

Chapter 2

The Use of Psychology in Business Administration



Make full use of the incentive process



Build good relationships between workers.



Use it as a work strategy.

Guidelines for using psychology in organizations



1. Incentive tactics
2. Principles of reinforcement
3. Interpersonal differences
4. Individual needs

1. Incentive tactics



Predisposition has a high influence on a person's behavior and functioning.

Individuals who desire to advance in the organization.

It should be applied to the use of incentives in work.

To strengthen the motivation to work for employees + themselves.

And in order for the work to achieve the desired goal.

Here we will discuss two points:

- * Considerations for Motivation
- * Guidelines for Strengthening Work Motivation



Which organization has human resources that are highly motivated to work?

This will result in the organization achieving the desired goals. Because the Cabinet will devote all its energy and ability. tirelessly to achieve the work.

According to the policies and goals of the event.

In addition, it motivates individuals to strive to work for progress. It also helps to strengthen the person's complete personhood. It helps to live a meaningful life and helps build good people. Because work is a part of human life. Make life worth it.



2. Principles of reinforcement

Use of reinforcement or reinforcement

It is seen that it causes behavior that is permanent.

"Reinforcement" is what a person likes and needs.

which a person receives after having an undesirable behavior.

When reinforced by such behavior,

A person is more likely to exhibit the same behavior again at a later time.

Example : the Doctor who has achieved high and quality work then he won a prize.

There will be a tendency to work again in the future.



Therefore, incentives require the right external stimuli.
Let's cause behavior.

It could be a solicitation, a challenge to do, etc.
And when the desired behavior occurs, reinforce that behavior.
In order to show that good behavior will continue in the future.

Reinforcement can be anything a person needs.
Depending on the individual, it may be:

- Compliments
- Expression of Interest Accept
- Praise Honor
- Rewarding is a commodity.
- Compensation
- Careers



3. Interpersonal differences

Even though human beings have common characteristics of humanity.
But there are also differences between individuals.

Whether it is needs, attitudes, abilities,
Emotional Expression Aptitude and Interest
Business operators should pay attention to these differences.
and find the right motivation method for a specific person.

Understanding a person requires seeing both the complex internal
elements and the background elements. Family, close people, Society
that the person is related to.

This caused the Police to take action due to the aforementioned
elements.

The motivation to work will be different.

Or behavior while at work is also according to the elements.

For example, calling home frequently, taking time off work to participate
in activities with friends, etc.

"Individual differences are natural qualities of individuals, and they need to rely on the environment to encourage everyone in society to have the same or similar views."

Thus, the environment influences humans. As follows:

 Knowledge and Experience

A person with a lot of knowledge and experience.
will be able to express views more accurately and broadly.

 Beliefs

A person's beliefs come from their family background, upbringing and surroundings.

With different beliefs, The expression of views is also different.

 Values

The feelings that exist in the mind of each person or group.
to do something that is valuable or important.
Values determine the behavior of a group or of an individual.
and also influence the expression of a person's views.

4. Individual needs



Things that a person will need to survive
The behavior of the person will be directed
towards meeting these needs. Motivation is a
driving force within a person.
to lead behavior towards meeting needs.
The motivation can be good or bad.

Organizational Behavior

Internal communication

Customer communication

Co-operation

Meeting

Competition



Leader

People who have influence over others and can use art to motivate others to think or follow.

Leadership

Ability

Influence the group to achieve its goals.

Manager

Talented people

In administration

Planning and organization

Conductivity Controls



Leadership

Scot Dill :

The process of exerting influence over groups in an organization to achieve the goals set forth.

Terry :

It is a relationship in which one person or a leader uses influence to work together willingly. To accomplish the task as the leader intended. The use of art and the process of influencing an individual or group. It can make others have faith and respect. There is confidence, agreement. That makes other people willingly submit. To carry out activities towards the success of the objectives. Often lead the change.



Roles and competencies of executives (Spepgen J . Knezevich 1984)

- 1. Direction Setter - PPBS .MBO QCC**
- 2. Leader Catalyst**
- 3. Planner**
- 4. Decision Maker**
- 5. Oraganizer**
- 6. Change Manager**
- 7. Coordinator**
- 8. Communicatior**
- 9. Conflict Manager**
- 10. Preblem Manager**
- 11. System Manager**
- 12. Instructional Manager**
- 13. Personnel Manager**
- 14. Resource Manager**
- 15. Appraiser**
- 16. Public Relator**
- 17. Ceremonial Head**



Duties of a leader

Robert G.Wall & Hugh Hawkins



Good Executive

Policy maker

Planner

Expert

External group representative

Control of internal relationship

Purver or rewards and punishments

Group symbol

Exemplar

Ideologist

e

Scapegoat

Leadership



1. Leaders of 5 minds
2. Far-sighted eyesight
3. Think of new things all the time
4. Think holistically
5. Work requires information
6. Manage both people and work
7. Assign tasks
8. Offensive
9. Shoot multiple birds at once
10. Happiness is the satisfaction we have

The difference between leadership and leadership

A leader is an individual.

Leadership focuses only on the behavior of leaders.

It is like a management tool for leaders.

It is something that can be developed in every person = build faith in oneself through previous roles.

Executives must be leaders, while leaders may not be executives.

Therefore, the most successful executives must be executives with leadership.

If executives lack leadership, the business will be managed only by virtue of the authority within the scope of their duties.

Executives with leadership will try to avoid using the existing powers.

Rather, it will build faith and influence the minds of the subordinates to work to achieve their goals by their own willingness and ability.

Summary for Leaders and Executives



Ideology.
Philosophy
Prestige building
Self Development
People Management
Administration
Time Management

Leadership role in emergency management

Before the problem

- Establish a team/working group/war room.
- Track data Scenario
- Analyze & Predict
- Plan, allocate, prepare equipment.
- Team Preparation
- Create Employee Involvement

When the problem occurred.

- Lead the Operations Team
Adjust the plan
Strategy : (Planning)
- Determine control and prevention measures.
- Facilitate the team
(Facilitation)
- Problem solving
- Assessment
- Encouragement



Perspectives on Leadership

Transactional Leaders

Leaders who guide, motivate, and subordinates.
Act in a way that aims to achieve the set goals.

Transformational Leaders

A leader who can inspire subordinates.
to bring about a change in the subordinates themselves.
Thoughts, beliefs, values, worldviews,
and lead to practices that make the organization better.
Therefore, it is often necessary to be charismatic.
Earn respect love and faith from employees

Charismatic – Visionary Leadership

A prestigious leader

: Passionate Leaders Have confidence in yourself.
Have a personality and influence to follow that the leader wants.

5 characteristics:

1. Visionary
2. Able to explain or convey their vision.
3. Dare to take risks to achieve the goals of that vision.
4. Pay attention to the environment and the needs of subordinates.
5. Be assertive in a way that is different from others.

Release brain power



Several heads are better than one.

Let people in the organization unleash their brain power to speak.
Let him think. Plan together, Do it together, see the same direction

Transformational Leaders

It must be someone who can convey to people in the organization
where we are going.

How beneficial is it to the people in the organization?

Leaders must be able to convey to them.

I will try to provoke him to agree.

and walk together to be powerful.



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