

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2159](http://www.amanet.org/2159)

# The Psychology of Management: Why People Do What They Do

**Understand and harness the intrinsic power of human nature.**

Do you know how perceptions impact behavior? Why are actions and intentions sometimes misconstrued? And why do rational people sometimes do things that seem so irrational?

Success in management and interpersonal dynamics is rooted in understanding the factors that shape individual and group behaviors. Using key dimensions of psychological science, this seminar will help you develop a more keen self-awareness, and also extend your understanding of attitudes, behaviors, motivation, and accountability. You will learn practical techniques to facilitate change and get the voluntary effort you want from people in order to achieve better results.

## How You Will Benefit

- Tap into psychology to build on the strengths of your people and yourself
- Influence changes in attitudes and behaviors without formal authority
- Stop committing common errors in judgment that get in the way of success
- Become aware of bias decisions and actions
- Manage peer pressure and the perception of reality
- Encourage the adoption of new ideas
- Identify the underlying problem and match it with the right solution
- Get better results from underperformers
- Increase the desired behavior and stop the undesired behaviors from occurring

## What You Will Cover

- What psychology is and why it's important to business
- Common examples of the effects of psychology on individual behavior and group performance in organizations
- The relationship between thinking and behavior
- Common errors in judgment and how to deal with them
- Conformity, obedience to authority, social loafing, and social facilitation
- Using social influence in beneficial ways
- Behavioral psychology in the workplace: fundamental assumptions and needed paradigm shifts
- Predicting patterns of behavior from common rules, regulations, policies

- Predicting patterns of behavior from common rules, regulations, policies and incentives
- Pinpointing behaviors and using universal needs as reinforcers
- Using behavioral psychology to identify and solve performance problems
- Changing your own behavior as a method of changing others' behaviors

## Who Should Attend

Managers looking for practical techniques and different perspectives to facilitate change and improve performance.

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