

HDO PROFESSIONAL TRAINING

Create Your Competitive Advantage

PROGRAMS FOR GROUPS & INDIVIDUALS

One-Day Seminars, Four-Day Certificate Programs, Custom Training



ABOUT HDO PROFESSIONAL TRAINING

» WHAT

The University of Texas at Austin is proud to offer Human Dimensions of Organizations, the first program of its kind in the nation. Drawing on an innovative combination of humanities, behavioral sciences, and social sciences, HDO meets a need not addressed by existing education options: providing a deep understanding of people, the key components of any organization.

By combining cutting-edge research and theory with real-world application, HDO Professional Training provides participants with practical and immediately relevant tools for solving key organizational problems, ranging from personal motivation and growth to strategic leadership.

» WHY

Technical expertise in a particular domain is a necessary element for workplace success. However, recognizing behaviors and motivations, communicating across organizations and cultures, and thinking strategically to solve complex problems – a few examples of core competencies developed in HDO – are the skills that create transformational leaders.

Businesses and nonprofits often have to bring outside specialists on board to improve their organization's overall efficiency, creativity, and productivity. HDO training participants learn to function as “internal consultants,” equipped with new skills and insights to enhance their existing expertise and institutional knowledge.

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Innovation can't simply be ordered up. To create and sustain an innovative culture, you have to go beyond being managers to becoming leaders. HDO can play a fundamental role in this transformation.

Craig Wynett

Chief Learning Officer
Proctor & Gamble
HDO External Advisor



Welcome to the Human Dimensions of Organizations program at The University of Texas at Austin!

HDO brings together UT Austin's finest researchers in the humanities and the social and behavioral sciences with an interest in providing a transformative education experience for current and aspiring leaders in the business, government, and nonprofit sectors.

We know that challenges in the modern workplace almost always involve issues relating to people, either within or outside of an organization. Successful leaders are the ones whose enhanced understanding of people allows them to find new and creative ways to support and encourage innovation, develop a productive organizational culture, create devoted communities and teams, and grasp the complexities of the global marketplace.

HDO Professional Training program provides you the skills necessary to address these key challenges. In addition to learning from UT Austin's top faculty, you will train alongside a diverse group of professionals from a wide variety of industry sectors, making connections that extend well beyond the classroom.

Whether you opt for a single one-day Seminar, a four-day Certificate Program or an intensive custom-training program, we look forward to sharing our expertise with you!

Arthur B. Markman

Founding Director, Human Dimensions of Organizations
Annabel Irion Worsham Centennial Professor of Psychology and Marketing
Director of Research, IC² Institute

» BROADEN YOUR SKILL SET

HDO seminars allow individuals and teams the opportunity to train with UT Austin's top faculty members in a professional-friendly format.

By exploring specific human, cultural, and communicatory aspects of organizations alongside professionals from a diverse range of industries, participants leave HDO seminars more effective, well-rounded employees.

As an HDO seminar participant, you will learn to:

- Influence decision-making and the flow of information in your organization.
- Discover why certain events and decisions led to your organization's past successes and failures.
- Promote innovative thinking at all levels of your organization.
- Develop an inclusive organizational culture that is designed for productivity.
- Create accurate, cohesive proposals and messaging that succeed in achieving necessary organizational change.
- Deepen enjoyment in work, leading to an increase in job productivity and higher levels of success.

HDO seminars may be taken individually or as part of a four-course Certificate Program. All seminar participants are eligible to join the HDO Professional Training Alumni Network upon completion of their course(s).

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The way Dr. Richmond-Garza conducted the class introductions and facilitated the entire seminar was highly effective. Her use of drama and making the participants part of a cast for a production was quite unique. Our class was also full of international participants. The intimate and global setting enhanced the learning experience.

Leon C. McCowan, PhD

Associate Pastor,
St. James Missionary Baptist Church;
Understanding & Balancing
Motivations participant

COURSE CATALOG

- Achieving Balance: Time Management for Modern Professionals
- The Art & Science of Negotiation
- Behavior Change & Influence
- Ethics, Culture, and Leadership
- Flourishing in the Workplace
- Fulfillment in the Workplace
- Human Error: Engineering it Away
- Human Performance Improvement
- Making Meetings Matter
- Maximizing Mental Agility
- Organizational Leadership & Strategy in Uncertain Times
- Telling Your Story: Crafting an Honest, Effective Organizational Narrative
- Understanding & Balancing Motivations
- Working Successfully with Your Client
- Writing Persuasive Business Proposals

» Our course list is always growing. Check hdo.utexas.edu for the latest catalog.

“ The instructors were personable, knowledgeable and flexible. Leveraging the expertise of two seemingly divergent professional tracks (psychiatry and architecture) to address the universal challenge of working with clients of all types was a wonderful and innovative approach that truly hit the bullseye.

Paula Miles, Utility Executive, CPS Energy; *Working Successfully with Your Client* participant

“ The professor’s wide grasp of the field was extremely valuable. Dr. Markman was able to take what is to many a mass of interconnected human processes and tease out a logic and focus that leads to explanations and a very useful perspective. The seminar hooked me with the first slide’s subtitle: ‘using the motivational system to help yourself and others achieve long-term success.’ The key word was ‘using,’ and the seminar delivered on its promise, providing a thorough understanding of the motivational system in a way I have never mentally articulated.

Kia Reinis, PhD, Senior Technical Specialist, ICF International; *Behavior Change & Influence* participant

“ Dr. Richmond-Garza was highly engaging and was able to transmit an incredible amount of material to us in only a day’s time. The organization of the material and use of theater techniques was very interesting and useful. What I’ve learned will enable me to pursue a more cognizant and consistent approach to understanding motivation.

Francis Tsang, Site Lead, Clinical Transformation at University Medical Center Brackenridge; *Understanding & Balancing Motivations* participant

“ I found the seminar extremely worthwhile, and I’m recommending it to co-workers. Drs. Carlson and Starbird were very knowledgeable and helped us apply concepts to real world situations, which was extremely useful.

Jeannine Vater, Analyst, Lower Colorado River Authority (LCRA); *Flourishing in the Workplace* participant

FOUR-DAY CERTIFICATE PROGRAMS

» BOOST YOUR RÉSUMÉ & ADVANCE YOUR CAREER

HDO Certificate Programs equip you with immediately applicable skills, broadened perspectives, and expanded expertise.

Built on strong academic fundamentals and real-world relevance, our programs are designed to enhance the portfolios of mid- and upper-level professionals working in the business, non-profit, government, or military sectors.

Over the course of four single-day courses you will gain new tools and knowledge to accelerate your career, whether your goal is advancing in your current organization or developing new skills and capacities for a future role.

HDO Certificate Program participants come from a diverse range of industries and professional backgrounds. The key unifying element among our participants is their recognition that a better understanding of people, including ourselves, is essential for personal and organizational improvement.

All Certificate seekers are eligible to join the HDO Professional Training Alumni Network.

» TWO WAYS TO EARN YOUR CERTIFICATE

Earn Your Certificate in One Week

Register for a training week and complete four courses in your preferred concentration option. Courses run Tuesday through Friday. Lodging options are available for out-of-town participants.

Earn Your Certificate at Your Own Pace

If you would like to spread your training days out, you may register for individual courses and complete your certificate at your own pace. There is no time limit in which you must complete your four courses.

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As a professional, I don't always have time for continuing education, and frankly, much of it goes 'in one ear and out the other.' **HDO seminars are different.** Not only do they provide an invigorating and inspiring experience, you learn tangible, applicable, and very relevant tools and techniques to apply to your everyday life. The way I look at the work I do has changed since the completion of my Certificate Program and the impact on my overall effectiveness has been substantial.

Rachel Fox

Senior IT Manager
Hewlett-Packard (HP)

PERSONALIZE YOUR PROFESSIONAL DEVELOPMENT

Choose one of four concentration options to help you meet your professional development goals:



**ORGANIZATIONAL
IMPROVEMENT**



**PERSONAL
LEADERSHIP**



**STRATEGIC
THINKING**



**LANGUAGE &
LEADERSHIP**

“HDO’s Certificate Program provided me an opportunity to learn from dynamic professors and network with various industry professionals in the pursuit of being a better leader, driven by the desire to achieve operational excellence, all while trying to understand people, behaviors, and motivations. I found this experience truly enlightening

Brian L. Robbins, Director of Operations Management at Life Care Services

“Through training in HDO’s Certificate Program, I gained the ability to better understand and manage change in my organization, particularly while leading our current restructuring. In the courses I took, discussions with fellow participants, all from a wide range of sectors, my eyes and ears were opened to the similarity of the issues and challenges we’re all facing. Overall, I learned to view organizational change as a creative process that provides great opportunities for personal and professional growth.

Susan Seet, Chief Program Technical Officer at Texas Commission on State Emergency Communications

“I’ve been in Executive Management for over 20 years. The courses I took in the HDO program helped me gain a fresh perspective on management; specifically, on how people work. I highly recommend taking a seminar or obtaining a certificate in this program.”

Dorothy A. Benavidez, Executive Vice President, CRAssociates, Inc.

» Learn more about each concentration option and applicable courses at hdo.utexas.edu.

» TRANSFORM YOUR ORGANIZATION

What can HDO Custom Training Programs do for your organization?

By applying leading-edge research and expertise from UT Austin's top faculty to your unique challenges and opportunities, our Custom Training Programs are designed to:

- Enhance leadership skills at all levels, from first-time managers to executives and senior leaders.
- Develop understanding of the personality traits and motivations that cause the key components of your organization—people—to behave and work the way they do.
- Build a dynamic organizational culture that fosters innovative thinking and embraces change.
- Strengthen organizational cohesion and buy-in around existing and/or aspirational goals.
- Cultivate engaging, persuasive, and trust building communication strategies for interacting with internal and external audiences.

CUSTOM PROGRAM DEVELOPMENT PROCESS



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HDO created a custom program on innovation and culture change for our senior management team. The faculty and staff listened to our needs and delivered a series of engaging courses that provided useful and insightful information on how to instill and reinforce innovative thinking in the workplace.

Richard J. Gergasko

President & CEO
Texas Mutual Insurance Company

PREVIOUS & SAMPLE CUSTOM PROGRAMS

The programs listed below were developed for previous clients or are sample programs developed by HDO faculty and staff based upon discussions with organizational leaders regarding key issues they regularly confront:

» ORGANIZATIONAL MANAGEMENT & STRATEGY

Designed for organizations seeking to overhaul or enhance their approach to management and leadership, this program includes a comprehensive examination of management principles. There is a strong focus on change management, strategic leadership, and effective communication.

» LEADERSHIP PRINCIPLES FOR NEW MANAGERS

This program is designed for organizations that have recently experienced or will soon experience a generational shift among management or have recently brought on several first-time managers. Participants explore a wide range of management principles, with a focus on the specific challenges of transitioning from employee to manager.

» BUILDING & RETAINING HUMAN CAPITAL

This program is designed to help Human Resources and Recruiting teams improve and/or overhaul their employee engagement, employee satisfaction, and recruitment and retention strategies.

» CRAFTING AN ORGANIZATIONAL NARRATIVE

In this program, participants explore their organization's history and learn effective storytelling techniques. Participants then use this information to craft an engaging organizational narrative, true to the organization's past while also incorporating its future goals and ambitions. Participants also learn how to present this new organizational narrative to various audiences, ranging from one-on-one meetings to large conferences.

High-impact training led by UT Austin's top faculty.

Our collaborative approach to developing custom programs is designed to deliver strategic, lasting value to your organization. Our Curriculum Development Team will help you identify the core challenges your organization is confronting and construct an immediately relevant and rewarding program.

Each custom training program is built on a combination of academic theory and practical application to provide participants with new skills, knowledge, and problem solving strategies they can apply at your organization.

Whether your needs are broad and thematic or centered around specific issues, HDO's distinguished faculty have the expertise and experience to help you reach your goals.

HDO Custom Programs are flexible and full service.

Program content, length, and location are fully customizable. Every Custom Program includes pre-program meetings with HDO faculty and staff, participant materials, a custom website, post-training materials for continued learning, and membership in HDO's Professional Training Alumni Network.

Meeting space, parking, lunch, refreshments, and WiFi access are also included for on-campus programs.

» The list of programs above is only a sample of possible program ideas for prospective clients. Learn more about our Custom Programs at hdo.utexas.edu.



CREATE *YOUR*
COMPETITIVE
ADVANTAGE

In addition to Custom Training Programs, we have two additional options for bringing HDO Professional Training to your team or organization: Seminar Registration Packages and Focused Courses.

Our clients often opt for a combination of multiple options to meet specific training goals for different groups or teams within their organization.

» SEMINAR REGISTRATION PACKAGES

Purchase a set of registrations for HDO's one-day professional seminars at a discounted rate (ranging from 30%-50% off standard course fees, depending on the number of registrations purchased).

Purchase as many registrations as you like, send up to eight participants to any course(s). We limit the number of participants from any particular organization in each open-enrollment course to eight persons to ensure that a wide range of industry sectors are represented.

Flexibility:

Use your registrations for your team members to participate in any course(s), based on their individual professional development needs.

Your registrations never expire; use them at your convenience.

» FOCUSED COURSES

Exclusive runs of one or more of our existing one-day courses for your group or organization.

HDO Focused Courses allow you to train exclusively with members of your team, enabling you to focus the classroom discussion on your particular challenges.

There is no cap on the number of participants in Focused Courses. We have found that courses are most effective with 40 or fewer participants, but we can adapt our courses to work with larger groups.

Multiple course runs can be scheduled for larger groups or different teams/divisions within your organization.

Flexibility:

Choose the course dates and times that work best for your schedule and choose whether to hold your courses on campus, at your offices, or at an off-site location.

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My favorite part of the Certificate Program was, hands down, the cross-disciplinary faculty. What remarkable minds! In HDO, I gained multiple news lenses through which to view workplace challenges. I felt so lucky to have exposure and access to these extraordinary educators. The faculty that has been assembled in HDO is world class. I can't stop raving, and have put the master's program on my five-year plan.

Sarah Gerichten

Director of Marketing, Square Root, Inc.



The University of Texas at Austin
WHAT STARTS HERE CHANGES THE WORLD

Human Dimensions of Organizations

Professional Training

The University of Texas at Austin

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