COURSE SYLLABUS

Employee Experience and Design Thinking

Online Course

Last update: May 22, 2020

AIHR | ACADEMY TO INNOVATE HR

An overview

of what you can expect from this course

Learn to create a better EX

HR has always been about people. In the digital era, delivering an exceptional employee experience (EX) is more important than ever.

In this course, you will learn all about why EX is crucial for organizational success, and how to cultivate a high-impact employee journey.

You will also learn how to use the Design Thinking process to target the touchpoints and problems that matter. This will help you create a better EX — and a unique competitive advantage for your organization.

🖥	**Type**	Online self-paced learning
💬	**Language**	English (with English & Spanish captions)
🕐	**Duration**	12 hours
📅	**Access**	12 months
🖥	**Structure**	4 modules
✓	**Testing**	Quizzes and assignments
🎓	Digital certificate upon completion (including LI token)	
🏛	Eligible for HRCI & SHRM	
☰	Reading materials & bonus content	
$	60-day money back guarantee	

Curriculum overview

Practical. Comprehensive. Game changing.

Learning objectives

Designing the right solutions

Learn how design thinking can improve the employee experience and how to design the right solutions quickly.

Mastering EX

Understand the impact of focusing on employee experience, and how to move your organization from engagement to experience.

Building an EX team

Which roles and skills do you need? Learn how to build your EX team, create an EX strategy, and build a business case for it.

Testing employee value propositions

Learn how to build employee value propositions and optimize them through testing and experimentation.

MODULE 1

Design Thinking in HR

MODULE 2

Design Thinking in HR Part II

MODULE 3

Employee Experience

MODULE 4

Employee Experience Part II

Design Thinking in HR

This module starts with an introduction to the process of Design Thinking, focusing on its characteristics and phases. You will then dive deeper and explore various methods, and learn how to build a customer profile using this methodology.
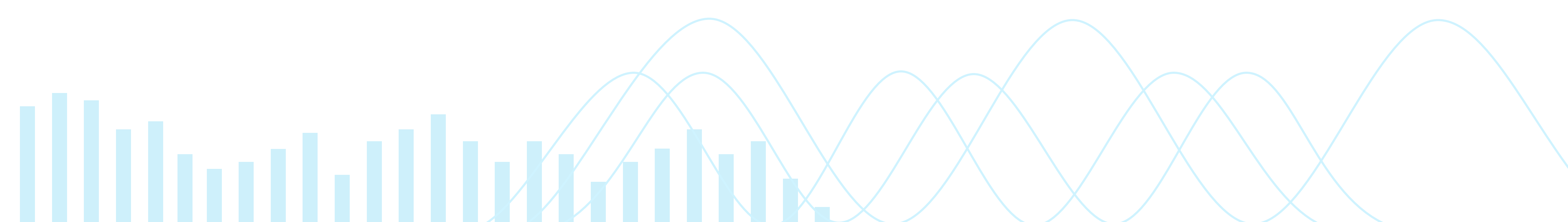
- **Lessons**
  - Introduction to Design Thinking in HR
  - Discovery
  - Interpretation
- **Resources & reading materials**

Design Thinking in HR - Part II

In this module, you will get to know the ideation, experimentation, and iteration stages of the Design Thinking process, and how to use these to develop a value proposition. You will understand why iteration is so important, and learn various methods you can put into practice.

- **Lessons**
  - Ideation
  - Experimentation
  - Evolution & Wrap-Up
- **Resources & reading materials**
- **Bonus - Wizard of Oz**

Employee Experience

It's time to dive deeper into Employee Experience (EX). In this module you will learn about employee journeys, and what it means to move from engagement to experience. You will understand the impact of focusing on EX, and why an EX mindset is such an important tool.

- **Lessons**
  - An introduction an overview of EX
  - The case for EX
  - The EX mindset
  - Calculating ROI
- **Resources & reading materials**
- **Bonus - Case study 1**

Employee Experience - Part II

This module provides you with the practical information you need to improve the EX in your organization. You will learn how to build an effective EX team and strategy, and what goes into creating an exceptional employee journey.

- **Lessons**
  - Mandate matters: Building the EX team
  - Defining the EX strategy
  - Cultivating a high-impact employee journey
  - Evolving the 'experience' of work
- **Resources & reading materials**
- **Bonus - Case study 2**
- **Bonus - Dave Ulrich about Employee Experience**

Proven online learning
for HR Professionals around the globe

🌐 Real-world projects

Develop practical skills through working on real-world projects and studying dozens of inspiring case studies
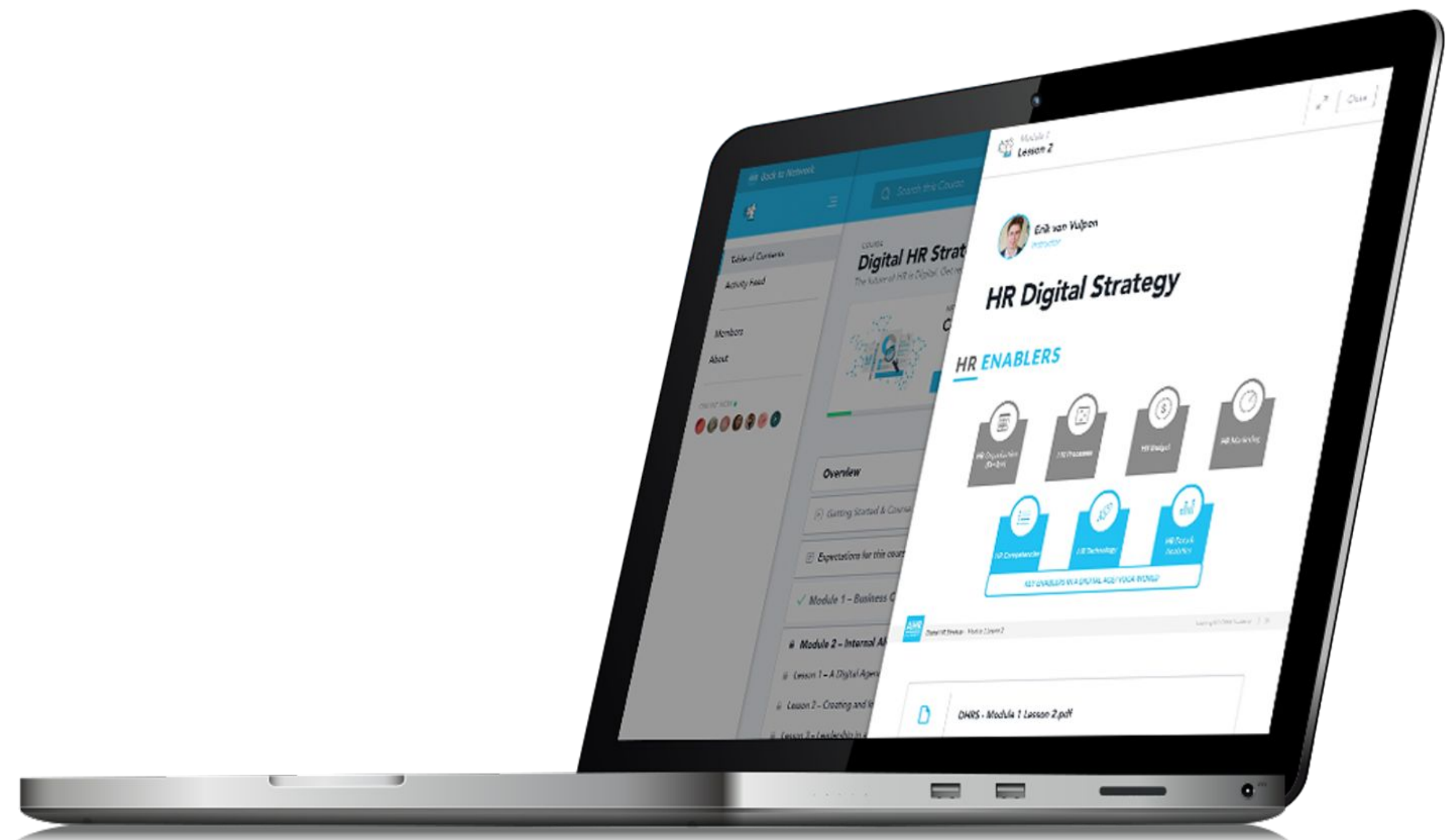
💻 Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training programs. Including a smartphone app.

👥 Practitioner community & coach

Collaborate with HR professionals from around the world or contact your personal coach if you need any assistance or input.

AIHR is an approved provider with the HR Certification Institute (HRCI®) and recognized by the Society for Human Resource Management (SHRM)

Learn in-demand skills

and take your career to the next level

✓ *Go to www.AIHR.com*

✓ *Select your program and click the Enroll button*

✓ *Fill out your (company) billing address and payment details*

✓ *Create your student account*

✓ *Happy learning!*

★★★★⯪

Customers give us an average rating of 8.9 out of 10.

AIHR is the place to learn the skills you need to advance your career and remain relevant in the ever-changing digital human resources landscape. We offer the most comprehensive curriculum of HR courses and certifications available worldwide and are a proud supplier of over 175 Fortune Global 500 companies.

NIKE   HEINEKEN   PHILIPS   McKinsey &Company   TARGET   TATA

UBS   M   Bank of America Merrill Lynch   BCG   BOSCH   UNDER ARMOUR

AIHR | ACADEMY TO INNOVATE HR