



MID Student Spotlight

Brian George, MID '22



How has the Master of Industrial Distribution Program impacted you?

The MID program allowed me to challenge myself. Too often in my career I have found myself doing the same projects over and over. *The MID program allowed me to step out of my comfort zone, prove to myself I can excel in projects outside my norm, and work with some of the best individuals I have ever met.*

What did you learn about yourself from going through the MID program?

I learned a lot about myself going through this program. *I learned that I can excel academically despite working 40+ hours a week.* Additionally, I learned that I thrive on a schedule. Finally, I learned that the traits I have learned in the military are very much applicable to public and private sector businesses.

Explain how the MID program prepared you to be a better leader?

The MID program helped me to become a better leader outside of the military mindset. *Organization, scheduling, and having a forward-looking mindset were key aspects that the MID program helped me develop.*

What was your favorite course, and why?

My favorite course was Optimizing Human Capital. Truthfully, I found it to be the most relatable course to my military background. *It also helped me link military and business best practices in regard to talent management, a hot topic within the military.*

What other learning experiences from the MID curriculum and coursework stood out to you?

The sprint-style project conducted with a FORTUNE100 company was an amazing experience. *Working with professionals in countries on the other side of the world on complex problems was exciting.* It also spoke wonders to the fact that business is, in fact, worldwide.

What did you find the most challenging?

The most challenging part of the program was developing a schedule and sticking to it. As a military professional, I do not have a set 40-hour work week. *The flexibility, and top-notch professors, of the program enabled me to find a schedule that worked for my situation and excel.*

Tell us about your Capstone Project. Why did you choose your topic and what was the process for coming up with a potential solution to your challenge?

I chose a talent management/training program project for my military squadron as my capstone. I chose the topic because it was (and continues to be) a dynamic and highly complex project within my organization. I researched and interviewed professionals both inside and outside the military to develop my solution.

What was your favorite aspect of the MID program?

My favorite aspect of the MID program was networking with non-military professionals. *This allowed me to determine and link military and business best practices in many areas to broaden my knowledge.*

What was the work/life balance like for you during your time in the MID program?

Work-life balance is difficult, no matter what profession you are in. For me, finding the right balance involved being open and honest with my family, recognizing that my job was still my primary focus, and working with the MID program if military conflicts presented themselves. *The process is different for every situation, but this program allows you the flexibility to make it work.*

What advice would you have for someone considering the MID program?

If you are considering the MID program, I would advise you to take the leap of faith and go for it. *Texas A&M is a top-tier university and the MID program is unique in that it is a Master's degree with an emphasis on business best practices.* Why wait any longer? Commit to broadening your knowledge set and further your career!