

DESIGNING PERFORMANCE IN A WORLD THAT KEEPS CHANGING

Samantha Gadd

Meet Samantha Gadd

A pioneer of Employee Experience (EX) Design in New Zealand, she founded two purpose-driven businesses: Humankind, a leading HR consultancy, and Excellent, a global EX Design School and certification programme.

She has worked with hundreds of leaders across industries, from fast-growing startups to large enterprises.

Her approach connects clarity, accountability, and belonging with what it really takes to lead well in uncertain times.

Whether speaking at a conference or guiding a leadership retreat, Samantha is known for her practical tools, clear thinking, and ability to turn good intentions into real results.



Samantha helps leaders build workplaces where people and performance thrive by design.

Format: 45-min keynote + Q&A

Best for: Business leaders, HR leaders, senior managers

01. DESIGNING PERFORMANCE

How to Lead in the New World of Work

Too many leaders are still managing like it's 2019. Samantha shares a new playbook for performance: a design-led, human-centred approach that balances clarity with empathy and accountability with adaptability.

Take aways



Why performance
can be designed
and where to start

The four
conditions every
high-performing
team needs

How to shift from
control to clarity
without losing
accountability

Tools to help
teams thrive
in fast-moving
environments

02. EMPLOYEE EXPERIENCE BY DESIGN

Your New Strategic Advantage

What if employee experience was your most valuable business asset? Samantha introduces the PREP framework and shows how to design moments that matter, turning culture into a competitive edge.

Take aways



Format: 50-min keynote or interactive workshop

Best for: Executive teams, people leaders, HR practitioners

The link
between EX and
performance

The biggest
experience gaps
leaders miss

How to use
design thinking to
improve culture,
retention, and
engagement

What the best EX
leaders are doing
differently

Format: 40-min keynote + conversation

Best for: Leadership offsites, people managers, emerging leaders

03. HUMAN-CENTRED LEADERSHIP

Building Teams That Thrive Through Change

Leaders today are stretched, navigating complexity, speed, and tired teams. Samantha shares mindsets and methods for leading with empathy while still delivering results.

Take aways ↗

The top three things high-performing teams need right now

How to show empathy without losing momentum

Rethinking rituals, 1:1s, and expectations

Keeping teams focused when things feel uncertain

04.

The Future of Work, by Design

The future of work is already here. In this keynote, Samantha explores what's changing, what's not, and how leaders can prepare now.

Take aways 

Format: 45-min keynote + optional panel/Q&A

Best for: Executive teams, HR forums, strategy offsites


What the most
future-ready
organisations are
doing today

Design principles
for building
resilient, human
workplaces


Shifting from
engagement to
true experience
design

How to prepare
your workforce
for what's next
without burning
them out

Why Book Samantha?



Clear, practical insights
with tools you can use
tomorrow



Experience across
sectors and scales, from
startups to corporates



A track record of helping
leaders design cultures
where people and
performance thrive

Let's Design Better Workplaces

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**Samantha
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