

ANNEX A

Factsheet on SkillsFuture Queen Bee Partnership with Tribal Worldwide

The programme will focus on the following aspects to help participating SMEs:

- (i) Skills Manager as key touchpoint and sources of guidance:
 - The Skills Manager will map out the learning and development plans for the design SMEs in alignment with their business objectives and aspirations.
 - The Skills Manager will also identify suitable initiatives and resources from the government to formulate the training solutions, or identify training solutions required by the design ecosystem.
 - Throughout the 12-month programme, the Skills Manager will work closely with SMEs to strengthen their workplace learning practices and culture through on-the-job, peer learning or formal training.
 - Mr Michael Lung, Head of Business Transformation at Tribal Worldwide, is the Skills Manager who will be supporting the design SMEs. He brings with him extensive experience from creative and digital agencies and management consulting.
- (ii) Curated training plan with courses focusing on design, innovation and business, funded at up to 90 per cent by SSG
 - Design SMEs will be able to enrol in the courses provided the Institutes of Higher Learning (IHLs) and private training providers identified under the training plan. The courses are funded at up to 90 per cent by SSG. Employees can enrol in industry-specific courses to acquire the requisite skills to support their companies' upskilling and transformation.
- (iii) Custom peer learning and networking initiatives
 - Design SMEs will be able to tap into upcoming peer-networking activities to share and learn best practices in innovation and design thinking methodologies within the ecosystem, particularly given the increase in online collaboration due to COVID-19.

For more information or to sign up for the programme, please email michael.lung@sg.tribalworldwide.com.