



ATTITUDE

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FOR LIFE !

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PREPARATION

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WHAT IS ATTITUDE?

ATTITUDE

Evaluating statements or judgments concerning objects, people or events.

The opinion or belief segment of an attitude is the cognitive component of that attitude.

The emotional or feeling segment of an attitude is the affective component of an attitude.

An intention to behave in a certain way towards someone or

something is the behavioral component of an attitude



If you can't
change your fate
change your attitude



*Attitude is a little thing
that makes a big difference.*

I **love** the ones who're **in** my life.
I also **love** the ones who **left** my life
And & made it fantastic.

That's my attitude...!

For success,
attitude is equally
as important as ability

SOURCES OF ATTITUDE

- Like values, attitude are acquired from parents, teachers, and peer group members.
- We are born with certain genetic predispositions.
- In our early years we begin modeling are attitudes after those we admire, respect or even fear.

ATTITUDE VS VALUES

Attitudes are less stable than values.

For example Advertising messages attempt to alter your attitudes towards a certain product or service.

ATTITUDES AND CONSISTENCY

Individuals seek to reconcile divergent attitudes.

They try and align their attitudes and behavior so that they

appear rational and consistent.

Reaching the equilibrium state can be done by altering either the attitude or behavior.

e.g. A recruiter for a company XYZ would be in conflict with

his personality if he believes that his company has few

opportunities and poor working conditions for new

COGNITIVE DISSONANCE THEORY

----Leon Festinger in late 1950s.

This theory sought to explain the linkage between attitudes

and behavior.

Cognitive dissonance refers to an incompatibility that an individual might perceive between his or her attitudes and

between his or her behavior and attitude.

Individuals will attempt to reduce dissonance and hence discomfort.

e.g. An employee who believes in high ethics and has to

MEASURING ATTITUDE-BEHAVIOR RELATIONSHIP

Measurement based on variables:

- Specific attitudes and specific behaviors.
- Social Constraints
- Experience

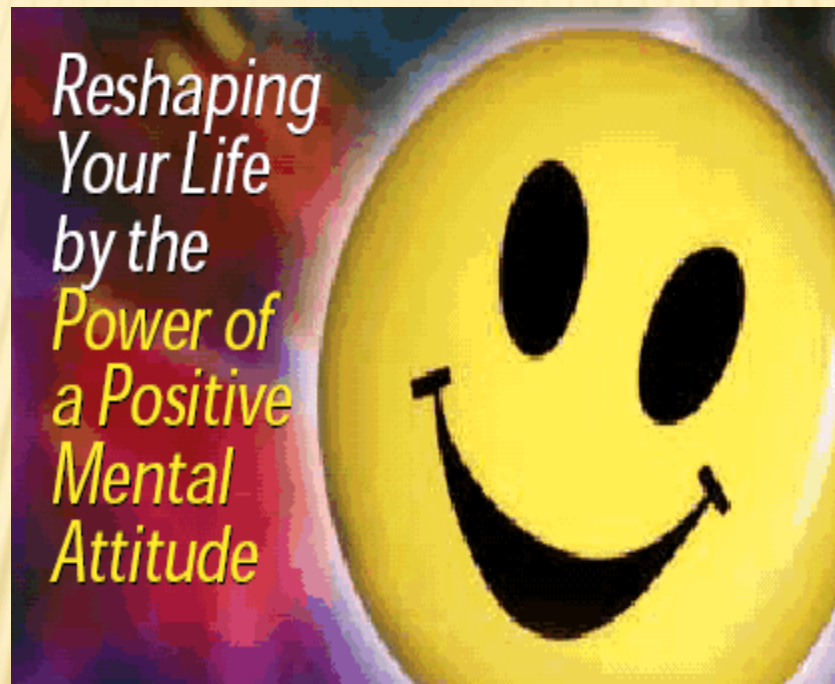
SELF PERCEPTION THEORY

Outcome of theory - It seems that we are very good at finding reasons for what we do but not so good at doing what we find reasons for.

HOW TO MEASURE ATTITUDE?

Attitude is measured via surveys using a questionnaire.

THE IMPORTANCE OF POSITIVE ATTITUDE

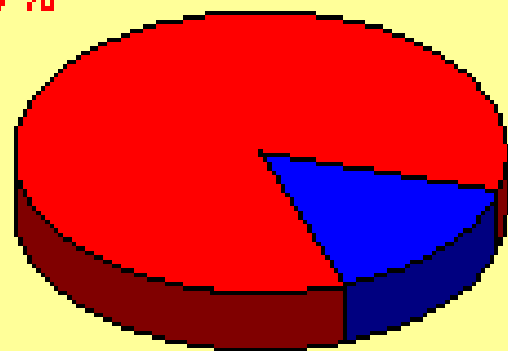


THE POWER OF ATTITUDE

"Just like a great building stands on a strong foundation, so does success. And the foundation of success is attitude."

How To Get, Keep, and Do a Good Job: Success Components

Attitude
85%



Knowledge
15%

A study by Harvard University found that when a person gets a job, 85% of the time it is because of their attitude, and only 15% of the time because of how smart they are and how many facts and figures they know.

"The greatest discovery of my generation is that human beings can alter their lives by altering their attitude." – *William James of Harvard University*

CONCLUSION



THANK YOU !