

# The Future *Generation* of Money

Design Thinking for a Wealth of Insights



There has never been a more opportune time than now to leverage on the people-centered needs-driven principles and methodology of Design Thinking in order to successfully embark on a much needed journey of recalibration and strategic rethinking within the private banking and wealth management industry.

Future generations of affluent clients and their powerful families are changing the private banking and wealth management industry, with new expectations around satisfying needs and terms of engagement. They have increasing wealth but different demands that will be different from previous generations.

This 40-minute workshop will:

- Share how Design Thinking can uncover a wealth of insights into the evolving needs of the future generation of wealth clients and hence;
- Provide some innovative ideas to generate new money.

*A specialised workshop by*

