

FOR IMMEDIATE RELEASE

Humaneering Technology Initiative Commences Fourth Major Development Cycle

Driving advances in the application of human science to management decision making

DALLAS—Jan. 9, 2023—[The Humaneering Technology Initiative \(HTI\)](#), a private non-profit organization dedicated to advancing the adoption of science-based, human-centric approaches to corporate management, today announced that it is releasing its fourth major version for application with its development partner organizations. Humaneering is management technology for the human side of business. Expected to last from 2023 to 2027, this version will be promoted to expand HTI’s base of Development Partner Organizations.

“We are progressing toward expanded application testing of Humaneering,” said Dr. James Pepitone, CEO of HTI. “Our objective is to establish a unified applied human science to improve and simplify decision making for the *human* side of business, meaning that part of business governed by human nature—something that mainstream corporate management theory has largely missed in the last century.”

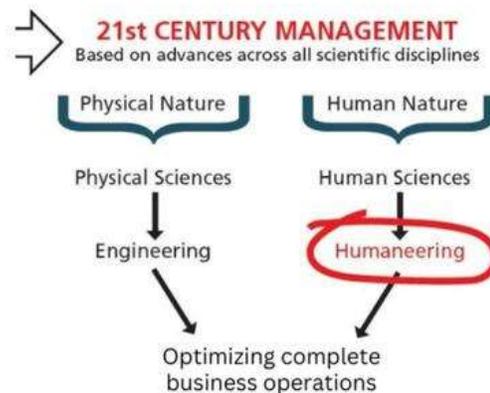
Humaneering was conceived at Purdue University in the 1930s by a pioneer in industrial psychology. It has the potential to transform business management by addressing the underappreciated biological, sociological, and emotional aspects of the employee-employer relationship and their impact on business operations and strategy.

“Most corporations continue to rely on Industrial Era engineering-based methods for managing people, and this limits employee performance, creates intractable organization problems (e.g., employee engagement, satisfaction, retention), and hurts financial performance,”

Pepitone added. “Human beings are not machine parts or inventory. People are people, and their operating system is human nature. That may sound really obvious, but it’s incredible how often its overlooked in business settings.”

From Taylorism and management science to today’s focus on employees as interchangeable parts, current approaches to managing and motivating employees have led to a lot of guesswork among executives and poor corporate performance. Humaneering solves this problem by doing for the human side of a business what engineering has done for the physical side – give management a single, synthesized and applied science to guide decision making.

HTI is accelerating the evolution of humaneering with a pioneering R&D method that forges application-proven humaneering principles, methods, and knowledge. This R&D method includes the targeted application of science-based design parameters within the real-time operations of large businesses to resolve problems, improve performance, and optimize opportunities. These businesses, which HTI engages with as Development Partner Organizations, capitalize on their early access to humaneering’s potential to enhance organization, operations, and financial performance, while HTI captures anonymous data for continuing development.



Humaneering is free to use, much like engineering, with costs incurred only to learn it or to hire someone who has, or to purchase tools that augment its use. Humaneering requires disciplined application, which will necessitate licensed professionals for complex design and problem-solving applications, yet it can be generally applied and maintained by today's organization practitioners with a reasonable amount of learning and development experience.

The newly launched development cycle involves the use of a high-performing version of humaneering that is worthy of technology "early adopters" (i.e., not just "pioneers"). HTI plans to expand its base of 92 Development Partner Organizations to more than 300. These partner firms are generally US-based organizations that employ more than 1,000 people. For more information, visit <https://humaneeringtech.com/>

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