

A photograph of two women in a professional setting, engaged in conversation. The woman on the left is Black with braided hair, wearing a dark blue jacket with white trim. The woman on the right is white with long brown hair, wearing a dark blue blazer, a red top, and a patterned scarf. They are both looking towards the right. The background is a blurred indoor space with warm lighting.

RETHINKING FINANCIAL INCLUSION

Innovation for Policy and Practice

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HARVARD Kennedy School

Executive Education

YOU'RE HERE TO MAKE A DIFFERENCE.™



RETHINKING FINANCIAL INCLUSION

INNOVATION FOR POLICY AND PRACTICE

Presented in collaboration with the Evidence for Policy Design (EPoD) program at Harvard Kennedy School.

After three decades of innovation and unprecedented expansion of access to financial services for the underserved, leaders are now faced with a new question: how to leverage the potential of this broader financial access to foster entrepreneurship, reduce poverty, and improve well-being?

The challenge is to design innovative financial products that meet the needs of underserved populations while also ensuring the sustainability of financial providers. Organizations must learn to make better use of client data while taking into account rigorous impact evaluations and insights from the behavioral sciences. The proliferation of mobile money and digital financial services means greater potential for organizations to use big data, while the ability to do so smartly will give organizations a tremendous competitive edge. Using evidence to create successful, sustainable financial products that can satisfy the needs of a new and expanding high-potential client base requires novel thinking and technically sound analysis.

Rethinking Financial Inclusion, an intensive five-day executive program at Harvard Kennedy School, uses the latest data and techniques to explore frontier issues in finance for the underserved. Led by Harvard professors with years of experience designing and evaluating financial innovations, this program combines an evidence-based approach with theoretical insights to expose leaders like you to the changing landscape of finance, enhance your understanding of client needs, and equip you with the tools to design financial products that will satisfy them.

“Spending a week at Harvard exposed me to the latest research in the field, and gave me the perspective of other leaders in the public and private sector who are focused on providing financial services for the world’s poorest people.”

– REBECCA MANN

**BILL AND MELINDA GATES FOUNDATION
FINANCIAL SERVICES FOR THE POOR TEAM
2014 ALUMNA**

In one extraordinary week, you will:

- » Learn how to apply evidence to design innovative financial services to meet client needs in evolving environments.
- » Explore the opportunities and challenges posed by big data for product design and regulation.
- » Practice negotiation strategies critical to effectively leading organizational change.
- » Examine how behavioral insights inform financial decision making.
- » Analyze and evaluate the effectiveness of financial products such as enterprise loans, insurance products, and microfinance.

CURRICULUM

Rethinking Financial Inclusion uses EPoD's *Smart Policy Design and Implementation* framework, a structured approach for evidence-driven innovation, to inform the design of financial products in a world where technology and client demands are changing rapidly. Based on a keen understanding of both the client and the broader environment, lectures and case studies illuminate theory and evidence on key topics in financial access, while group sessions enable you and your peers to engage directly with real world issues. Lectures are led by renowned Harvard faculty and feature established innovators and industry leaders who provide insights from cutting-edge research and successful product innovations. In group sessions, you will collaborate closely with faculty to apply the *Smart Policy Design and Implementation* framework to address specific problems submitted by your colleagues. Each group will consist of a diverse set of leaders representing key market players—finance practitioners, donors, investors, and regulators—and have opportunities to showcase their work throughout the program.

A wide range of financial services will be covered, focusing on the needs that they address, discussing the design challenges they pose, and incorporating evidence and insights from their various contexts.



Specific topics will include:

- » Using cutting-edge empirical methods to catalyze innovation in financial inclusion
- » Examining innovative techniques, including analytics and big data, for product and policy design
- » Effectively negotiating innovations in product and policy design
- » Establishing successful feedback loops to iterate toward better-designed solutions
- » Improving financial inclusion through digitized systems of social protection and public-private partnerships

WHO SHOULD ATTEND

This program is designed for a broad range of leaders who play strategic decision-making roles in their organizations, including:

- » Innovators in financial inclusion and related industries who are interested in effecting organizational change
- » Practitioners working in financial inclusion (both consumer and enterprise finance)
- » Professionals in related industries like telecommunications and finance interested in innovations related to finance
- » Government and corporate representatives involved in financial programs and regulatory oversight
- » Representatives of financial initiatives at bilateral and multilateral donor agencies
- » Private donors and investors

The unique convening power of Harvard Kennedy School Executive Education ensures you will be amongst a high-caliber, global cohort of individuals with diverse perspectives and experiences.



TO LEARN MORE ABOUT PROGRAM DATES, CURRICULUM, TUITION, AND MORE, PLEASE VISIT

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Admission is competitive and based on professional achievement and organizational responsibility. There are no formal educational requirements; however, fluency in written and spoken English is necessary for participation.

FACULTY CHAIRS



Asim I. Khwaja is Professor of International Finance and Development and Co-Director of the Evidence for Policy Design program at Harvard Kennedy School. His research combines extensive fieldwork, rigorous empirical analysis, and microeconomic theory to answer questions that are motivated by and engage with policy. Khwaja is Co-Founder of the Entrepreneurial Finance Lab, a social enterprise which uses psychometric testing to unleash financing for small and medium-sized enterprises.



Rohini Pande is Professor of Public Policy and Co-Director of the Evidence for Policy Design program at Harvard Kennedy School. A key focus of her research is the design of financial access initiatives, especially when the aim is reaching underserved communities. She leads several large-scale research projects testing the design of financial products and evaluating the impact of microfinance on a range of social and economic outcomes. Professor Pande also works closely with central and state governments in South Asia exploring how digital initiatives can be harnessed to improve policy implementation.

The Evidence for Policy Design (EPoD) program at Harvard Kennedy School unites research and practice for smart policy. EPoD works to promote the use of analytical insights, drawn from economics and backed by rigorous evidence, to inform the design and implementation of public policies and programs around the world. Through research, teaching, and capacity-building activities, EPoD equips decision makers from around the world with the knowledge and skills necessary to understand how data and evidence can be used most effectively to achieve policy goals. To learn more about EPoD, please visit us at <https://epod.cid.harvard.edu> and follow @EPoDHarvard on Twitter.



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