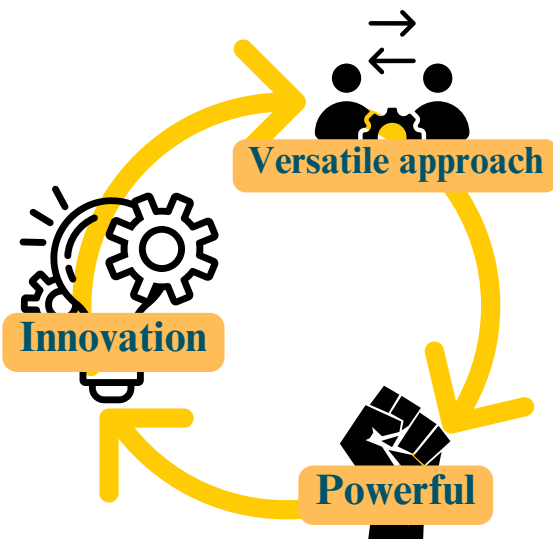


Executive Certificate in Design Thinking for HR

Want to innovate like Apple, Google and IBM to deliver their products and services effectively?

Learn **Design Thinking**, a creative and client-centred way to find and solve problems that your clients and stakeholders value. **Design Thinking helps HR like you go beyond processes & programmes, focus on the experiences and outcomes that matter to your employees and potential employees.**



Learning Outcomes

- Understand key design thinking concepts, mentality and process
- Acquire design thinking methodology, tools and skills in HR context
- Appreciate to be a design thinker and build a corporate culture of innovation
- Practical application of design thinking into human resources' core activities



22 & 29 July 2023 (Saturday)
9:30am – 5:30pm



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)



Cantonese
(with English Materials)



Mr Joel Lei
(852) 2837 3839
learning@hkihrm.org



Member
Non-member

Early Bird Offer
Only if enrolment & payment are received by 22 June 2023

	Member	Non-member	Course Fee
	HK\$4,500	HK\$5,900	HK\$5,400 HK\$6,800



To qualify for the course certificate, participants are required to fulfil **ALL** of the requirements below:

- 100% attendance throughout the programme
- Complete in-class group exercises and a **PASS** mark in the post-programme quiz.

Module 1:

Design Thinking's Background, Concepts, Mentality, Process and Impact

- Humancentric, iterative and team-based approaches to problem-finding and solving
- 5 Stage Design Thinking Model: *Empathise, Define, Ideate, Prototype, and Test*
- Design Challenge: How Might We...
 - a. Questioning to identify sources of inspiration by understanding and observation
 - b. Clarifying to use point of view and ideation to create opportunities framework
 - c. Refining to prototype the ideas, and using a feedback matrix to collect feedback
- Designing Employee Experience with “Interview & Research”, “Ecosystem Map”, and “Personas” in Recruiting, Onboarding, Learning and Employee Engagement, etc.

Module 2:

When HR Meets Design Thinking I

- Trifecta of Innovation: Desirability, Feasibility and Viability
- Sharing of success stories and case studies
- The human-centric approach brings back “Human” to HR
- Games and practices of design thinking methodologies with “Journey Map” and “HMW and Prioritisation” in the HR context

Module 3:

When HR Meets Design Thinking II

- HR Challenges: HR as a Strategic Partner
- Designing Employee Experience with “Creative Matrix” and “Concept & Prototyping” in the HR context
- Redesign HR system and process to become more agile
- Storytelling for influence

Module 4:

Design Thinking Application to HR

- Concept sharing and feedback
- Practice: Workforce reskilling in the face of digitisation
- What it Takes to be a design thinker
- Tips in applying design thinking under HK environment and culture
- Corporate culture with innovation and design thinking
- Q & A sharing

Facilitators

Mac Leung

- Lead Consultant and Author of Design Thinking
- Peter F. Drucker Academy Certified Drucker Educator
- Former researcher with the Peter F. Drucker Academy (Beijing).
- Leader to Leader Institute Certified Facilitator.

Peter Lau

- Design Thinking / UX Leader, Interaction Design Association Hong Kong (IXDAHK)
- Certified trainer of LUMA (Design Thinking / Innovation)

Lowene Chan

- Design Thinking / UX Leader, Interaction Design Association Hong Kong (IXDAHK)
- Member of IAF (International Association of Facilitator)

Ada Yuen

- Design Thinking / UX Researcher, Interaction Design Association Hong Kong (IXDAHK)
- Seasoned HR practitioner in the banking and finance industry with expertise in design thinking, talent management and executive coaching
- Past president of the ASTD Global Network Hong Kong

Edmund Lam

- Design Thinker and Seasoned HR Practitioner



ENROLMENT FORM

Enquiry: Mr Joel Lei

Tel: (852) 2837 3839

Email: certificate@hkihrm.org

Executive Certificate in Design Thinking in HR

CPD: 14 hours

Date & Time: 22 & 28 July (Sat), 9:30am – 5:30pm

Participant

Early Bird Rate **Member HK\$4,500** **Non-Member HK\$5,900**

*^Only if enrolment & payment are received by **22 June 2023***

(HKIHRM e-vouchers are not applicable to early bird offer)

Regular Fee **Member HK\$5,400** **Non-Member HK\$6,800**

HKIHRM e-voucher* HK\$100

Company: _____ Membership No: (if any) _____

Name: Mr/Ms Job Title: _____

Email: _____ Contact No: _____

**Only one HKIHRM e-voucher is accepted on each enrolment.*

Payment Methods

a) **Cheque:** A crossed cheque payable to "Hong Kong Institute of Human Resource Management Ltd" and mail to "HKIHRM, Units 1810-15, 18/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong". Post-dated cheques and foreign cheques will not be accepted.

b) **Bank Transfer:** Beneficiary Name: Hong Kong Institute of Human Resource Management Ltd
A/C No.: 511-290330-001. Bank Name: The Hong Kong and Shanghai Banking Corporation Ltd.
SWIFT Code: HSBCHKHKKH

c) **Credit Card:**

Card Type:	VISA / Mastercard / American Express	Expiry Date(MM/YY):	
Card Number:		Amount (HK\$):	
Name of Card Holder:		Signature:	

d) **Alipay HK, Octopus and FPS:**

 Alipay HK



 八達通
Octopus



Identifier "161151394"

Phone Number "55702553"

Email your payment record as proof to learning@hkihrm.org.

Remarks

- Applicants' personal data is collected and kept for processing the application for course enrolment, admission, academic and related administration purposes. The data provided will be handled in accordance with the provisions of the Personal Data (Privacy) Ordinance of the HKSAR.
- The personal data provided in this form will be used by the Institute for direct marketing activities, including but not limited to the promotion (e.g. special offers and discounts) for HKIHRM events, activities, training programmes, awards, survey and other services that it may deploy. If you do not wish to receive such information as stated, please indicate your objection by ticking the box.
- Privacy policy statement, cancellation policy, adverse weather arrangements and disclaimer, please refer to <https://bit.ly/3yqOBQr>.

I have read, understood and agreed to all details of the above terms and conditions.

Interested to Join Us?

Signature of Participant: _____

Act Now and Apply Today!

Date: _____

www.hkihrm-membership.org

