WAYS OF WORKING

2-DAY VIRTUAL LEARNING EXPERIENCE
VIRTUAL

11-12 MAR | 27-28 MAY |
26-27 AUG | 18-19 NOV 2021

HYPER ISLAND

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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S\$ 240 company sponsored

(after applicable funding and GST)

IBF Funding (1 Jul-31 Dec 2021)

S\$ 214 self sponsored

S\$ 340 company sponsored

(after applicable funding and GST)

DAY 1

Onboarding

Expectations, introductions, team building

Challenge & Giving Requirements

Teams are given the top level challenge -
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



DIGITAL MARKETING & GROWTH HACKING

2-DAY VIRTUAL LEARNING EXPERIENCE
VIRTUAL

|5-6 JUL 4-5 OCT | 25-26 NOV 2021

HYPER ISLAND

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

FEE S\$ 2,140 (with GST)

IBF Funding (1 Jan-30 Jun 2021)

S\$ 107 self sponsored

S\$ 240 company sponsored

(after applicable funding and GST)

IBF Funding (1 Jul-31 Dec 2021)

S\$ 214 self sponsored

S\$ 340 company sponsored

(after applicable funding and GST)

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



DATA STORYTELLING FOR BUSINESS*

2-DAY VIRTUAL LEARNING EXPERIENCE
VIRTUAL

26-27 JUL
21-22 OCT | 2-3 DEC 2021

HYPER ISLAND

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

***This course was formerly known as Data-Driven Decision Making**

FEE S\$ 2,140 (with GST)

IBF Funding (1 Jan-30 Jun 2021)

S\$ 107 self sponsored

S\$ 240 company sponsored

(after applicable funding and GST)

IBF Funding (1 Jul-31 Dec 2021)

S\$ 214 self sponsored

S\$ 340 company sponsored

(after applicable funding and GST)

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



EXPERIMENTAL MINDSET

1-DAY VIRTUAL LEARNING EXPERIENCE
VIRTUAL

2 SEP | 11 NOV 2021

HYPER ISLAND

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

FEE S\$ 1,070 (with GST)

IBF Funding (1 Jan-30 Jun 2021)

S\$ 53.50 self sponsored

S\$ 120 company sponsored

(after applicable funding and GST)

IBF Funding (1 Jul-31 Dec 2021)

S\$ 107 self sponsored

S\$ 170 company sponsored

(after applicable funding and GST)

DAY 1

Onboarding

Expectations, introductions, get to know your teams

Visualize Your Ideas

Master the skill of articulation and visualization.
Constantly answering the question “how” or immediately visualizing ideas and solutions in an experimental habit that distinguishes innovators from others.

Build. Test. Improve

Trying out *NOW* and allowing each user to try out your idea, use your solution.
Then observe. Simulate your solution and let users respond spontaneously.

Storytell Your Idea

Get into the habit of storytelling with listener’s needs in mind.
We design for user’s needs yet when getting buy in, we need to design our story for listener’s needs and expectations..

Retrospective & Check-out

Wrapping up and closing the day



EXPLORING PLATFORM BUSINESS MODELS

1-DAY VIRTUAL LEARNING EXPERIENCE
VIRTUAL

3 SEP | 12 NOV 2021

HYPER ISLAND

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 can business opportunities by bringing together consumers and producers.

Learning Outcomes

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

- 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

FEE S\$ 1,070 (with GST)

IBF Funding (1 Jan-30 Jun 2021)

S\$ 53.50 self sponsored

S\$ 120 company sponsored

(after applicable funding and GST)

IBF Funding (1 Jul-31 Dec 2021)

S\$ 107 self sponsored

S\$ 170 company sponsored

(after applicable funding and GST)

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

Retrospective & Check-out

Wrapping up and closing the day



HARNESSING THE POWER OF THE INTERNET OF THINGS (IoT)

2-DAY VIRTUAL LEARNING EXPERIENCE

11-12 OCT | 9-10 DEC 2021

HYPER ISLAND

Participants will explore shifts in the digital landscape and identify, transform, and utilise new ways of thinking as a source of business growth. This will give them the confidence to describe technologies and trends, identify how digital first companies, using the Internet of Things as a core driver for discussions in IR4 and propose small actions to transform your own work.

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 Internet of Things (IoT) and its impact across industries
- Appreciate the IR4 : Why, What & How (Tech, business and cultural perspectives of the big digital companies)
- Map the future of IoT using IR4 lens
- Discuss the changing shape of customer in IR4
- Discuss opportunities and ethical risks in applying new technology within an organization
- Develop change experiments back at work

FEE S\$ 2,140 (with GST)

IBF Funding (1 Jan-30 Jun 2021)

S\$ 107 self sponsored

S\$ 240 company sponsored

(after applicable funding and GST)

IBF Funding (1 Jul-31 Dec 2021)

S\$ 214 self sponsored

S\$ 340 company sponsored

(after applicable funding and GST)

DAY 1

Onboarding

Setting expectations and ways of working for the sessions together

The Internet of Things (IoT)

What it is
How it is creating impact across industries

Exploring IoT Roadmap

How it started
Where it is moving towards

Working with IoT

Explore key transformative technologies
Using widely available tools to develop prototypes with IoT

Understanding IoT

How is IoT a driving force for the 4th Industrial Revolution (IR4)

What Have We Learned ?

Sharing of learning
Wrapping up and reflection on the day

DAY 2

Check-in & Group Reflection

Checking into the day and short reflection on yesterday in groups

From the Lens of the Customer

What are technologies which are driving new behaviours

Opportunities & Risks

What are the opportunities and risks of applying new technologies within organizations

Thinking Inwards

Developing behaviours to drive effective teams
Within the 4th Industrial Revolution

Taking it Home

Creating change experiments to apply back at work

Close & Check Out

Wrapping up and closing the day



DIGITAL TRANSFORMATION MASTER CLASS

2-DAY LEARNING EXPERIENCE
INTERMEDIATE LEVEL, VIRTUAL

7-8 OCT | 6-7 DEC 2021

HYPER ISLAND

This course will help participants sense and explore how digital is changing their businesses, their industries and their customers expectations and provide tools to help them improve their role as leaders. It will also provide an opportunity to question their assumptions and discuss each other's perspectives.

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:

- Explore tools to sense, make sense and respond to change
- Explore data as the foundations for an experimental mindset
- Show how digital first companies obsess about the customer and their needs
- Explore technologies that are driving change in Finance
- Show how culture underpins successful transformation projects
- Experience and reflect on new agile ways of working
- Describe methods to lead digital transformation within your organizations

FEE S\$ 2,675 (with GST)

IBF Funding (1 Jul-31 Dec 2021)

S\$ 267.50 self sponsored

S\$ 425 company sponsored

(after applicable funding and GST)

DAY 1

Onboarding

Expectations, introductions, agenda setting

Digital & the changing landscape of the financial sector

Company focus: Fintech, Big Digital, Platforms, Digital Banks

- What's changing in Finance?
- What do digital first Fintech companies have in common? Compare with non finance and big players
- Introduce Platforms as a way of thinking

Technology transforming finance

AI, APIs, Blockchain, Cloud

- Explore technologies that are changing Finance
- Hands on with at least one of these per group
- Short presentations back to the group

Exploring the power of data

Collect, manage, visualise

- New data treasure hunt with links to fintech
- Reflect on what we need to know and why

Developing a culture of transformation

Learning from the others in the industry

- Amazon culture
- Ways to build culture (DBS example)

Homework

DAY 2

Setting the scene for day 2

What did you do yesterday that changed your perspectives?

- Helpful and hindering team behaviour

Meeting changing finance customer needs

How digital companies obsess about their customers

- Jobs to be done intro
- Wealth management persona
- Buy them a gift (do we have empathy?)

Designing future finance (workshop)

Design a service for our persona building (incorporating technology, data and platform thinking) to meet specific needs

- Sketch a prototype
- Write a press release

Presentation & feedback

Feedback tools

- present back your work
- get feedback from others
- reflection on process on being more agile and experimental

Leading transformation

5 roots of transformation

- What small changes will you make
- How will you lead transformation?

Close & Check Out

Assignment details/instructions
Wrap up and close



STAY CURIOUS

For individual registrations, contact
paviter.singh@hyperisland.com

For corporate training and bulk registration, contact
juanita.mega@hyperisland.com

**** Please note that 4 sessions marketed in 4Q 2021 (short courses) are due for funding renewal and we will make the necessary application for continued support before programme expiry.**

Full fees will apply for these programmes in the event there are changes made to the funding guidelines.