



# Employee Experience Strategist Certification

 **5 & 6 February 2026 (Thursday & Friday)**  
**9:30am – 5:30pm**  
**CPD Hours: 7**

 **Cantonese**  
 (with English materials)

**Enrol  
NOW**



In today's competitive business landscape, employee experience (EX) has emerged as a critical driver of organizational success. A positive employee journey from recruitment to onboarding, development, and beyond; can significantly impact engagement, productivity, and retention. This course is designed to equip participants with the tools, strategies, and insights needed to design and implement an empowering employee journey that enhances overall employee experience.

## Course Outline

- ➡ Understanding the Employee Journey
- ➡ Mapping and Optimizing Employee Touchpoints
- ➡ Building a Positive Work Environment and Recognition Culture
- ➡ Leadership's Role in Enhancing Employee Experience
- ➡ Key Touchpoint Areas with Practical Strategies
- ➡ Measuring and Enhancing Employee Experience



**Eliza Ng**  
**HKIHRM**  
**ESG COMMITTEE MEMBER**



**HKIHRM**  
 Units 1810-15, 18/F,  
 Millennium City 2,  
 378 Kwun Tong Road,  
 Kwun Tong, Kowloon  
 (3-minute walk from Ngau  
 Tau Kok MTR station exit A)



**Price**

**Early Bird offer**

[Only if enrolment & payment are received by 2 January 2026]\*

**Member**

**HK\$5,600**

**HK\$5,200**

**New Member**

**HK\$6,845**

**HK\$6,445**



**Award of Certificate**

A participant who has

1. maintained a minimum of **90%** attendance of total training hours;
2. Pass grade in group assessment will be awarded a "**Employee Experience Strategist Certification**"



Ms Carrie Yip (852) 2837 3890 | [learning@hkihrm.org](mailto:learning@hkihrm.org)