

HUMAN RESOURCES | COURSE BROCHURE

Employee Experience Design

5 days | Classroom training | English

SMART HORIZON

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Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Organisations that design great employee experiences attract better talent, retain key people and achieve higher engagement. This course applies design thinking and customer-experience methods to the employee journey, from attraction and onboarding to development, recognition and exit. Participants learn how to map employee journeys, gather meaningful feedback, identify moments that matter, redesign processes and measure the impact of improvements. Working on real challenges from their organisations, participants prototype practical solutions and build an employee experience improvement plan.

Engagement surveys alone rarely change how work feels for employees. This course gives you practical methods to understand employees' real experiences, prioritise improvements and design HR processes and workplace practices that people value, with measurable results for the business.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The programme uses design-thinking workshops, journey-mapping exercises, employee persona development, interview practice, case studies of leading employers and rapid prototyping of improvement ideas.

Course objectives

By the end of this course, participants will be able to:
• Explain the business value of employee experience
• Map employee journeys and identify moments that matter
• Use listening methods to gather meaningful employee insight
• Apply design thinking to redesign HR processes and practices
• Measure employee experience and link it to business outcomes
• Create an employee experience improvement plan



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Target audience

This course is suitable for:
• HR managers and HR business partners
• Talent, engagement and culture specialists
• Internal communications and organisational development professionals
• Line managers responsible for team engagement
• HR transformation and HR operations leaders

Target competencies

Participants will develop competencies in:
• Employee journey mapping
• Design thinking
• Employee listening
• Experience measurement
• Process redesign
• Culture and engagement

Course outline

Day 1: The Case for Employee Experience

09:00–09:54	From engagement to experience: what has changed
09:54–10:48	Links between employee experience, customer experience and performance
10:48–11:00	Components: culture, technology and physical workplace
11:00–11:30	**Coffee break**
11:30–12:12	Components: culture, technology and physical workplace (continued)
12:12–13:06	Assessing your organisation's current experience
13:06–14:00	Exercise: Identifying employee experience pain points

Day 2: Understanding Employees

09:00–09:54	Employee personas and segments
09:54–10:48	Listening methods: surveys, pulse checks, interviews and focus groups
10:48–11:00	Analysing qualitative and quantitative feedback



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11:00–11:30	**Coffee break**
11:30–12:12	Analysing qualitative and quantitative feedback (continued)
12:12–13:06	Identifying moments that matter
13:06–14:00	Workshop: Creating employee personas

Day 3: Mapping and Redesigning Journeys

09:00–09:54	Building an end-to-end employee journey map
09:54–10:48	Onboarding, development, recognition and exit journeys
10:48–11:00	Design thinking: ideate, prototype and test
11:00–11:30	**Coffee break**
11:30–12:12	Design thinking: ideate, prototype and test (continued)
12:12–13:06	Involving employees in co-design
13:06–14:00	Practical exercise: Redesigning the onboarding journey

Day 4: Enablers of Great Experience

09:00–09:54	The role of managers in daily experience
09:54–10:48	Digital tools and HR self-service
10:48–11:00	Wellbeing, flexibility and the workplace
11:00–11:30	**Coffee break**
11:30–12:12	Wellbeing, flexibility and the workplace (continued)
12:12–13:06	Recognition and career growth
13:06–14:00	Case study: Transforming employee experience in a growing company

Day 5: Measuring and Sustaining Impact

09:00–09:54	Employee experience metrics and dashboards
09:54–10:48	Linking experience data to retention and productivity
10:48–11:00	Prioritising and funding improvements



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11:00–11:30	**Coffee break**
11:30–12:12	Prioritising and funding improvements (continued)
12:12–13:06	Governance and continuous improvement
13:06–14:00	Capstone: Employee experience improvement plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Paris Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,860.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Vienna Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,940.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Singapore Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,820.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,650.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,890.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Paris Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,860.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	3 May 2027	7 May 2027	**€2,540.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Singapore Confirmed dates	17 May 2027	21 May 2027	**€2,820.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,450.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**
Barcelona Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,840.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,860.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,540.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Singapore Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,820.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.–**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,650.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,450.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Paris Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,860.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Istanbul Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



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Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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