



## Design Thinking for Employee Experience



Format: Online (Zoom)

Date: 5 July 2021 (Monday)

Time: 5:00pm to 6:00pm

Fee: All Member/ Student Member  
- Free of Charge

Non-member - \$50.

Online Registration:

<https://forms.gle/L8Yt5wd4FyQEBsbY7>



The corporate performance begins and ends with employees. Therefore, it is mission-critical to create a human-centered and co-creative working environment where employees can excel and unleash their potentials.

The Employee Experience (EX) is the staff's feeling encountered with their companies, from recruiting to onboarding to career path development and offboarding. To keep the employees engaged, we recommend senior executives and people leaders focus on the entire employee experience through the mindset, skillset, and toolset of Design Thinking.

In this webinar, you will learn why employee experience is crucial for organizational success, and how to use Design Thinking to create a WOW employee experience and create a unique innovative advantage for your enterprise.

Co-organizers



香港人才管理協會

**Upon completion of the webinar, the participants will be able to:**

- Understand Design Thinking way for EX
- Build high morale & co-creative employee
- Realize the practices of HK & Global enterprises

## About Speakers



### Mr. David Chung

Senior Partner, InnoEdge Consulting  
Managing Partner, Designthinkers Academy HK

He has more than 20 years of experience in business consulting and management training, specialized in the area of business transformation, and Design Thinking. He managed over 30 transformation projects and 350 training classes of DT in Hong Kong, China, and Asia. He was the Head of SGS Academy HK, Head of Enterprise Learning at Dun & Bradstreet Hong Kong



### Ms. Flora Chan

Partner, InnoEdge Consulting  
Certified Facilitator of Designthinkers Academy



### Ms. Tiffany Liu

Senior Consultant, InnoEdge Consulting  
Certified Facilitator of Designthinkers Academy

## About InnoEdge Consulting

InnoEdge is a market leader in consulting and training on Design Thinking and Innovation with a proven track record.

We co-create with enterprises to drive transformation, discover potential needs, design disruptive services, using localized approach and deliver business results.

We managed over 30 transformation projects, 350 training classes and 100 public campaigns of innovation management in Hong Kong and China across different business sectors, including life insurance, banking, hospitality, financial planning, retail, and OEM.

Since 2018, we have been invited by international business journals and world-class management books to publish successful cases of Hong Kong and China enterprises.

During the coronavirus crisis, the government, universities, chambers of commerce, and industrial associations invited us to conduct over 40 webinars about the business transformations to overcome the haze of COVID-19.

Remark: Acceptance will be on a first-come first-served basis. Confirmation of enrollment will be subject to receipt of cheque payment to the Association. Confirmation E-mail will be sent after successful enrollment. No refund will be made after payment.

Enrolment: Please email the reply slip to [info@hkpma.net](mailto:info@hkpma.net) on or before 29 June 2021 and deposit the cheque/cash directly to "Hang Seng Bank, A/C no. 269-313649-001 A/C name: **Hong Kong People Management Association Limited**. And email the bank receipt for our record.

## Inquiry

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