

DRIVING DIGITAL TRANSFORMATION WITH DESIGN THINKING

Disruptive technologies, changing customer behavior and the influx of new competition have led to complex challenges requiring innovative, agile solutions with invention as a key principle.



The Mind is Like a parachute; it works best when it is open.”

Dalai Lama

To discover these new opportunities and reshape towards digital transformation, many companies have turned away from traditional analytical thinking towards design thinking, a method that explores human centered design principles to generate solutions that customers love. So, using design thinking to embrace your organization's digital transformation helps tackle complex problems using a fluid, flexible, hands-on approach to interact with consumers.



Alberta Soranzo

Transformation Design Director at Lloyds Banking Group

Senior design and organizational transformation executive, with a deep specialism in service design, systems thinking and agile.

Extensive experience transforming organizations, building and leading multidisciplinary teams, facilitating the creation of collaborative environments, and the introduction and application of agile methodologies.

My focus is on transforming organizations to support design and delivery of future-friendly, end-to-end service experiences that are insight-led and unlock value for customers and businesses.

[REGISTER HERE >](#)

WHERE?

The Open Zone at the Finastra Experience Centre

1st Floor, 4 Kingdom Street,
Paddington W2 6BD

[Google maps](#)

WHEN?

Thursday October 17, 2019

18:00 – 20:00

HOW?

Take a look at the [sign up page](#).