

DBS Bank Journey to Becoming the Best Digital and Now Best Bank in the World Keynote



DBS Bank was the first bank to receive Euromoney’s inaugural award “World’s Best Digital Bank” in 2016 and then again in 2018. Imagine! In six short years, DBS was transformed from the poorest performing bank in Singapore to being recognized as the best digital bank in the world. Then it won Global Finance best bank in the world award.

Discover how DBS leaders achieved this phenomenal transformation through two strategies in this absorbing, informative and enlightening keynote.

The keynote introduction highlights what the bank did to successfully implement its first strategy to perform at international standards and how it succeeded where other organizations failed. This set the foundation that allowed its digital strategy 2.0 – make banking invisible, to be implemented.

The heart of the keynote describes the DBS journey to make banking both invisible and joyful to its customers by leveraging digital. It explains how DBS created a 22,000-employee start up, transformed the core, mostly and:

- How DBS adopted digital from the core to transform
- How to transform into a digital organization in 11 steps
- How it made its employees technology literate
- How it leveraged digital technology to improve its operations
- How it measures its digital strategy
- How it created “digibank” – a mobile-only bank

Woven throughout the keynote are examples and stories from the bank and an exclusive video.



A recognized pioneer and expert in strategy implementation, Robin Speculand is driven to transform strategy implementation globally by inspiring leaders to adopt a different approach. The founder and CEO of Bridges Business Consultancy Int, he created the [Implementation Hub](#), the world’s first online portal dedicated to strategy implementation. His work begins as clients are crafting their strategy and starting to think about the implementation. This international bestselling author has sold more than 42,000 books worldwide and been featured on BBC, Channel News Asia and CNBC. He is the co-founder of the Strategy Implementation Institute.