

# HDO Custom Programs

*High-Impact Training Led by UT Austin's Top Faculty*

## 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 around existing and/or aspirational goals.
- Cultivate engaging, persuasive, and trust building communication strategies for interacting with internal and external audiences.



**» Create Your Competitive Advantage**

## Previous and Sample Custom Training Programs

The programs below are either 1) training programs that were developed for previous Custom Programming clients or 2) sample training programs based on themes that are often brought to HDO faculty and staff as key organizational issues.

The list of programs below is not exhaustive; these programs are only meant to serve as idea generators for prospective clients. HDO Custom Programs are completely flexible in terms of budget, content, location, length, etc.

*More information about HDO's development process for Custom Programs is found at the end of this document.*

### **Programs Featured Below:**

- Leadership Principles for New Managers
- Organizational Management & Strategy
- Innovative Thinking & Culture Change
- Developing Effective Mentorship Programs
- Building & Retaining Human Capital
- Creating & Delivering Effective, Engaging Presentations
- Crafting an Organizational Narrative

## Leadership Principles for New Managers

### Management, Leadership, Communication, Problem Solving

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

*Note: For organizations seeking a more extensive management-focused training beyond first-time managers, see "Organizational Management & Strategy" below.*

#### Potential Modules:

- Leadership versus Management
- How (and When) to Delegate
- Understanding Team Dynamics
- Types of Relationships in the Workplace
- Identifying Emerging Problems & Challenges
- Effective Negotiation Tactics & Strategy
- Improving Organizational Culture
- Using Data to Understand Organizations

Suggested Length: Three to Five Days

#### Potential Audiences:

- First-Time Managers
- Rising or New Managers/Supervisors

## **Organizational Management & Strategy**

### **Leadership, Management, Strategy, Organizational Culture**

This training program is designed for organizations seeking to overhaul or enhance their approach to management and leadership. The program is envisioned as a comprehensive examination of management principles, with a strong focus on change management, strategic leadership, and effective communication.

#### Potential Modules:

- Behavior Change & Influence
- Mastering Difficult Conversations
- Identifying Emerging Problems & Challenges
- Leading During Uncertainty
- Understanding Personal & Group Motivations
- Organizational Culture Change
- Unlocking Individual & Team Creativity
- Using Data to Understand Organizations

Suggested Length: Three to Six Days

#### Potential Audiences:

- Senior/Executive Leadership
- Middle Management
- Rising or New Managers/Supervisors

# Innovative Thinking & Culture Change

## Innovation, Organizational Culture Change, Strategic Thinking, Leadership

This training program is designed for organizations that are either:

- In the process of reorienting the purpose and focus of their work,
- Seeking to avoid complacency while enjoying a period of success, and/or
- Recently founded and seeking to build a strong organizational culture from the start.

### Potential Modules:

- Confronting & Reducing Change Apprehension
- Idea Generation & Embracing Failure
- Strengthening the Innovation Evaluation Process
- Innovation Management & Leadership
- Innovative Thinking & Fostering Culture Change

Suggested Length: Two to Five Days

### Potential Audiences:

- Senior/Executive Leadership
- Middle Management
- Organization-Wide

## Developing Effective Mentorship Programs

### Mentorship, Program Evaluation, Engagement

This training program is designed for organizations, both new and well established, that seek to build or improve a mentorship program. In addition to exploring methods for creating and evaluating mentorship programs, participants will learn strategies for achieving organizational buy-in, encouraging cross-generational partnerships, and enabling participation of remote employees.

#### Potential Modules:

- From the Start: Mentorship and Onboarding
- Cross-Generational Mentorship Programs
- Achieving Organization-Wide Buy-In & Participation
- Ensuring Mentorship Participation for Remote Employees
- Program Implementation & Evaluation Strategies

Suggested Length: Two to Four Days

#### Potential Audiences:

- Senior/Executive Leadership
- Human Resources/Recruiting Directors
- Human Resources/Recruiting Teams
- Anyone involved in employee engagement and/or human capital management in your organization

## Building & Retaining Human Capital

### Talent Recruitment, Talent Retention, Problem Solving, Organizational Culture

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

#### Potential Modules:

- Hiring for Creativity
- Onboarding for Long-Term Success
- Effective Negotiation Tactics & Strategy
- Early Warning Methods for Identifying and Responding to Problems
- Organizational Culture as a Tool for Retention
- Promoting Employee Fulfillment

Suggested Length: Two to Five Days

#### Potential Audiences:

- Human Resources/Recruiting Directors
- Human Resources/Recruiting Teams
- Anyone involved in employee engagement and/or human capital management in your organization

## Creating & Delivering Effective, Engaging Presentations

### Presentation Concepts and Structure, Engagement; Data-Driven vs. Narrative-Based Presentations

The training program is designed as a hands-on overhaul of the ways in which the participants approach presentation creation and delivery. Participants will explore key aspects of developing and delivering successful presentations, with a focus on industry-specific demands.

#### Potential Modules:

- Persuasive Presentations: Content, Structure, and Design
- Tactics for Increasing Audience Engagement
- Presenting & Translating Data
- The Art and Power of Storytelling
- Active Review Session (training participants give example presentations based on the skills and techniques developed during the program)

Suggested Length: Two to Four Days

#### Potential Audiences:

- Senior/Executive Leadership
- Middle Management
- Public Affairs/Marketing/Public Relations/Communications Teams
- Organization-Wide

## Crafting an Organizational Narrative



## **Organizational History, Storytelling**

In this training program, participants will explore their organization's history and learn effective storytelling techniques. Participants will 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 will also learn how to present this new organizational narrative to various audiences, ranging from one-on-one meetings to large conferences.

### Potential Modules:

- Exploring Your Organization's Origin Story
- Understanding and Leveraging Organizational History
- The Art and Power of Storytelling
- Crafting an Honest, Effective Organizational Narrative
- Describing Your Organization: Meetings, Conversations, Conferences
- Using Data to Understand Organizations (*for data-heavy organizations*)

Suggested Length: Two to Five Days

### Potential Audiences:

- Senior/Executive Leadership
- Middle Management
- Public Affairs/Marketing/Public Relations/Communications Teams

## HDO Custom Programs (General Information)

### Training at Multiple Levels

For clients who wish to have different groups of employees (based on experience level, division, project assignment, etc.) participate in the training, HDO can run the training multiple times with a focus on each group's specific needs.

### HDO Custom Programming is flexible and full service:

The content, length, and location (on-site or on-campus) are flexible, based upon your needs and availability. Each custom program includes:

- Pre-program meetings and content discussions with HDO staff and faculty
- Materials for your participants
- A custom website for your program
- Post-program materials and information for continued learning
- Meeting space rental, parking, lunch, refreshments, and wifi access (for on-campus programs)

### Custom Program Inquiries

If you're ready to transform your organization, please visit <http://hdo.utexas.edu/groups> or contact Lewis Miller, HDO's Marketing Coordinator at [lewismiller@utexas.edu](mailto:lewismiller@utexas.edu) / 512.232.8330.

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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 and CEO, Texas Mutual Insurance Company