

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

DESIGN THINKING FOR HR LEADERS MASTERCLASS

ONE-DAY PROGRAM

Design an employee experience that
motivates and inspires your workforce

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.
- 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.

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



YOUR FACILITATOR



Kristyn Haywood
People for Success

For over 10 years, Kristyn has delivered quality leadership education in Australia and overseas. Previously Kristyn was a HR Director. Kristyn developed 'Design Thinking for HR Leaders' specifically to address the gap in HR Leadership Education. She has a Master of Business, an Advanced Diploma in HR & over a dozen coaching qualifications including Master Practitioner & Trainer in NLP.

2023 DATES

ONLINE

23 August, 2023

9 November, 2023

IN PERSON

8 November, 2023 – BRISBANE

14 November, 2023 – SYDNEY

15 November, 2023 – MELBOURNE

16 November, 2023 – HOBART

designthinkingforhrleaders.com

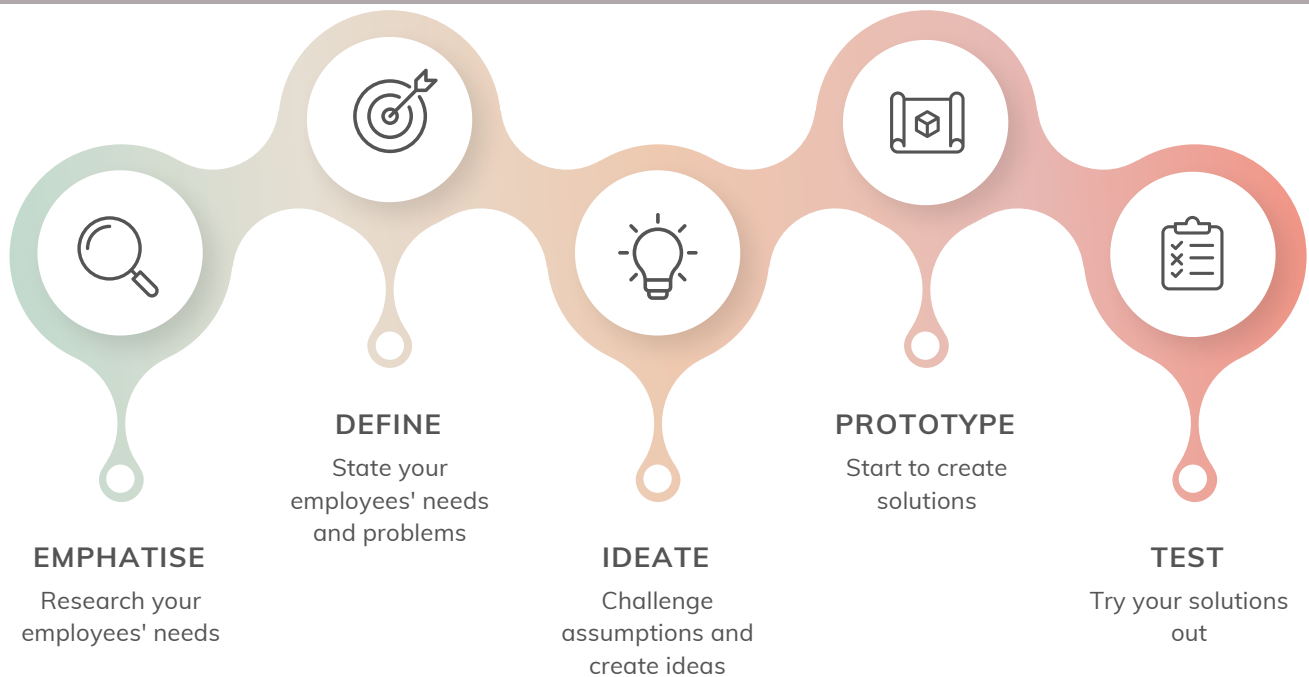
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Traditional HR teams are often populated by people who see their role to protect the organisation, avoid risk and ensure consistency. This type of HR function is becoming less valued. What is valuable is an HR function that can improve the employee 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.

DESIGN THINKING PROCESS



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

Design Thinking Mindset



Design Thinking is both a process and a mindset. When creating an exceptional employee experience it is vital to understand the people you are designing for. Empathy is the key ingredient