

Welcome

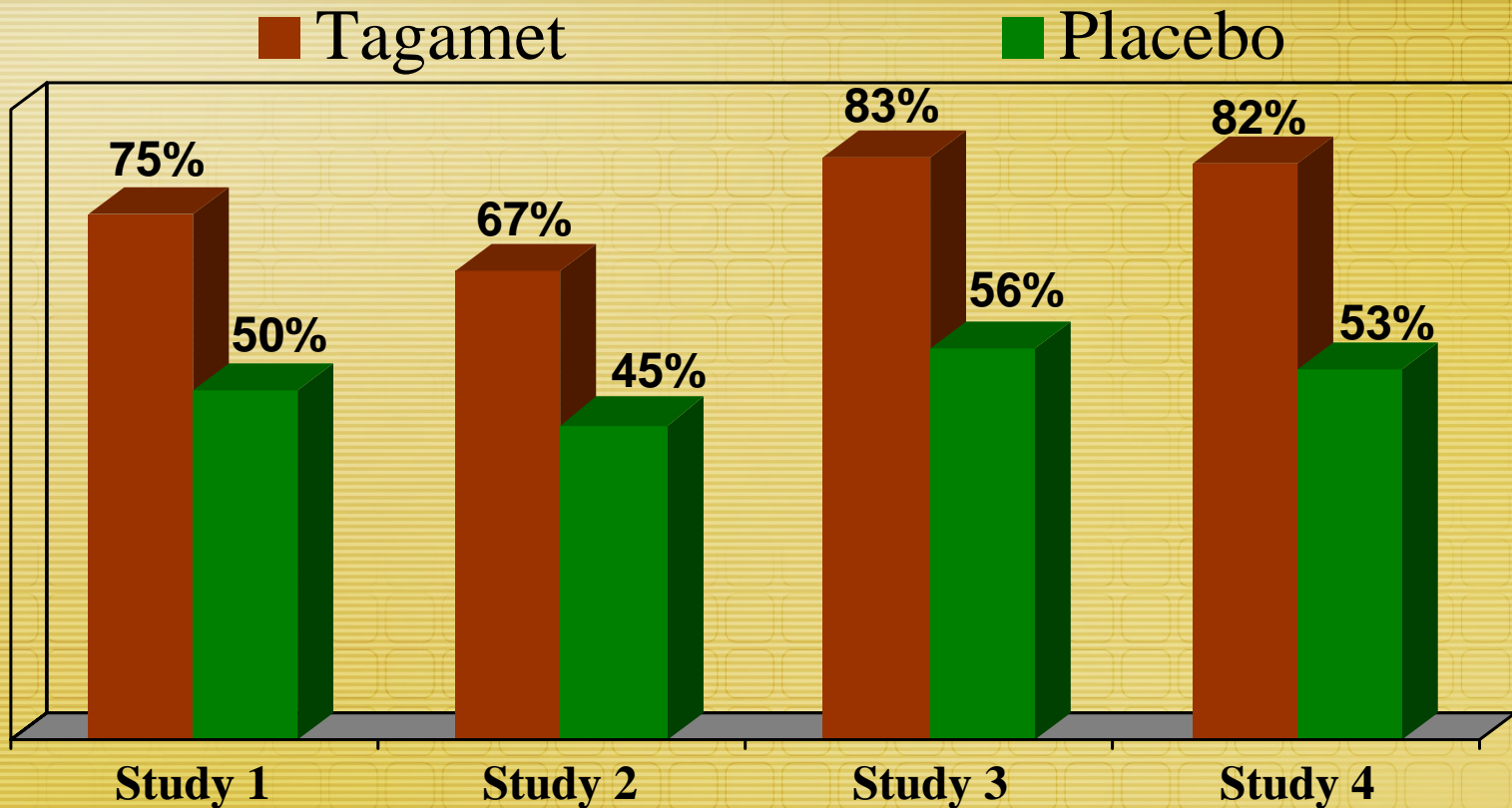
*The Pygmalion
Effect -*



Managing the Power of Expectations



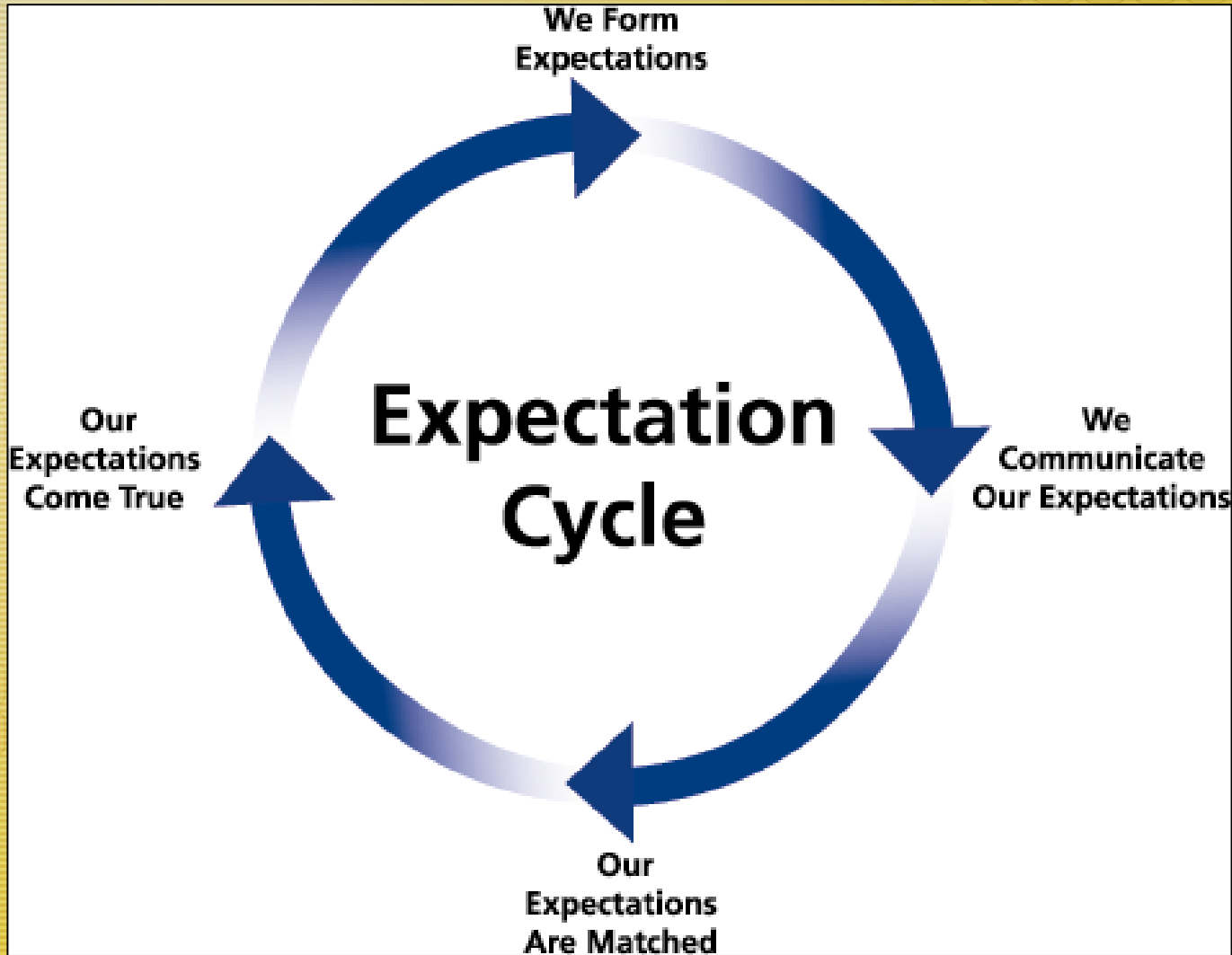
Heartburn relieved or symptoms reduced



Source: Tagamet HB 200 Clinical Drug Trials (©1996 SmithKline Beecham)

The ABCs of Pygmalion

- A. We cannot behave or act in a manner that is inconsistent with our expectations and beliefs (of others or ourselves).
- B. Our behaviors and actions toward others influence their expectations, behaviors, and performance either positively or negatively.
- C. Thus, our expectations will become a self-fulfilling prophecy, partly because we will act in a manner that is consistent with that “prophecy” and cause it to “be fulfilled.”



The Human Side of Enterprise

Douglas McGregor, 1960

Theory X Manager View

Average person is by nature lazy—they work as little as possible.

They lack ambition, dislike responsibility and prefer to be led.

They are inherently self-centered and indifferent to their company's needs.

They are resistant to change.

They are not very bright.

Theory Y Manager View

They are not by nature passive or resistant—they become so, due to experiences at work.

They have the potential to develop, to be motivated, the capacity for responsibility, etc.. Management's job is to help people recognize and develop these characteristics for themselves.

Management's job is to arrange conditions in the company so people can achieve their own goals by working toward org. objectives.

Video: The Pygmalion Effect

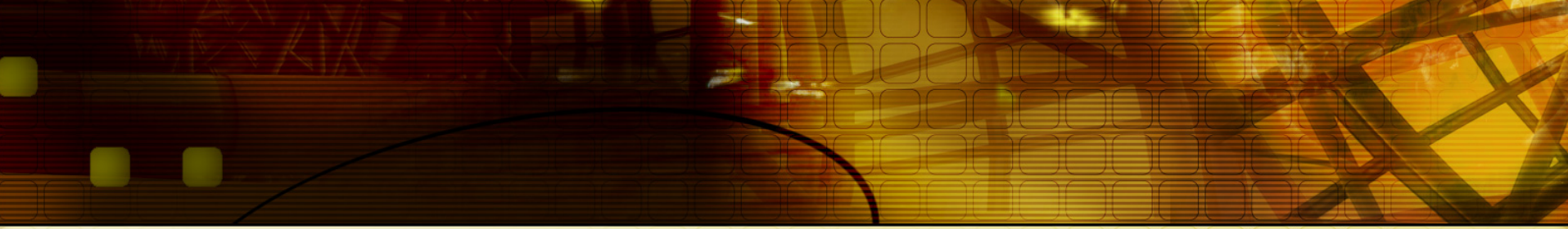


Interactive Learning Process

- What are the basic premises upon which SFPs and expectation effects are based?
- Identify the Four Pygmalion Factors through which employees communicate their expectations of others.
- Identify a wide range of situations where Pygmalion and related SFP principles can be used In your agency
- Identify the Three Ways to Create the Galatea Effect by raising employee's self-confidence.

Conclusion

- A. Our expectations of others influence their expectations, behaviors, and performance either positively or negatively.
- B. Our actions are determined by our beliefs and expectations of ourselves and others
- C. Thus, our expectations will become a *self-fulfilling prophecy*, partly because we act in a manner that is consistent with that “prophecy” and *cause* it to “be fulfilled.”



"You see, really and truly, apart from the things anyone can pick up (the dressing and proper way of speaking, and so on), the difference between a lady and a flower girl is not how she behaves, but how she's treated. I shall always be a flower girl to Professor Higgins, because he always treats me as a flower girl, and always will; But I know I can be a lady to you, because you always treat me as a lady, and always will."

Eliza Doolittle