Design Thinking for Human Resources

Design Thinking is the latest human-centered approach to innovation that integrates the needs of people and requirements for business success to develop innovative products and services. As technology evolves at lightning speed and the economic environment grows more volatile, this new methodology has been cited as a vital tool to develop HR solutions that drive engagement, boost performance and help employees manage the complexity. In fact, companies where HR reports the highest levels of value are five times more likely to be using Design Thinking and the approach has already been adopted by global brands including Australia and New Zealand Banking Group, General Electric and Ford Motor Company to develop innovative, human resources solutions.

In this full-day interactive workshop for HR professionals, we will examine best practice and explore how human-centered Design Thinking can be used to create a productive and meaningful employee experience through effective, simple solutions in line with business strategy. Together, we will develop core collaboration and communication skills through a live challenge as we gain a thorough understanding of the five stages of the Design Thinking process [Empathy, Define, Ideate, Prototype and Iterate] to improve current HR processes and boost engagement.

Early Bird Offer –
[Only if enrolment & payment are received at HKIHRM by 13 February 2018]
Member: HKD 2,980; Non-member: HKD 3,280

Standard Rates –
Member: HKD 3,580; Non-member: HKD 3,880

Outline:
- Key terminology and the business case for using Design Thinking to develop HR processes
- Examples of best practice and successes from around the world
- Master Design Thinking strategies to generate, develop and assess innovative HR solutions and enhance the level of service to internal and external stakeholders
- How to use Design Thinking to improve employee engagement and experience at your own organization
- Develop core soft skills for effective collaboration, including empathy and communication in a live challenge

About the Speaker:
Flick Hardingham is founder of Habit, the innovative leadership and culture consultancy based in London. Her interactive programmes use Design Thinking to arm organisations with the attitude, behaviour and culture to drive employee engagement, improve processes and thrive in the innovation economy.
Current and past experience using Design Thinking to find innovative HR solutions include working with a rapidly growing global tech company to develop inspiring leaders and boost productivity; supporting digital transformations at Barclays Bank and Accenture; improving talent acquisition processes at an international members’ club; and organizational change for the UK National Health Service.
Flick mastered creative thinking in the media world, devising and leading campaigns for a wide range of global and challenger brands: including Range Rover, Samsung, Tiger Airways and Japanese pop culture icon Domo. She qualified as a teacher at the UK’s number one primary school and is passionate about helping future generations hone vital entrepreneurial, digital and innovation skills.
She regularly speaks at events about innovative employee experience and is Design Thinking Lead for OpenIDEO London, using human-centered design to collaboratively solve tough social challenges including Gratitude In The Workplace.
Design Thinking for Human Resources

S18-NN-LD-DTH-016

**Date & Time:** 13 March 2018 9:30am – 5:30pm

**Venue:** HKIHRM, Suite 1503, 15/F, 68 Yee Wo Street, Causeway Bay, Hong Kong

**Fee:** Early Bird Offer: [Only if enrolment & payment are received at HKIHRM by 13 February 2018]
- Join Member HKIHRM Member ☐ HK$ 2,980
- Non-Member ☐ HK$ 3,280

Standard Rate: HKIHRM Member ☐ HK$ 3,580
Non-Member ☐ HK$ 3,880

**Enquiry:** Please contact us at (852) 2837-3880 or via email learning@hkihrm.org

Surname (Mr/Ms/Mrs) First Name (Full Name)

HKIHRM Member Number (individual/corporate)

Job Title Company/Organisation

Mailing Address

Phone (office/mobile)

E-mail (required for sending confirmation)

**Note:** For enrolment under corporate membership, HKIHRM would deem such enrolment authorised by the corresponding corporate member. Enrolment will be considered as non-member if membership number is not provided.

How do you know about this programme?
☐ HKIHRM Daily e-Newsletter ☐ HKIHRM E-mail ☐ HKIHRM Website/Mobile App ☐ Newspaper
☐ Social Media (Facebook/LinkedIn) ☐ Others (please specify):

**Terms and Conditions**

**Note of Membership:** All HKIHRM memberships are non-transferable, either to another individual or group companies. Member must fill in their membership number for verification.

**Confirmation:**
- Registration form received will be acknowledged by email in 5 business days.
- Seat confirmation will be secured and confirmed by email in 5 business days upon receipt of full payment.
- In case, the event is over-subscribed, priority will be given to those registrants who have fully paid the programme fee on a first-come-first-served basis.

**Payment:**
- Full payment must be received by the respective deadlines stated. HKIHRM reserves the rights to decline entry to the event for unpaid parties.
- Crossed Cheque should be made payable to Hong Kong Institute of Human Resource Management Ltd., and sent with a copy of the registration form to Learning & Development Department, Suite 1503, 15/F, 68 Yee Wo Street, Causeway Bay, Hong Kong.
- e-Receipt will be sent with confirmation email upon receipt of full payment.

**Cancellation Policy:**
- All fees paid are NON-refundable unless written notice is received 10 days prior to the programme.
- For cancellations made on or before 10 days of commencement date, 30% of programme fees will be forfeited.
- **No refund** for cancellations received within 10 days of commencement date but substitutions will be accepted.
- For substitution, HKIHRM reserves the rights to charge the difference between member and non-member rate wherever applicable. Please note that no partial refunds or credits will be given should the rate difference be lower.
- No deferment or credit transfer to another programme will be allowed.

**Weather:**
- Please visit our website for the most updated class arrangement during severe weather.

**Attendance Proof:** An administrative fee of HK$100 will be charged for certificate of attendance upon request.

**Use of Information:** The information you provide to HKIHRM will be used for the purpose of administering enrolments and facilitating the execution of the programme. It may also be used for the promotion of other HKIHRM functions and publications at some later date. If you do not want to receive any promotion from HKIHRM, please put a [✓] in this box.

**Promotion:** The event will be photographed and video taped and these images and video footages may be used for promotional materials for HKIHRM in the future. Kindly note that by attending the programme, you are giving full consent for your image and likeness to be used in any promotional materials or video recordings.

**Change of Programme Information:** HKIHRM reserves the rights to change the programme details and registrants will be notified in the programme of such changes. All matters and disputes are subjected to the final decision of HKIHRM.

**DECLARATION**

I have read and accept all the terms and conditions in this enrolment form.

I understand that all handout materials obtained in the programme are strictly for my own learning purposes.

Sign: ___________________________ Date: ___________________________