

# MASTERCLASS

## DESIGN THINKING FOR HR LEADERS



### Need to Update your HR Skills?

- Ever felt like your HR solutions miss the mark?
- Struggling to turn great ideas into real change?
- What if you could redesign HR programs around the people who matter most - your employees?

### Modern HR Skills

- Stop pushing top-down programs that fall flat.
- Learn the 5-phase design thinking model adapted for HR
- Rapidly prototype & test ideas so you get it right - FAST
- Reframe every challenge as an opportunity for innovation.
- Map the end-to-end employee journey and lift engagement at every touchpoint.



**Kristyn Haywood**  
Facilitator & CEO

For over 20 years, Kristyn has delivered quality leadership education to thousands of managers in Australia and overseas in almost every industry. 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 a highly experienced executive coach, facilitator and key note speaker.

Kristyn was a HR Executive for many years, taught the AHRI Diploma and educated hundreds of HR Leaders how to use Design Thinking tools.



**MELBOURNE**  
21/05/2026

**SYDNEY**  
18/06/2026

**ONLINE**  
23/06/2026



**TIME**  
9:00 - 4:45



**\$650 - ONLINE +GST**  
**\$850 - IN PERSON +GST**

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# PROGRAM OVERVIEW

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 a 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.

## Learning Outcomes

- Shift your mindset away from designing top-down, centrally distributed HR programs.
- Understand the value of designing all HR programs with the employee at the centre.
- Discuss Design thinking and implications across the HR context.
- Create and communicate end-user driven solutions to HR problems or opportunities such as employee engagement,
- Map the Employment Lifecycle from the employee's point of view.
- Reduce risk and accelerate learning through rapid testing and feedback loops.
- Reframe problems to develop a HR culture of innovation.
- Redesign the Employee Experience

## Workshop Topics

- 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.
- Design two 'Empathy Maps' using pre-work materials.
- Group exercise to map the full employment lifecycle.
- Design 'Employee Onboarding' experience using a journey map.
- Design an onboarding storyboard to implement at work.
- Share designs and gathers ideas for the next iteration.



Design Thinking  
for HR Leaders

01

**EMPATHY MAPS**  
built from real  
stakeholder insights.

02

**LIVE JOURNEY-MAP**  
of your own employee  
lifecycle.

03

**STORYBOARD**  
prototypes you can  
pilot immediately.