

Chapter 1 : How To Use 10 Psychological Theories To Persuade People

The use of psychology in business can allow you to motivate your employees, hire intelligently, expand and grow, negotiate contracts effectively, improve your staff's performance, market better, bring in more customers, and realize your goals.

Understanding the human psychology, be it either employees or customers or business partners, helps companies in better management and grow their business. Business is multifaceted, what is common across all the areas, however, are people. All the stakeholders from the shareholders to the managers to the government to the employees are comprised of people. Since, where people are involved, psychology is involved, psychology has its effects on all the aspects of a business. It helps us understand the human behaviour and reasoning behind thoughts, processes, actions and goals. The shareholders have a vision before investing in a business. The goals, missions, objectives etc are based on this vision. The psychology of the share holders helps decide whether the business is for profit or has a social objective. Share holders decide which shares to purchase depending on their inherent values and psychology. Some share holders do not invest in stocks of companies associated with alcohol. This is their personal belief. In small firms where decisions are taken by the shareholders, management policies are affected by the psychology of the shareholders. There are supervisors and reportees to consider. There is the top, middle and lower level managements to consider. All of whom are different and have different motivations and needs. The top level usually controls the labour force. They should be efficient and organised. Along with being strategic thinkers, they should also have the ability to predict or at least understand how people would react to policy decisions and changes. They should have the ability to be good leaders. Understanding psychology helps managers lead the team to great success. The middle level needs to lead the lower level but also work according to the guidelines issued by the top management. Conflict managements, negotiations etc would be common and they should be comfortable with it. Identifying potential employee related problems and solving them before they affect the bottom line of the company is necessary for them. The middle level management should be given proper incentives so that they are loyal to the company. The lower level management should have outlets for grievance redressals. They should be made to feel a part of the company. Attrition should be reduced. Absenteeism, union problems, inefficiencies should be addressed at the grass root levels. Using human psychology to improve efficiencies has been very beneficial in recent times. Consumer psychology is another very important aspect. Tools like market research, surveys, etc helps in determining which product would be well received and which would not. Decisions to increase or decrease production, decisions on distribution channels, sales promotion techniques all depends on the psychology of the customers. Tactics used to influence customers could be influence and persuasion. Understanding the psychology of the customers is the key to maximising profits of the company. Companies also use consumer psychology to predict what kinds of products customers would want in the future. Research and development is then conducted on these ideas and theories to make products the customer wants. Supplier psychology helps us negotiate for fair rates which in return affects the profits of the organisation. It also helps us choose the right supplier according to our needs. These are the major dimensions of the business which are influenced by psychology. Psychology also plays a major role across departments from Human Resources to production to finance to sales. All are influenced by the psychological requirements of the people involved. In the Human Resources department, psychology is used to Fine-tune the hiring processes. Appropriate measures are taken to curb attrition, increase employee retention, increase employee productivity and loyalty using psychology as a factor. Deciding on appropriated employee review methods and frequency is taken by keeping the psychology of the employees in mind. In the Production department decisions like what to produce, how much to produce, how to produce, where to produce depends on the psychology of the customers and the labour force. Ideal working hours, wage rate are all determined using psychology as a guiding factor. In the Finance department, identifying which costs can be controlled and minimised, investment decisions, the incentives which can be offered, the pricing of the product are all made keeping in mind the psyche of the people concerned. In the Sales and distribution department, deciding the

channels of distribution, the quantity of stock to be kept, the shops in which the stock is to be kept, etc all depends on the consumers. Apart from all this, Innovation is completely based on understanding the psychology of the markets. Trial and error methods are the order of the day, but these need to be based on facts and opinions. Psychology helps us understand the models that businesses before us have used and also helps us adapt the same to our innovations in these ever-changing times in order to create business models which would make us successful. In short we can learn from our predecessors and adapt their successes without suffering through their failures. Psychology is a phenomenon. Its role in business administration and management is ever-evolving and growing in importance. The increase in awareness and education in recent times forces people to think and act rationally. More and more people are learning the importance of the same and tapping into the enormous potential of applied and business psychology to be successful. These subjects are offered as courses in graduate schools and are included in business curriculums which are exceedingly becoming popular. In conclusion it can be said that when you master the art of reading and understanding people, you do meaningful work and accomplish impossible goals.

Chapter 2 : What is Business Psychology? | The Association for Business Psychology

Using Psychology in Business gives straightforward, non-theoretical advice and sets you up with an integrated set of solutions for all your people management and organizational development needs. Dr Mark Parkinson is the senior consultant with the Morrisby Organization, one of the UK's leading firms of psychometric test publishers and business.

The field of psychology has many different areas of study, and just as many applications in the real world. Yes, many psychologists who have finished a doctoral psychology degree do get licensed and practice therapy with clients. However, there are also psychologists who specialize in work with organizations, psychologists who consult to schools, who coach leaders, and who help sports teams. Because psychology is the study of human behavior, motivation, thoughts, and feeling, the possibilities for using it in the job world are quite numerous. Some psychologists who work in organizations have a degree in organizational psychology while others may have studied general psychology and then trained in an organizational setting. In any case, the professional who does this work connects with the organization as a whole, attempting to implement a wide scale change in the way things happen. Some psychologists enjoy working with small groups. This skill can be translated to team building. Practitioners do assessment and interventions with intact teams to increase morale, productivity, and effectiveness. A knowledge of group dynamics is a big plus. This field is relatively new. No longer is coaching considered remedial -- now leaders can be honored if they are chosen. The executive coaching field has coaches who are business people, as well as coaches who are psychologists. Psychologists bring a unique understanding of behavioral change to the process. Leadership coaches also do assessment for development, which is helping leaders learn how to improve their skills, and assessment for selection which helps organizations to pick the best candidate for a role. Psychologists can do assessment, crisis intervention, and short term therapy. Employee Assistant Programs, or EAPS, help workers who are struggling with all kinds of issues, from burn-out to substance abuse, from family issues to depression. EAP clinicians usually work for a few sessions with their clients, then refer them to outside therapists as needed. They understand the unique stressors of the workplace, and usually have a good comprehension of the resources available in the community. Psychologists can work within an organization in a training role, or as an external consultant. Trainers cover all kinds of topics like diversity, interpersonal effectiveness, stress management, work-life balance and more. To become a trainer you should like to teach and share information. As you can see, a psychology degree has many applications, and the business world has many intriguing opportunities. If you think you might want to work primarily with organizations, consider a doctorate or masters in organizational psychology. The Society for Industrial and Organizational Psychology has good information about this field. Clinical psychologists can train to become coaches or do the kind of crisis intervention necessary in an EAP. Psychologists with group training do well with teams.

Chapter 3 : Psychology and Business: Department of Psychology - Northwestern University

The Foot in the Door Phenomenon It's been said many times that business is all about people.. That being the case, perhaps we should stop reading management books for advice and start looking at social psychology.

Anything that might be harmful to someone in any way, especially to their self esteem, is not included here. These are ways to win friends and influence people using psychology without being a jerk or making someone feel bad. Get someone to do a favor for youâ€”also known as the Benjamin Franklin effect. He asked the man to lend him a rare book and when the book was received he thanked him graciously. As a result, this the man who had never wanted to speak to him before, became good friends with Franklin. It may seem counter-intuitive, but the theory is pretty sound. If someone does a favor for you, they are likely to rationalize that you must have been worth doing the favor for, and decide that therefore they must like you. Put these and hundreds of other tricks to nefarious use with the help of Mastering Conversational Hypnosis: Ask for way more than you want at first then scale it back later. This trick is sometimes known as the door in the face approach. You start by throwing a really ridiculous request at someoneâ€”a request they will most likely reject. You then come back shortly thereafter and ask for something much less ridiculousâ€”the thing you actually wanted in the first place. This trick may also sound counter-intuitive, but the idea behind it is that the person will feel bad for refusing your first request, even though it was unreasonable, so when you ask for something reasonable they will feel obliged to help out this time. Scientists tested this principle and found that it worked extremely well as long as the same person asked for both the bigger and smaller favor, because the person feels obliged to help you the second time and not anyone else. A name is the core part of our identity, and so hearing it validates our existence, which makes us much more inclined to feel positively about the person who validated us. But using a title, or form of address can also have strong effects, according to the as if principle. To use this to influence others, you can refer to them as what you want them to be, so they will start thinking of themselves this way. Flattery will actually get you everywhere. This one may seem obvious at first, but there are some important caveats to it. To put it simply, they found that people tend to look for cognitive balance, trying to always keep their thoughts and feelings organized in a similar way. So if you flatter someone who has high self esteem, and it is seen as sincere, they will like you more, as you are validating how they feel about themselves. However, if you flatter someone who has low self esteem, there is a chance it could backfire and cause them to like you less, because it interferes with how they perceive themselves. That, of course, does not mean you should demean a person of low self-esteem! Mirroring is also known as mimicry, and is something that some people do naturally. However, this skill can also be used consciously, and is a great way to make you more likable. Researchers studied mimicry, and found that those who had been mimicked were much more likely to act favorably toward the person who had copied them. Even more interesting was their second find that those who had someone mimic their behavior were actually nicer and more agreeable to others in generalâ€”even those not involved in the situation. While this validation is likely to be most positively associated with the person who validated them, they will feel greater self-esteem and thus be more confident, happier and well disposed towards others. Ask for favors when someone is tired. When someone is tired they are more susceptible to everything someone may say, whether it is a statement or a request.

Chapter 4 : 10 Psychology Tricks You Can Use To Influence People - Listverse

Role of Psychology in Business & Management is an extremely important aspect in the world today. Understanding the human psychology, be it either employees or customers or business partners, helps companies in better management and grow their business.

During this webinar we discuss the advantages of applying scientifically-based psychological principals to the workplace and the marketplace, and the benefits of a Master of Science in Applied Psychology degree for business professionals. What are the Advantages of Applied Psychology for Business? Friday, November 13, Dr. Psychology Professor Anny Cho: Student Program Advisor Sarah Renteria: Enrollment Advisor Gina Chang: Enrollment Advisor Transcript Sarah Renteria: To cut down on background noise, please mute your phone lines so you are not to disturb the presenters. Feel free to enter your questions as you think of them. We will answer as many as time allows at the end of the presentation. A copy of this recording and slide presentations will be available in the following weeks. With us today is Dr. Ellen Leggett psychology professor and director of the applied psychology graduate program at USC, and psychology professor Dr. Here is a quick look at what we will be covering today. First, we will hear from Dr. Ellen Leggett about the advantages of applied psychology for business. Mora Harrington will talk about the career outlook and career opportunities for psychologists with an applied psychology graduate degree. Thank you for joining us today Dr. Can you tell us a little bit about yourself? I did my doctoral work in psychology at Harvard fully expecting I would be a professor. Harrington, thank you for joining us today as well. Would you mind sharing a little bit about yourself with our audience? I was a psychology undergrad as well and was really interested in how psychology could be used, not just at the individual level, but at the organizational level. And so I pursued a Ph. I worked for a while at Kaiser Permanente in a department called organization effectiveness which allowed me to see, from an internal perspective, lots of things about all facets and pieces of organizational life. Since then, I have worked more as an external consultant as part of a boutique firm and now part of a non-profit to help organizations try to achieve the best effectiveness they are able to through structured design and through employees and through their people. I do a lot of private research looking at employee satisfaction, employee motivation, management development training, leadership development training and much about organizational assessment. And some of you might be familiar with organizational development techniques. Currently, I work in an organization called the Center for Non-Profit Management where we provide training, education and consulting to non-profits, government agencies, as well as foundations. And as well, I teach at USC as a professor teaching organizational psychology online and on campus. Leggett, can you describe some of the advantages of applying scientifically based psychological principles to the business world? So, we really focus, in this program, both on the people that are inside the organization, meaning the employees, the leaders all the way down to the rank and file hourly employees. And for some organizations, those employees might not be paid, but may be the volunteers that are very important to keeping the organization working. And we also, simultaneously in this program focus on the external audience for every organization, which is often their consumers, the buying public, the people that may be donors to an organization as a non-profit. So, as we said, looking at the consumer behavior, this focus puts an emphasis on what are consumer purchasing trends, how do consumers make the decisions that they do in the marketplace. On the organizational side, and Dr. A lot of the students in this program are very interested in talent, talent acquisition, talent development and how best to use psychology to bring the best tools to bear on those very important areas of corporate life. Organizations, you know businesses have just been through a very difficult time with the recession and to pull out of the recession and to now maximize their effectiveness, there is hopefully going to be an upswing in hiring and some retooling of the workforce. Re-engineering how corporations and businesses use their employees to best maximize productivity. And the organizational psychologists are really the people who can help provide some of that needed input about the psychology of the people that make the organizations work. Similarly, and the consumer side market researchers, the people who can actually use data and make sense out of data, that job growth is expected to be very significant as

well. There are so many job titles and there are even many, many more than this that are relevant to the kind of training that we are providing here at USC – everything from being a data analyst. We do emphasize data skills in our program because data is really just answering how to make sense out of the results of surveys. Surveys are ubiquitous in our life right now, but what do companies do with all that data? They need analysts inside their companies to help make sense of all this data. And psychology has always been a data science and we do emphasize data skills in our program. Market research, doing public relations and even working in advertising, are all areas that our students have found very exciting opportunities in after graduating. That leads me to finally tell you about our program and Dr. Harrington and I are very excited about this program. We also really pride ourselves on the faculty. Harrington, the faculty have been professionals in their fields and they have not spent a lifetime doing research inside the hallowed halls of academia, although all of us have spent our time in academia and value that time very highly. We also value our ability to apply that in the real world and bring to the classroom examples from the real world. The program can be completed in as few as 16 months. This is a part-time only program online with students generally taking two courses a term continuously for 16 months. You could probably elaborate on what I said Dr. And you covered it so well that, you know, I am really excited about teaching this program because it is a tremendously unique opportunity to be able to take the wonderful learning and theories that we have in psychology and actually apply them through both real world examples and lots of different projects. One of the mainstays of the program is that we focused on making it a project based, and as I mentioned real world focused. We take in not only our own experience as practitioners, but we also try to work in scenarios that students have currently going on at their own work organizations so that we can do some real life problem solving and strategy developing. Another unique opportunity here is that we really take content from across different areas within psychology, primarily in consumer and organizational psychology because a lot of the work that we talk about, the theories and the applications pertaining to people as Dr. Leggett mentioned, and those are both in terms of those who are inside the organization and outside the organization, consumers, employees and also partners within a business context. The other thing that I really wanna kind of remind us all is while organizations often times focus on profit as being the big finish line in terms of where success is, we cannot get to those profit goals and those productivity goals without the people in the organization. And because most of the work now being conducted within organizations is not manufacturing anymore, but it really depends on the motivation, the inclination, the commitment, as well as teamwork among folks within an organization. We really need to understand what makes the people to have a successful experience within an organization go from what they bring to the organization as well as the environment, and the culture and structures and processes provided by the organization. So, I think that this is really gonna be the key to success for all organizations as we move forward through this new economy that we have, the new normal is what we hear. I could go on for a long time, but I know you wanna hear about how to get into the program. Harrington, I was wondering if you could say anything a little bit more about how our program may differ from other kinds of business programs that you have experienced? Absolutely, that I have – Ellen Leggett: I do, I do. As I started to mention, business principles are important. But they do, in my opinion, become a little limited when it comes to implementation. We find that there can be wonderful strategic plans, economic plans, financial plans that any good marketing plans can be developed. But what is going to make them successful is the commitment and the engagement on the part of the employees that will be the ones responsible for implementing and seeing their successful strategies. And what I love about this program is that we bring in the psychological theory. We make sure that students have that basis that they can build on, they can review and they can call upon. But one of the most exciting things about this program is the ability to be able to take that theory and translate it into the organization, the workforce, the business setting and to be able to help people understand how to actually implement some of what this research is telling us, and to effectively have it interact with business strategy. A workforce now that is continually changing as Dr. Is that enough Dr. Back to you Sarah. Harrington for sharing both insightful and valuable information there. As you can see on your screen, you have some important dates and deadlines in front of you that cover both application deadline and term start and end date. Please note that our spring deadline is approaching Nov. Along with myself, enrollment advisor Gina Chang,

and student program advisor, Anny Cho, are available to assist you with any questions today. Looking at our questions, our first question is how many hours of internship will we have to complete in order to graduate? You will have an internship support center tab as part of your program and guidance throughout. And your program director along with your program coordinator will help you with those opportunities as far as making sure that your hours are logged correctly. Another question we have related to admissions requirements is credit given to those with an MBA with a systems management focus? As far as transfer credit goes, it would all be determined on an individual basis, though transfer credit can be applicable that would be something that would be determined individually based off of your transcripts and experience. Another question, will there be time to sit down with professors on campus at any time during the program for specific general questions and support? Can I just interject though? We have students in the online program who are all over the country. I taught a class last week and I had my student from Milwaukee and my student from Minnesota and the student from New York and my student from Hawaii. And the students are obviously not right here, but if you ever do come to campus, we are more than delighted to meet you and we do hold events to try to get students in the online program to come. We recently had homecoming on campus and had students fly. We were delighted that they flew from as far away as Oregon to come and participate with us on campus. Yes, and I would add the contact is regular. There are phone office hours, we make individual appointments and as Dr. Another question that we have is can your full-time job double as the internship if you are in an applied psychology career? Again â€” Ellen Leggett: I will be happy to speak to that.

Chapter 5 : What Are the Benefits of Organizational Psychology Within the Workplace? | blog.quintoapp.com

Using Psychology in Business provides practical advice on using a number of psychological techniques, all of which are explained with real-life examples. There are also useful checklists, comments and sources for further information.

Certain words carry more power than others. This theory breaks persuasive words into three categories: You, Because, Free, Instantly, and New. How to write for what we all crave We all know how important food, water, shelter, and warmth are to survival. The Hierarchy of Needs pyramid, proposed by psychologist Abraham Maslow in the s, shows the advancing scale of how our needs lay out on the path to fulfillment, creativity, and the pursuit of what we love most. The version of the pyramid you see below shared by the Doorway Project shows the five different layers of needs. The three steps in between the physiological needs and the fulfillment needs are where marketing most directly applies. Christine Comaford, an author and expert on the subject of persuasion, has found safety, belonging, and esteem to have incredible value for our everyday work and our creative lives: Without these three essential keys a person cannot perform, innovate, be emotionally engaged, agree, or move forward € The more we have of these three keys the greater the success of the company, the relationship, the family, the team, the individual. Her experience has helped her hone three phrases that are key for influence and persuasion and for creating this sense of safety, belonging, and mattering that we all need. Come to think of it, each of these three would be fun to try as email subject lines. How to win friends and influence your audience When you talk about influencing people, our ears perk up at Buffer. The advice from Christine Comaford above has that familiar ring of Carnegie to it. Default to happiness and positivity. Be welcoming to others. Win people to your way of thinking The only way to get the best of an argument is to avoid it. Begin in a friendly way. Let the other person do a great deal of the talking. Let the other person feel that the idea is his or hers. Appeal to the nobler motives. Throw down a challenge. We aim to include as many Carnegie principles as we can in the way that we communicate in emails, in comments, and of course on social media. The full article contains 10 tips. Here are two of my favorites: Too often we forget this and treat online audiences as easily manipulated rubes. The second Carnegie tip from Copyblogger goes like this: In other words, talk about benefits instead of features. Here is a screengrab from the landing page of Keen. Here are a few specific examples that Zeltin cites that deal directly with how you speak to others: Michael Hyatt nails these elements of persuasive speech in his communication with email subscribers. Here is an email that includes both a big thank you and some praise. The idea comes from Roger Dooley of the blog Neuromarketing who uses the variables of a person on a slide to show how different factors affect the outcome of influence.

Chapter 6 : Role of Psychology in Business & Management | Business Article | MBA blog.quintoapp.com

From a business standpoint, employee turnover leads to higher costs, so using basic business psychology principles to address issues that reduce in diminished workplace happiness is a key factor in mitigating extra business expenses due to turnover.

Chapter 7 : Using psychology in business | Open Library

Both the understanding of human behavior and the skill in analysis of data provided by a major in psychology are very useful to students interested in careers in management and business. Market research, human resources, advertising, and sales make direct use of knowledge gained in psychology courses.

Chapter 8 : Using psychology in business : a practical guide for managers - Brigham Young University

And so I pursued a Ph.D. in organizational psychology and applied research and also did an MBA because I was interested in learning all aspects of business and psychology. So, saying that, I've been able to use organizational

psychology in a consulting fashion for the past 25 years.

Chapter 9 : Using psychology in business (edition) | Open Library

Business owners can use this to their advantage by saving on heating and cooling costs. For example, if you live in a cold environment, painting an entryway a warm color may cause people to think.