

# A Design Thinking Approach to Employee Engagement (Online)

Register online  
at [www.snef.org.sg](http://www.snef.org.sg) under  
'Training' and Course Category  
'SNEFdigital'

**Date:** 4th - 5th May 2020 (via Zoom)  
**Duration:** 8 hours  
**Time:** 4th May (Session 1) - 9am to 1pm,  
5th May (Session 2) - 9am to 1pm  
**Course Fee:** \$588.50 (Inclusive of 7% GST)



In the midst of a major paradigm shift of the ways businesses are run, employees are faced with a dynamic supersession of skills and abilities as routine work becomes quickly automated and contemporary work requires a constant redefinition of the product or service offerings. It is imperative that Human Capital Management has to rethink and refine their approach to recruit, manage and engage their own talents, by co-designing careers, jobs and other engagement events in organisation. Design Thinking helps to create a meaningful and fulfilling career journey to help promote sustainable employee engagement.

Design Thinking for employee engagement involves a process of identifying the challenges of the various people involved in making the workplace a more supportive one, which may include culture, processes, tools, conversations, and other factors. Upon discovery of the various challenges, one might then be able to pick one or more of the challenges to deal with in order to make the environment more conducive for employee engagement. This course is designed to jointly discover multiple touchpoints where employees make critical decisions to engage in the company's agenda through the eyes of multiple stakeholders, co-creating approaches to drive employee engagement, manage employee challenges through a human centric approach of design thinking.

**In this Course, you will learn about:**

- Discovering the various factors that may affect employee engagement
- Identifying the needs of each segment of an employee journey in the employee eyes
- Discovering how you might address each of these needs during the employee journey
- Creating meaningful value propositions to address the needs so that the employee(s) be more engaged

**Methodologies:**

- Lecture
- Class Discussion
- Collaborative online activities
- Case Study

**Trainer: Daryl Lim**

- 15 years of experience in designing and creating a wide range of people related solutions.
- Designed and co-created business and people management strategies working around employee career journeys
- His design solutions include skills maps, evidence-based goal management, personalised skills profiles, career progression pathways, training and assessment systems and courseware.
- Had worked with ministries, government agencies, local universities and business organisations to design and develop competency-based interventions such as competency maps, performance management systems, competency profiles, career progression pathways, training and assessment systems and courseware.

For more enquiries:

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