Design Thinking & Innovation for HR Pros
Horizon Point Consulting, Inc.

Human Resource professionals are charged with meeting employee needs. But do we think of employees as end users or customers? By viewing employees as end users of our product and services, we can apply design thinking in order to innovate any facet of HR processes, activities, and services.

Design thinking is an approach used by many of the world's best brands to help design better products, services, processes, strategies, and experiences. It is a human-focused, prototype-driven, innovative design process.

In this workshop, participant groups have two options:
1. Pick an HR practice or process that is "broken" or in need of improvement. For example, it might be how employees are onboarded or it could be how performance feedback is given.
2. Utilize a universal problem or situation that can be improved. For example, as used in the Stanford d. School's materials, how to be a better gift giver.

Regardless of which option is chosen, participants will walk through the design thinking process to empathize, define, ideate, prototype, and test to design or re-design the experience to increase employee engagement and satisfaction. Walking through the process equips participants with the ability to then apply the design thinking process to solve problems at work.

The workshop is an interactive process involving small and large group activities and discussion, worksheets, videos, and practice. Many of the activities and lessons are drawn from Stanford D School's methods and tools.

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