

HUMAN RESOURCES | COURSE BROCHURE

Employee Journey Mapping

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Employees experience the organisation through a series of moments, from first contact as a candidate to leaving. This course teaches HR and managers to map the employee journey, identify moments that matter and pain points, gather employee feedback, redesign key experiences and measure improvements in engagement and retention.

Small improvements at key moments can have a big impact on engagement and retention. You will learn to see work through employees' eyes.

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

Journey mapping workshops, employee persona development, feedback design exercises and case studies.

Course objectives

By the end of this course, participants will be able to:
• Explain the employee experience concept
• Create employee personas
• Map end-to-end employee journeys
• Identify moments that matter and pain points
• Redesign key experiences
• Measure the impact of improvements

Target audience

This course is suitable for:
• HR managers and business partners
• Employee experience professionals
• Internal communication teams
• Line managers
• Organisational development consultants



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Target competencies

Participants will develop competencies in:

- Journey mapping
- Empathy research
- Experience design
- Feedback analysis
- Improvement measurement

Course outline

Day 1: Employee Experience

09:00–10:08	Why experience matters
10:08–11:00	Employee life cycle
11:00–11:30	**Coffee break**
11:30–11:45	Employee life cycle (continued)
11:45–12:53	Experience versus engagement
12:53–14:00	Exercise

Day 2: Understanding Employees

09:00–10:08	Personas
10:08–11:00	Interviews and surveys
11:00–11:30	**Coffee break**
11:30–11:45	Interviews and surveys (continued)
11:45–12:53	Listening channels
12:53–14:00	Practice

Day 3: Mapping Journeys

09:00–10:08	Journey stages
10:08–11:00	Touchpoints
11:00–11:30	**Coffee break**



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11:30–11:45	Touchpoints (continued)
11:45–12:53	Moments that matter
12:53–14:00	Workshop

Day 4: Redesigning Experiences

09:00–10:08	Prioritising improvements
10:08–11:00	Designing solutions
11:00–11:30	**Coffee break**
11:30–11:45	Designing solutions (continued)
11:45–12:53	Quick wins
12:53–14:00	Exercise

Day 5: Measuring Impact

09:00–10:08	Experience metrics
10:08–11:00	Iterating
11:00–11:30	**Coffee break**
11:30–11:45	Iterating (continued)
11:45–12:53	Governance
12:53–14:00	Action 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.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,890.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Vienna Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,940.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,650.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,540.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 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.–**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,890.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	17 May 2027	21 May 2027	**€2,840.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Vienna Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,940.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Dubai Confirmed dates	28 Jun 2027	2 Jul 2027	**€3,150.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Paris Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,860.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Dubai Confirmed dates	2 Aug 2027	6 Aug 2027	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Rome Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,890.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Rome Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,840.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

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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