DON’T JUST LEAD. THINK.
MOTIVATE. CHANGE. ANALYZE. CREATE. INSPIRE. EXPLORE. SUCCEED. INTERPRET. ACHIEVE. SOLVE. EVOLVE. DISCOVER. SHAPE. ACCOMPLISH. PRODUCE. DO.

Human Dimensions of Organizations
THE UNIVERSITY OF TEXAS AT AUSTIN
The University of Texas at Austin is proud to introduce a new type of executive education: one focused on understanding the people who drive today’s global marketplace. HDO offers two types of innovative educational opportunities for businesses and individuals: our one-day Professional Seminars and a comprehensive Master of Arts degree. Our courses, tailor-made for working professionals, focus on the fundamental human factors that determine the success of every business and how leaders can use their knowledge to solve organizational problems and encourage growth.
HDO’S MISSION IS TO HELP PROFESSIONALS:

- Identify and manage organizational change.
- Analyze the ways businesses are influenced by tradition, history, psychology, language, new media and more.
- Bridge their creative and professional lives and foster creativity in those around them.
- Build strong organizations by providing leaders with a comprehensive understanding of the global workplace.
- Open doors of opportunity for personal and professional growth and leadership.
- Generate real-world skills that will improve the structure and function of organizations.

“Innovation can’t simply be ordered up. To create and sustain an innovative culture, you have to go beyond being managers to becoming leaders, perhaps what can be called intrinsic leaders.... HDO can play a fundamental role in this transformation.”
CRAIG WYNETT, CHIEF LEARNING OFFICER, PROCTER & GAMBLE

EXECUTIVE EDUCATION, EVOLVED.

HDO’s Master of Arts degree, was created for leaders in the business and nonprofit sectors searching for a more comprehensive understanding of how human behavior and experience affects the global marketplace. To deepen students’ understanding of these principles, HDO courses focus on conceptualizing and implementing organizational change.

To complete this 18-month degree, students attend classes on Friday evenings and Saturdays, twice a month, on the University’s campus. This program culminates in a capstone project in which students apply what they have learned to their own organizations.

HDO STUDENTS: INNOVATIVE, CREATIVE, INSPIRED
We expect that most HDO graduate students will be employed full time. In fact, the ideal student has at least 3 years of professional experience. Because of the high demands placed on employed students, HDO organizes its coursework to allow students to balance work and education.

ESTEEMED FACULTY
HDO instructors include world-renowned UT Austin faculty carefully selected for their polished teaching skills, breadth of knowledge in subject areas relevant to working professionals, and desire to work closely with students on real-world changes.

REAL-TIME VIDEOCONFERENCING
Students who are unable to commute to Austin can attend classes through HDO’s real-time distance-learning program.

For admissions requirements and application instructions, see hdo.utexas.edu/masters-degree.
Our one-day **Professional Seminars** allow businesses, nonprofits and individuals the opportunity to deepen their knowledge in particular subjects often unavailable in an executive-friendly format. Professional Seminars can be customized and taught on site for interested businesses and groups.

**More information available at hdo.utexas.edu/seminars**

**COURSES INCLUDE:**

- Company Talk: The Language of Power and Deception
- Creativity and Leadership
- Ethical Choices/Leadership Challenges
- Maximizing Mental Agility
- Thinking about Right and Wrong
- Writing Business Proposals

“Great leaders ask the right questions and know how to interpret the answers when they get them. The diverse disciplines that are part of HDO provide students with the tools to approach problems from different directions and to lead organizations in our rapidly-changing world.”

ARTHUR B. MARKMAN, FOUNDING DIRECTOR, HDO • ANNABEL IRION WORSHAM CENTENNIAL PROFESSOR OF PSYCHOLOGY AND MARKETING DIRECTOR OF RESEARCH, IC2 INSTITUTE

**MA APPLICATION:** hdo.utexas.edu/masters-degree

**SEMINAR REGISTRATION:** hdo.utexas.edu/seminars

**ATTEND AN INFORMATION SESSION:** 512.232.7343