Employee Experience Design

22 – 26 August 2027
Dubai (UAE)



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Why This Course

In a world where talent is the ultimate competitive advantage, organizations must go beyond traditional HR practices to create exceptional employee experiences that inspire engagement, loyalty, and performance. Employee Experience Design focuses on reimagining the workplace from the employee's perspective — integrating culture, technology, and leadership to deliver meaningful and motivating journeys throughout the employee lifecycle.

This program introduces participants to human-centered design principles and modern employee experience EX frameworks. It provides the tools to map, measure, and enhance every touchpoint — from onboarding to development to retention — creating workplaces that attract, empower, and retain top talent.

What You'll Learn and Practice

By joining this program, you will:

- Understand the strategic value of employee experience in organizational success.
- Learn the principles of human-centered design for workplace innovation.
- Map the end-to-end employee journey and identify key experience moments.
- Apply design thinking tools to improve engagement and well-being.
- Integrate technology, analytics, and culture to enhance the employee lifecycle.
- Build actionable strategies for experience-driven HR transformation.

The Program Flow

Day 1: The Foundations of Employee Experience

- The evolution of employee experience and its business impact.
- The link between culture, engagement, and performance.
- Key pillars of EX: purpose, empowerment, recognition, and growth.
- Case study: how leading organizations design world-class employee experiences.

Day 2: Human-Centered Design and the Employee Journey

- Introduction to design thinking in HR and organizational contexts.
- Mapping the employee lifecycle: attraction, onboarding, development, retention.
- Identifying pain points and opportunities for engagement.
- Workshop: creating employee journey maps for real workplace scenario



Day 3: Designing Meaningful Moments and Interventions

- Crafting “moments that matter” across the employee journey.
- Leveraging storytelling, feedback, and recognition systems.
- Designing inclusive and equitable experiences.
- Practical exercise: redesigning a key employee experience using design principles.

Day 4: Technology, Data, and Experience Measurement

- Using analytics and employee feedback to drive continuous improvement.
- HR tech and digital platforms that enhance engagement and experience.
- Key metrics: eNPS, retention rates, and experience KPIs.
- Group project: building a data-driven employee experience dashboard.

Day 5: Embedding Experience into Organizational Culture

- Leading culture transformation through experience-driven leadership.
- Aligning EX strategy with employer branding and business goals.
- Sustaining employee well-being and psychological safety.
- Action workshop: designing a holistic Employee Experience Strategy Blueprint.

Individual Impact

- Gain the mindset and tools to design positive and meaningful workplace experiences.
- Strengthen empathy, creativity, and problem-solving in people management.
- Build confidence in leading engagement and culture transformation initiatives.
- Enhance leadership capability through employee-centered decision-making.

Work Impact

- Increase employee engagement, retention, and organizational commitment.
- Strengthen the employer brand and attract top talent.
- Improve collaboration, innovation, and overall organizational climate.
- Build a sustainable culture of trust, growth, and continuous improvement.

Training Methodology

This program blends design thinking, behavioral insight, and strategic HR practice to ensure deep understanding and practical application. Learning methods include:

- Interactive design thinking workshops and simulations.
- Case studies from top-performing organizations.
- Guided journey mapping and experience design exercises.
- Group projects developing real-world EX initiatives.
- Toolkits and templates for ongoing use in employee experience strategy.



Beyond the Course

Upon completion, participants will be ready to design and lead holistic employee experience initiatives that connect people, purpose, and performance. They will leave equipped to create workplaces that are engaging, empowering, and human-centered — where employees don't just work, but truly thrive.

