



2024/2025

KNOWLEDGE CLUB™



2-day Workshop



22-23
OCT 2024



9:00 AM
3:00 PM



Jumeirah Hotel,
Messilah Ballroom

EMPLOYEE EXPERIENCE

Your powerful route to greater innovation, productivity and customer satisfaction

Belinda Gannaway



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Overview



To navigate the complex issues faced by organizations today – from skills crisis, to AI, multi-generational workforces, distributed teams and more – organizations must develop greater capacity to experiment and explore (or remain at the mercy of uncertainty and change).

Author and speaker Belinda Gannaway will explain why employee experience and organizational culture are fundamental to building this capacity – and share insights, tools and methods to help you do something about.



Program Outline

The evidence demonstrating the link between employee experience, culture and organizational success

- Definitions
- Case studies
- Evidence
- How to make the business case

What to do to look after your culture and EX for organizational success

- Fundamental principles of a healthy organizational culture
- Universal drivers of a great employee experience
- EX myths and distractions

How the traditional operation model for HR, L&D and other people functions is changing (and why)

- EX as a product
- A product management approach
- Agile operational models in HR

What it means to lead an organization with an experience mindset

- The role of leadership in culture and EX
- How to develop leaders fit for the future
- Your role as leader

How to create and sustain a healthy culture and enhanced employee experience

- The role of data and insight
- EX strategy
- EX design principles
- EX design framework
- EX design tools



Learning Outcomes



This is a practical and interactive workshop where you will get to experiment with the ideas and approaches, as well as collaborate with your peers. As a result of attending this workshop, you will be able to confidently:

- Make a strong business case for a strategic focus on employee experience
- More effectively use data and insight to define and evaluate an effective EX strategy
- Apply EX design tools and approaches, including journey maps, personas and empathy maps, ideation and prioritization
- Make the case for more agile ways of working to sustainably deliver a better EX
- Develop managers and leaders who are better placed to ensure a healthy organizational culture and enhanced EX
- Apply new positive psychology techniques to your own work and leadership

Who Should Attend



This workshop is ideal for professionals across all industries who work within people teams, including:

- HR and People Operations
- Organizational Development
- Learning & Development
- Internal Communications
- Culture and Employee Engagement



It is designed for leaders, senior leaders, and ambitious managers in various people operations roles, such as HR, Internal Communications, Employee Engagement, and L&D.



Belinda Gannaway

Employee Experience Strategist, Coach, and Facilitator



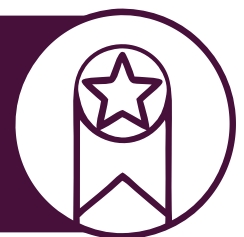
Belinda Gannaway is a seasoned employee experience strategist who helps global brands and NGOs innovate and grow with purpose and values at the forefront. She collaborates with leaders in People Operations, Communications, Learning & Development, and the C-suite to drive meaningful impact on organizational culture and employee experience.

With a background in journalism and marketing, Belinda has spent over a decade working in organizational culture. She is currently the Director of FathomXP, an award-winning experience design agency based in the UK. Under her leadership, FathomXP has earned multiple industry accolades for its pioneering work in activating organizational culture for global clients.

Belinda is also the co-author of EX by Design – How to Create an Effective Employee Experience for Competitive Advantage, with the second edition published by Kogan Page in 2024. The book leverages positive psychology and design thinking to provide new tools for strategically enhancing employee experience. A sought-after speaker at global events, Belinda was recognized as one of HR Magazine's Most Influential Thinkers in 2022.

Awards

- ★ Business Culture Awards 2021
- ★ Internal Communications and Engagement Awards Grand Prix 2021
- ★ Internal Communications and Engagement Awards Gold 2021 – Best Use of Data
- ★ Internal Communications and Engagement Awards Gold 2021 – Best Evaluation Process
- ★ Internal Communications and Engagement Awards Highly Commended 2021 – Best Innovation



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FOR MORE INFORMATION www.knowledgeclub.com

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- Fees includes training materials + Certificate of attendance signed by Belinda Gannaway
- Replacement and representatives are allowed, However the fees paid are not refundable.

ATTENDANCE FEES

Registrants	Fees per registrant	Group Discount
1 - 4	500 K.D	-
5 - 9	450 K.D	%10
10 - 19	400 K.D	%20
+20	Contact us for a special rate	



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