

Title: The Pygmalion Effect: Managing the Power of Expectations

Production Company: CRM Learning

Reorder Information: 1-800-421-0833 or www.crmlearning.com

Length: 22 Minutes

Synopsis:

In this video, trainers get a complete overview of the Pygmalion Effect through real-life examples, dramatic vignettes and scenes from the classic movie “Pygmalion,” where individuals are transformed through the positive (or negative) expectations of another. The four ways managers transmit expectations to their subordinates-climate, input, output and feedback-are also depicted.

Managers will learn to:

- UNDERSTAND how positive and/or negative expectations create self-fulfilling prophecies.
- DEVELOP the skills to positively influence co-workers and subordinates.
- RAISE the expectations they have for their staff members.
- BELIEVE more in their own ability to positively influence and lead others.