

Innovative Thinkers Recognized at DFCC Agile Design Thinking Awards 2023

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Thimal Perera, Director, and Chief Executive Officer, DFCC Bank, and staff at the Agile Design Thinking Awards ceremony.

DFCC Bank has invested heavily in innovation and agility development among its people. The innovation and agility transformation within DFCC Bank is coordinated and led by the DFCC Agile Innovation Centre and HR departments, helping inspire the Bank's people. This initiative enables DFCC to maneuver the challenging modern business environment while inspiring people-led transformation.

The best and most innovative thinkers and problem-solvers amongst DFCC Bank's cadre were recognized at the DFCC Agile design thinking Capacity Training certificate Awards 2023, a special awards program designed by the DFCC Agile Innovation Centre to recognize excellence in design thinking.

The training program commenced in 2022 for 45 handpicked staff members from the Middle and Senior management of the Bank. The training was conducted by experts from the Innovation Quotient team with whom the Bank collaborated. Thirty-four staff members were awarded certificates based on evaluation by the trainers and peers, which were categorized under gold, silver, and bronze. This workshop is part of the DFCC Agile innovation center of excellence project. It aims

to introduce design thinking methods and tools to help develop value propositions and solutions to effectively manage the challenges of the modern marketplace caused by automation, the adoption of artificial intelligence, big data, the emergence of new entrants, and rapid changes in consumer behavior.

Thimal Perera, Director/CEO, DFCC Bank, said, “Amidst the challenging and dynamic environment of modern business, we are keen to equip our people with the tools they need to emerge as thought leaders and be leaders of change and transformation. We need to adapt quickly and be agile amidst the present environment. As a customer-centric, people-oriented bank, this agility must become part of our culture and people. This is just another way we are investing in our people so that they can always be one step ahead and look after the needs of our customers and add value to their lives. I take this opportunity to congratulate the participants and those who were recognized at the Awards while encouraging all our people to always think out of the box and look at things from new perspectives.”

DFCC Bank is ranked among Business Today's Top 40 Corporates in Sri Lanka.