

The best design is the simplest one that works.  
- Albert Einstein



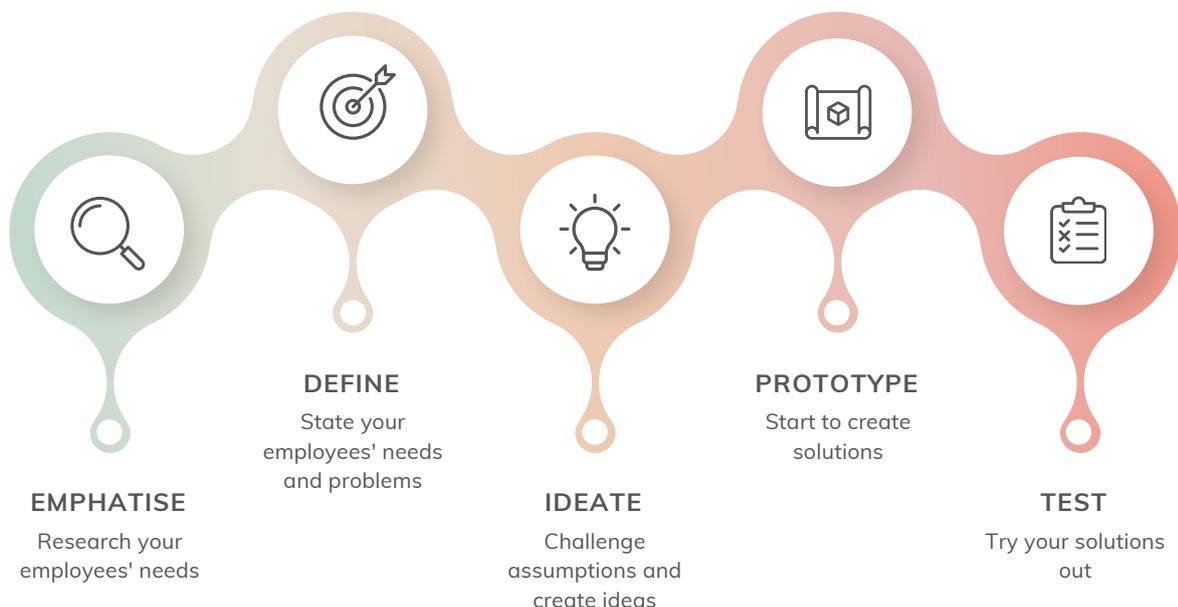
# DESIGN THINKING FOR HR LEADERS MASTERCLASS

## SUMMARY OF THE PROGRAM

Traditional HR teams are often populated by people who see their role to protect the organisation, avoid risk and ensure consistency. This type of HR function is becoming less valued. What is valuable is an HR function that can improve the employee experience so talented people work at their most productive. One way HR can transform itself is to incorporate design thinking into its people-design strategies. This one-day Masterclass provides the tools.

## LEARNING OUTCOMES

- Outline the new 'HR Value Proposition' and its strong link with Design Thinking.
- Practical explanation of the 5-phase Design Thinking Model.
- Experiential exercise to practice using the Design Thinking model.
- Interactive Exercise to learn the 8 Mindsets of Design Thinking.
- Experiential Exercise to design two 'Empathy Maps' using pre-work materials.
- Group exercise to map the full employment lifecycle from the employee's perspective.
- Experiential exercise to design 'Employee Onboarding' experience using a live journey map.
- Group exercise to design an onboarding storyboard to implement at work.
- Group feedback exercise to share designs and gather ideas for the next iteration.



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"A HANDS-ON, PRACTICAL DAY THAT HAS CHANGED THE WAY I DO EVERYTHING IN HR. THE VERY NEXT DAY I WAS TACKLING PROBLEMS CREATIVELY."

## DESIGN THINKING TOOLS

### Empathy Maps



An empathy map helps HR practitioners learn about the specific needs of an employee group so they can improve the employee experience

### Storyboarding



A storyboard is a visual representation of how a story will play out, scene by scene. We use storyboarding to create new HR programs. For example, we could redesign an entire induction program using storyboarding

### Journey Maps



An employee journey map is a visual storyline of every engagement an employee has within each point of their employment lifecycle with your company

## ABOUT YOUR FACILITATOR



For over 10 years, Kristyn Haywood has delivered quality leadership education in Australia and overseas. She has a Master of Business, Advanced Diploma in HR and over a dozen coaching qualifications including Master Practitioner and Trainer in NLP. Kristyn is an executive coach, facilitator and key note speaker.

Before founding People for Success Kristyn was a HR Executive. She designed the program and has experience designing HR programs using design thinking methodologies.

## TESTIMONIAL

The Design Thinking for HR Program was amazing. I learned many practical tools to use straight after the course. I've done the course twice! At Procreate Kristyn also delivered our Respect@Work Program, Strengths Coaching, Executive Coaching and Team building programs. Kristyn is one of the most extraordinary leadership coaches and change makers I've ever worked with. Her innate ability to effortlessly reach the heart of what is blocking a person from being the best version of themselves is exceptional.



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Head of Human Resources @ Procreate

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