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"The world has changed greatly in the past decades, and if you look closely at those changes, you will often find Intel at the center. Our innovation has expanded human possibilities and helped make our world a better place to live."

Paul S. Otellini
Intel President and
Chief Executive Officer



Personal Influence of Psychology and Influence Trainer: Vernon C. Fernandez

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Your Take Back

- **Know your behaviour style**
 - **Know another behaviour style**
 - **Know you can choose**
- 

LET'S PONDER



HOW WOULD YOU DESCRIBE YOURSELF?

A. HOME

B. OFFICE

HOW WOULD YOU DESCRIBE A SUCCESSFUL DAY?

A. HOME

B. OFFICE

DOES KNOWING HOW YOU FUNCTION, HELP?

DOES KNOWING HOW OTHERS CLOSE TO YOU FUNCTION, HELP?

IS THERE AN AREA IN MY BEHAVIOUR THAT MAY HINDER SUCCESS?



Words to Describe Yourself

- Adventurous
- Assertive
- Calm
- Cheerful
- Creative
- Determined
- Disciplined
- Enthusiastic
- Fearless
- Friendly

- Ambitious
- Authentic
- Caring
- Compassionate
- Curious
- Diligent
- Driven
- Experienced
- Flexible
- Fun-loving

- Analytical
- Brave
- Charismatic
- Confident
- Dedicated
- Direct
- Energetic
- Expressive
- Focused
- Generous

- Genuine
- Honest
- Innovative
- Intelligent
- Kind
- Gracious
- Humble
- Insightful
- Intuitive
- Knowledgeable

COMMUNICATION / BEHAVIOUR

**IF YOU HAD ONE AREA TO
CHANGE OR IMPROVE
WHAT WOULD THAT BE?**

INTENTIONAL LEADERSHIP

1. Intentional Leaders recognize the value of having a clear vision and mission, as well as an understanding of how individual team members can contribute towards these goals.
2. They take time to understand each team member's strengths and weaknesses before setting expectations or measuring performance.
3. These leaders also stay open-minded when it comes to problem solving, seeking out creative solutions that don't just meet deadlines but also drive innovation within their organization.

QUESTIONS FOR INTENTIONAL LEADERS

- What do you love to do as a leader?
- What positive impact do you want to have on the world?
- What relationships do you want to nurture or establish?
- What has changed because of your leadership?

INCREASING INFLUENCE

BBC

What are the styles and personalities that may play a role in making your objectives more possible? And, why?

INTERACTION SECRETS

TA

TRANSACTIONAL ANALYSIS



Transactional Analysis (The PAC Theory) - A Psychological Tool to Enhance the Quality of Communication and Interpersonal Relationships

TRANSACTIONAL ANALYSIS

- Transactional analysis is a technique used to help people better understand their own and other's behaviour, especially in interpersonal relationships.
- It is a good method for understanding interpersonal behaviour.
- Seeks to explain how each of us has developed into the people we have become by understanding everything around us A model
- for explaining why and how people think, act and interact like they do

IMPORTANT ASSUMPTIONS MADE BY TA ARE

- ❑ Everyone is born ok.
- ❑ Each person has a right to be in this world and to be accepted as they are.
- ❑ Everyone is responsible for themselves
- ❑ All seek physical and emotional nurturing so our behavior is modified to achieve this



**TRANSACTIONAL ANALYSIS IS PRIMARILY
CONCERNED WITH FOLLOWING:**

- 1. Analysis of self awareness**
- 2. Analysis of ego states**
- 3. Analysis of transactions**
- 4. Script analysis**
- 5. Analysis of life positions**
- 6. Stroking**
- 7. Games**

GAME

**LET'S GO WATCH A MOVIE
(THE INTERACTION OF TWO PEOPLE)**

Game 1

Pass it On

Processes that went on during the game

1. Informing from P1
2. Listening by P2
3. Understanding by P2
4. Interpreting by P2
5. Relaying to P3

Analysing the Process of Communication



P1

Informing from P1

- a) Am I speaking the language that P2 understands?
- b) Did P2 really understand what I meant / my intention?

Listening by P2

- a) Did I listen to every word / action done by P1?
- b) Did I miss any important information that was conveyed?

Understanding by P2

- a) Am I correctly understanding what P1 said or did?
- b) Is there any other way of understanding this information?

P2



Relaying to P3

- a) Am I speaking the language that P3 understands?
- b) Did P3 really understand what I meant / my intention?

P3



Interpreting by P2

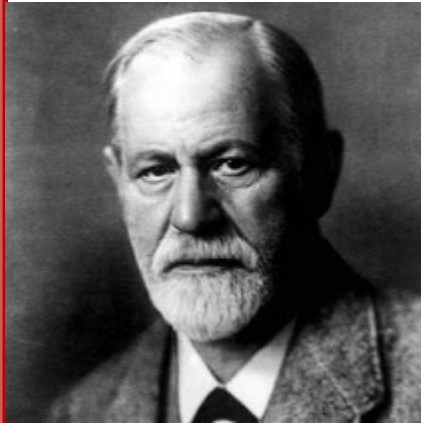
- a) How do I convey the information that I have understood?
- b) Will P3 be able to understand my way of informing?

PROPONENT OF TA

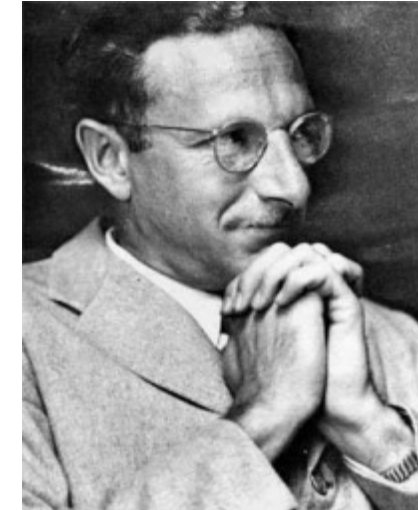
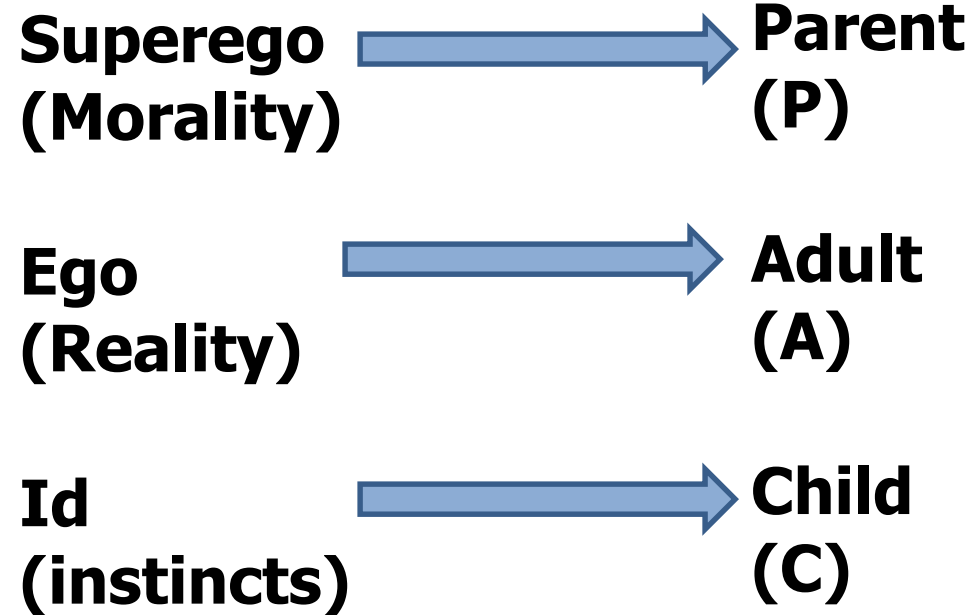
- **Eric Berne** (May 10, 1910 – July 15, 1970) was a Canadian-born psychiatrist.
- Born in Montreal, Canada.
- His father died when he was young and he was primarily raised by his mother.
- He was married 3 separate times all ending in divorce.
- During WWII, he served as an Army psychiatrist in Utah, where he started practicing group therapy.
- Moved to California after the war and resumed the psychoanalytic training he had started before the war.



Ego = State of Mind

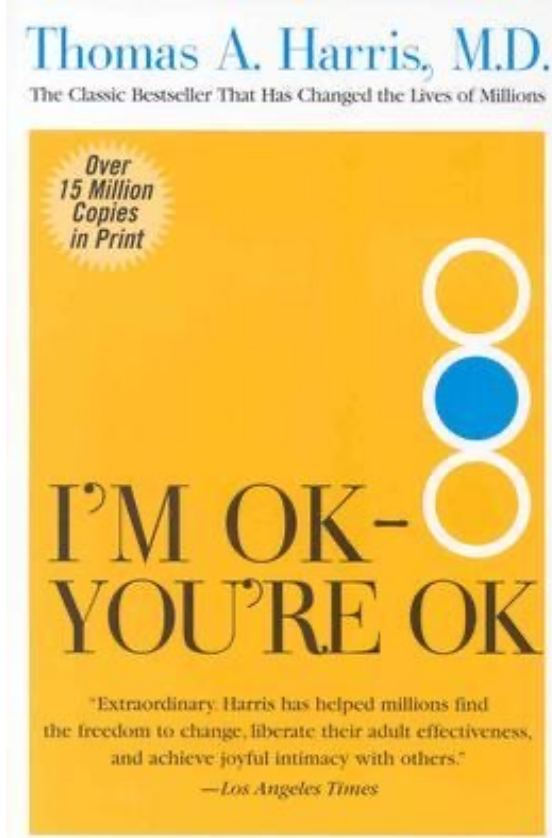
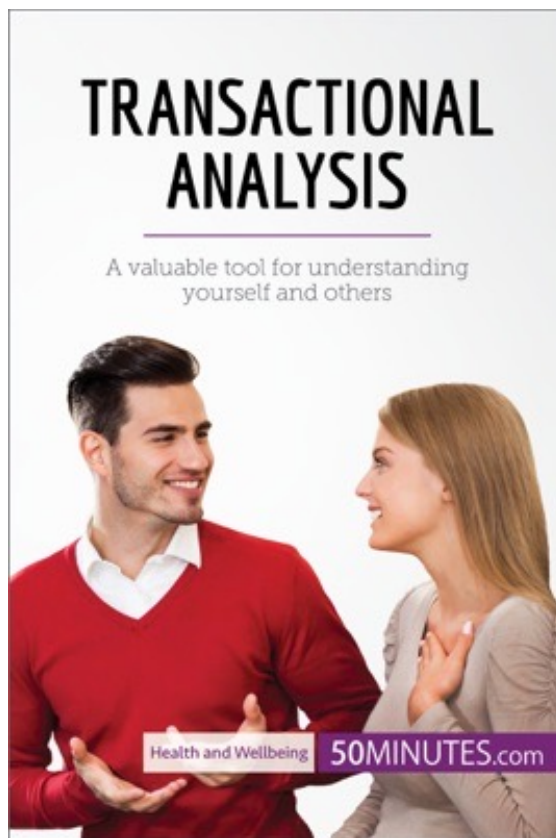
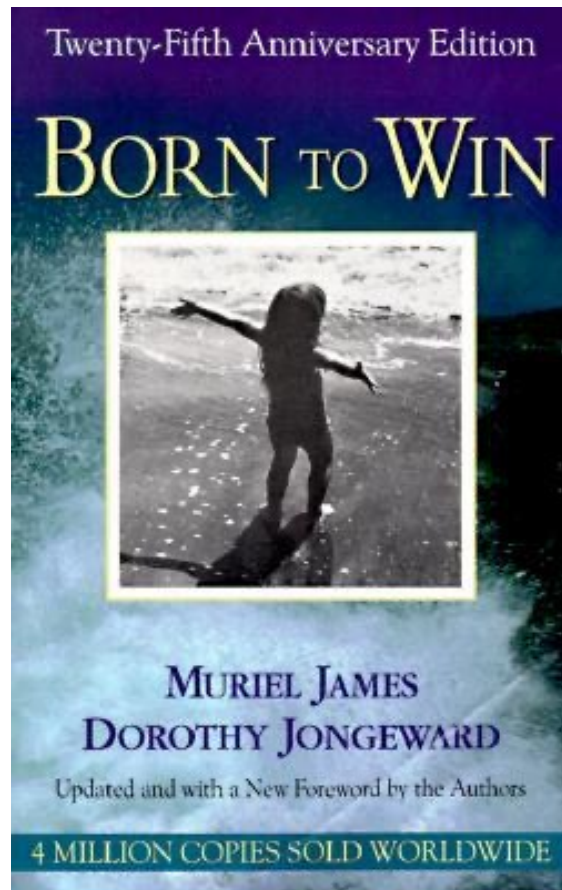


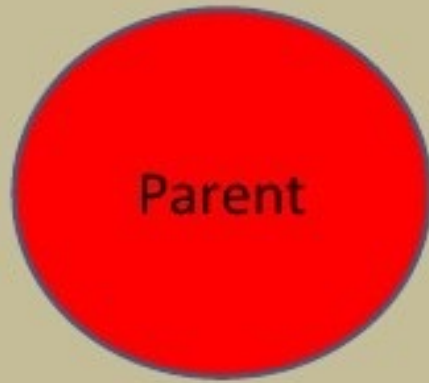
**Sigmund
Freud**



Eric Berne

Ego states are not age specific.
They exist in people of all ages.





Parent

Parent Ego State

Behaviours, thoughts and feelings copied from parents and parent figures.



Adult

Adult Ego State

Behaviours, thoughts and feelings are direct responses to here and now.



Child

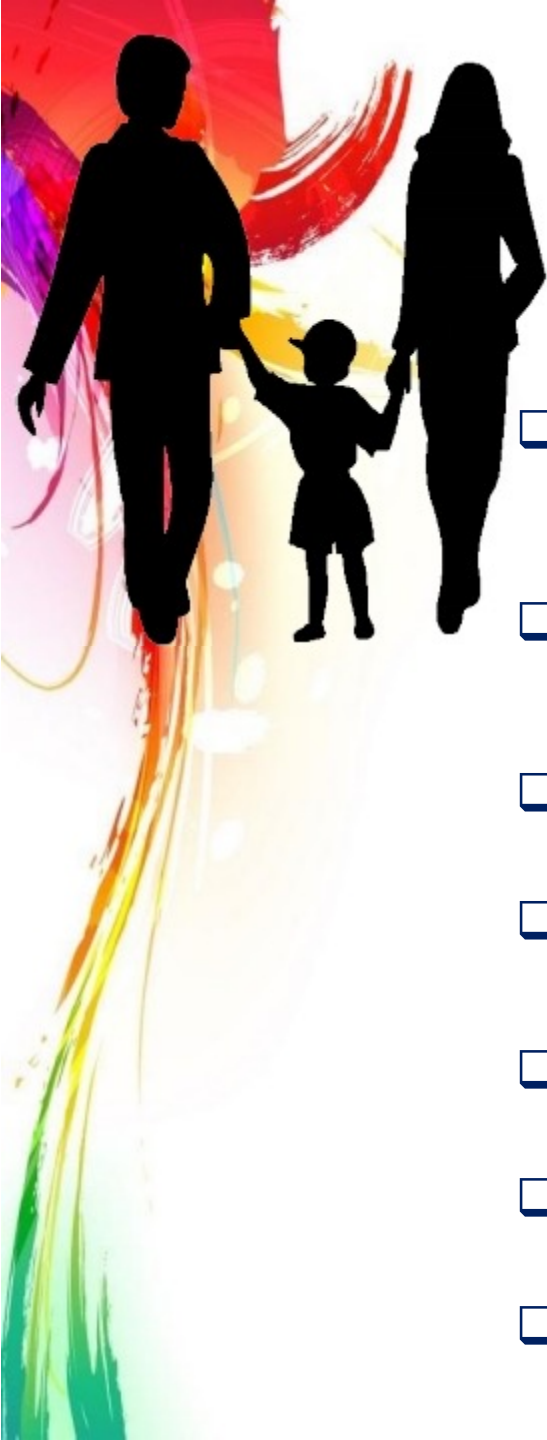
Child Ego State

Behaviours, thoughts and feelings are replayed from childhood.

ASSERTIVE ADVANTAGE



From this moment on,
we are improvising a new mission.



Parent Ego State

- Created due to the accumulation of memories during the growing years
- Behaviour of parents and significant elders create the parent ego
- Behaves like a parent while in the parent ego state
- Gives opinions and judgements
- Talks about rules, regulations and wisdom
- Often, displays poor listening skills
- Don't like to take suggestions or opposite views



Parent Ego

Nurturing Parent

Controlling Parent



- Supportive and understanding
- Tends to be overprotective
- Does not allow risk-taking
- Leads to emotional security
- Can be discouraging



- Tends to be overbearing and strict
- Does not offer emotional support
- Very poor listening skills
- Can lead to a rebellious attitude
- Criticises almost everything



Examples of statements made in Parent Ego State

Don't try to act smart. I know what you really are up to

Getting up early in the morning is a good habit

The current government is useless. They don't understand the problems of the people

The Indian cricket team is full of politics. There is no fair play nowadays

Learn to keep your things properly and be responsible

People will laugh at you if you wear that dress to the party



Child Ego State

- Ruled by emotions
- Root of creativity, feelings, intuition, energy and excitement
- Very little logic and reasoning
- Non-diplomatic and clean minded responses





Child Ego States

Natural Child

Not aware of self
Vulnerable
Non-diplomatic
Communicate by sounds

Little Professor

Extreme curiosity
Adventurous and experimental
Free spirited

Adaptive Child

Reactive to situations
Either change themselves or rebel





Examples of statements made in Child Ego State

I want to buy a piece of jewellery for this festival, no matter what!

Yay! I got the order I was waiting for

Sob! Everybody hates me!



Adult Ego State



- Logical and rationale state of mind; works like a computer
- Less emotional
- Displays cool and calm demeanour
- Thrives on data, statistics and information
- Likes to discuss instead of dictate
- Is not influenced by others' state of mind, stays in control
- Mediates, negotiates and uses logical thinking to solve problems
- Is comfortable with himself / herself



Examples

I think we need more information to decide on the amount to be invested in property now. Could you please get me the latest real estate prices?

Why do you think the government is unable to arrive at a practical solution to the water problem?

We should be able to solve this problem if we discuss the various points pertaining to it. Let's call a meeting tomorrow. What do you people say?

Based on the statistics of the previous year, we can say that we'll have a lot of water problem this summer

100 new employees have joined us this year and many of them are freshers. It

Compare the Ego States

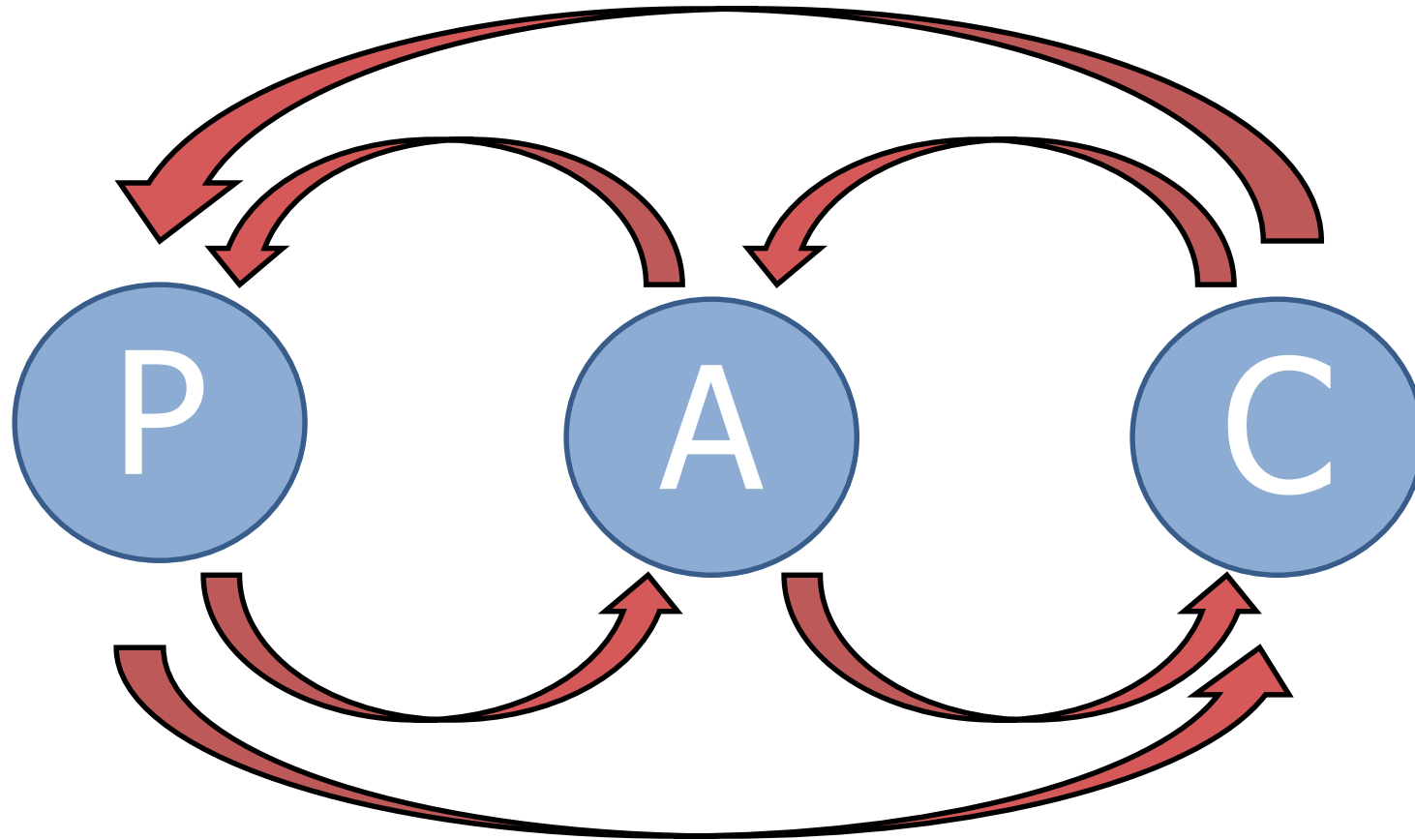
Clues from	Controlling Parent	Nuturing Parent	Adult	Free Child	Adapted Child
Words	Should, must, don't, good, bad	Don't worry, let me help you, there there	How, when, where, I understand	I wish, wow, love, hate	Please, sorry, I can't, try
Tones	Harsh, abrupt, authoritative	Soothing, consoling, loving	Calm, clear, even	Joyful, noisy, energetic	complaining, surely, monotone
Gestures/ mannerisms	Finger pointing, arms crossed	Pat on arm, nodding encouragingly	Level eye contact, absence of fidgeting	Exaggerated movements, uninhibited	Head tilted to one side, fidgeting, slouching
Facial expressions	Rolling eyes, furrowed brow, scowling	Smiling, proud eyes	Open, thoughtful	Bright-eyes, smiling freely	Pouting, downcast, not engaged

Read the Body Language to understand the Ego State

Identify the ego states based on the statements given below:

1. You have to complete this work by today evening under any circumstance
2. Oh no! I am doomed
3. Why were you so nervous yesterday?
4. Let's ask the manager if there are funds available for this initiative
5. Coming late for work is becoming a habit with you
6. You are wasting a lot of time at work. You better start using time well
7. Haven't you learnt anything in life!
8. I don't deserve it! I am not good enough.
9. Don't you know how to keep your things properly
10. He thinks we have not done sufficient work. Let us take some reports and show him our real work
11. She is always complaining about me. She hates me!
12. I would like to know the previous estimate report of this project?
13. It is better if we can sit and discuss the situation before coming to a conclusion
14. It's ok if you have not been able to do the job. I'll help you out with this
15. I love it when the sky is so blue and clear!

Shifting From One Ego State to Another



Behavioural Patterns of Different Ego States

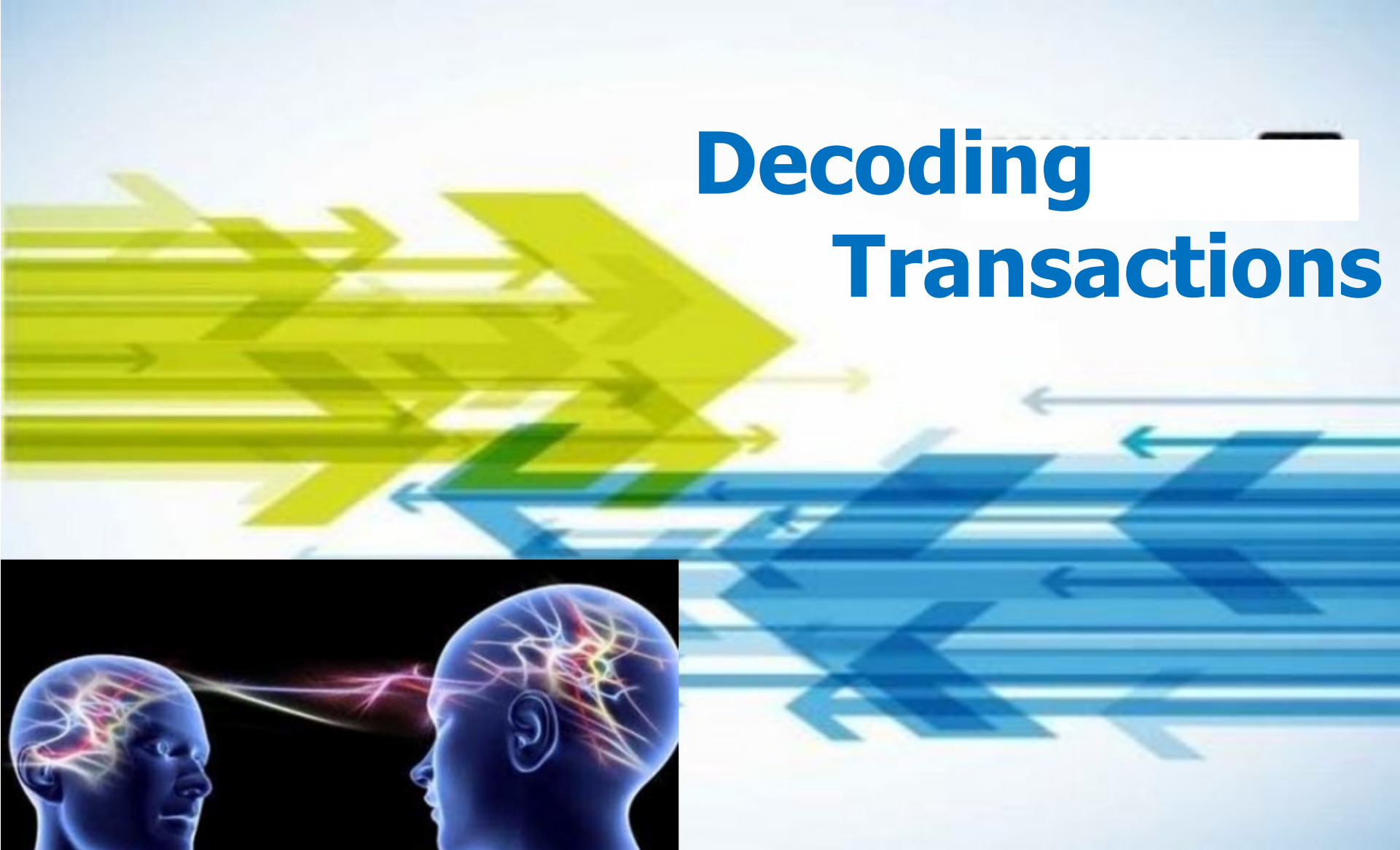
	Parent	Adult	Child
Responsibility	5	2.5	>1
Decision making	2.5	5	>1
Problem solving	3	5	>1
Creativity	1	2	5
Enthusiasm	1	3	5
Handling emotions	4 (might suppress or react)	5 (responds)	0 (Always reacts)
Obedience	0	2.5	AC: 4; FC:2
Empathy	CP: 1; NP: 4	3.5	AC: 2; FC: 2 (Debatable)
Curiosity	2.5	3	5

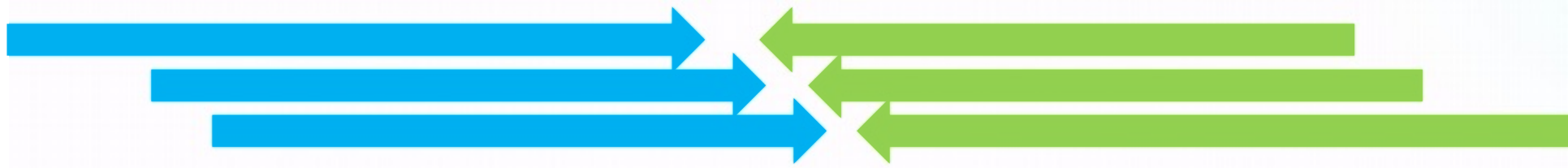
What is your Dominant Ego State?



TA QUESTIONNAIRE

Decoding Transactions



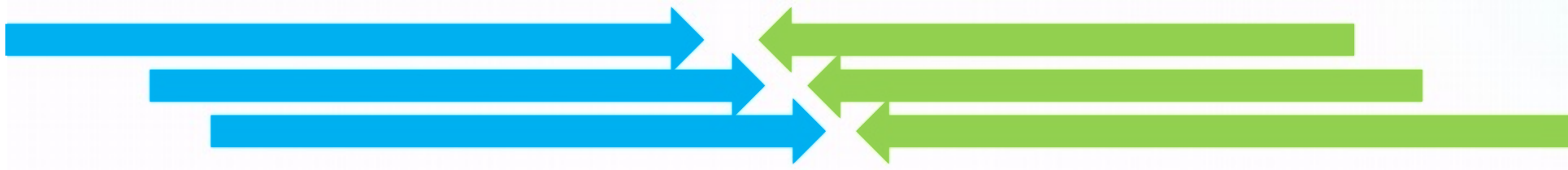


Successful Transaction = Successful Communication

Unsuccessful Transaction = Unsuccessful Communication

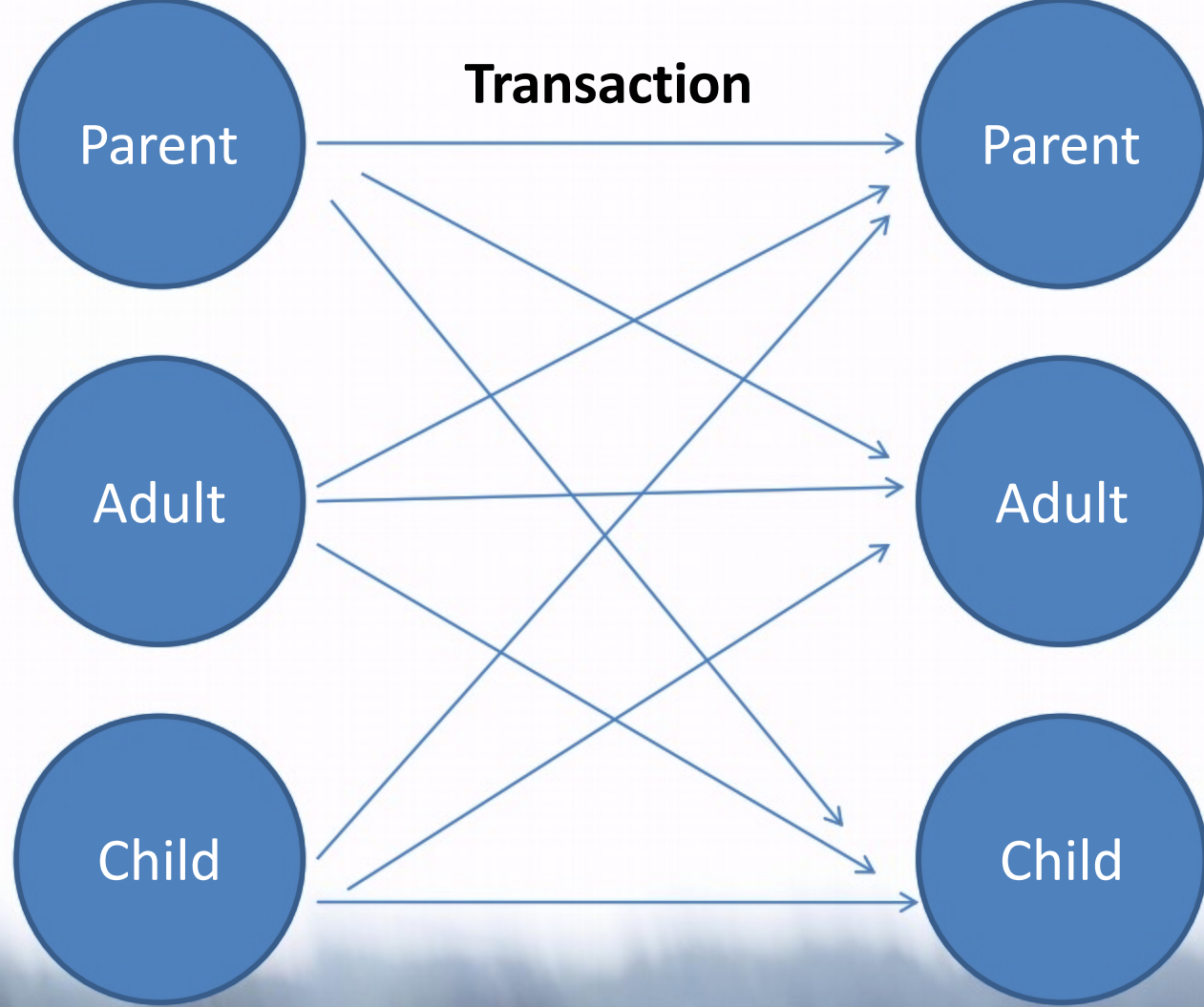
According to Transactional Analysis, a Successful Transaction is that in which the message is received by the ego state that the message is intended for and the sender receives an appropriate answer

Transactions evoke ego state and vice versa

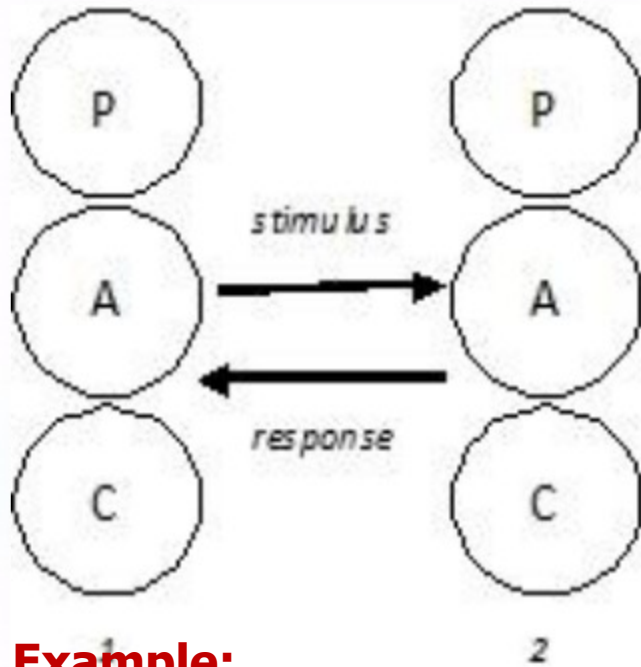


Person 1

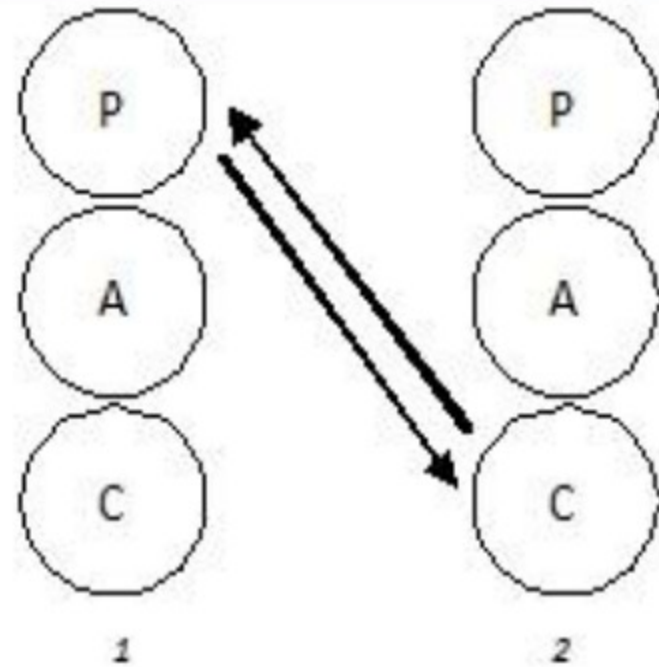
Person 2



Complementary Transactions



Both the
persons accept
each other's
ego states and
complement
each other



Example:

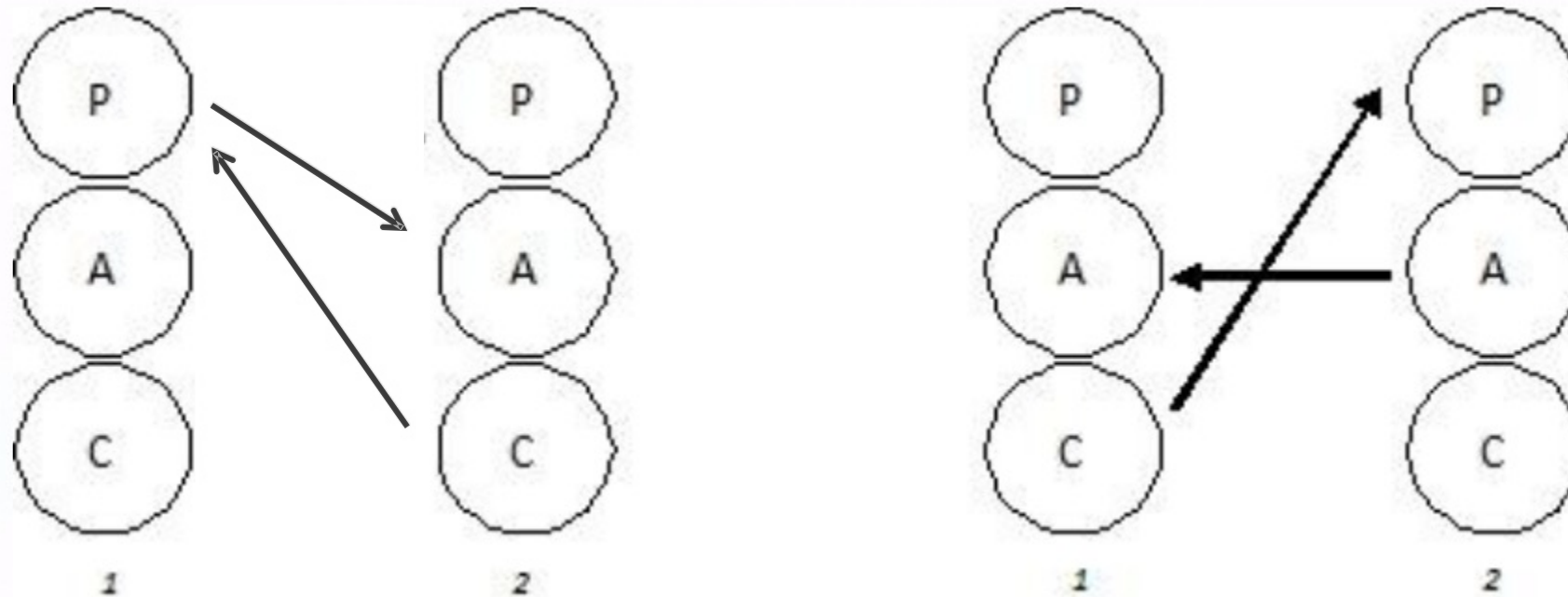
A says, "What do you think will happen to this project next?"

B replies, "Let's wait and see. Looking at the situation now, I am not sure what decision the management will take. Do you think we quoted too much?"

A says, "I am not able to handle this project. I have failed in all my trials!"

B says, "It's alright. Let's try and figure this out together. I am sure you'll be able to do it right"

Cross Transactions



Example:

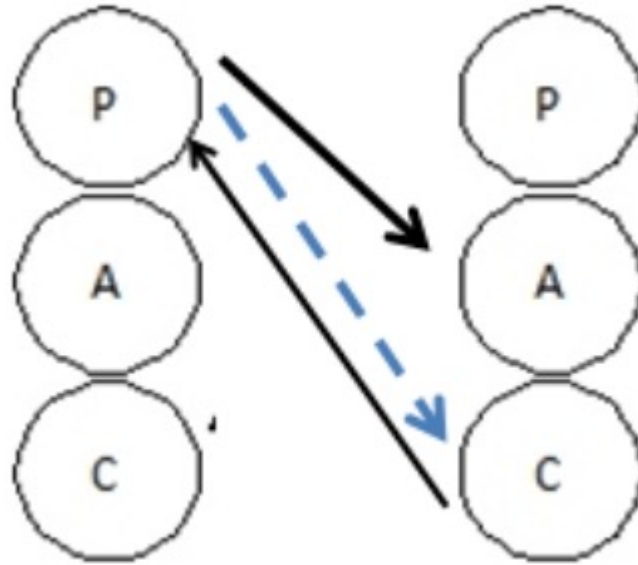
A says, "What do you think will happen to this project next?"

B replies, "This is the worst management ever. They should first go and learn how to lead a team. This project will be a complete failure."

A says, "I am not able to handle this project. I have failed in all my trials!"

B says, "Why do you think you have failed? Figure out the causes and start working on it again"

Ulterior Transactions



Example:

A says, "What do you think will happen to this project next?"

B replies, "You have been working with this team for the last one year, haven't you? I am sure you can analyse the situation"

A says, "I am not able to handle this project. I have failed in all my trials!"

B says, "Last time you said you had done this kind of work before. Let me see you do it again."

Altering Ego States to Aid Meaningful Conversations

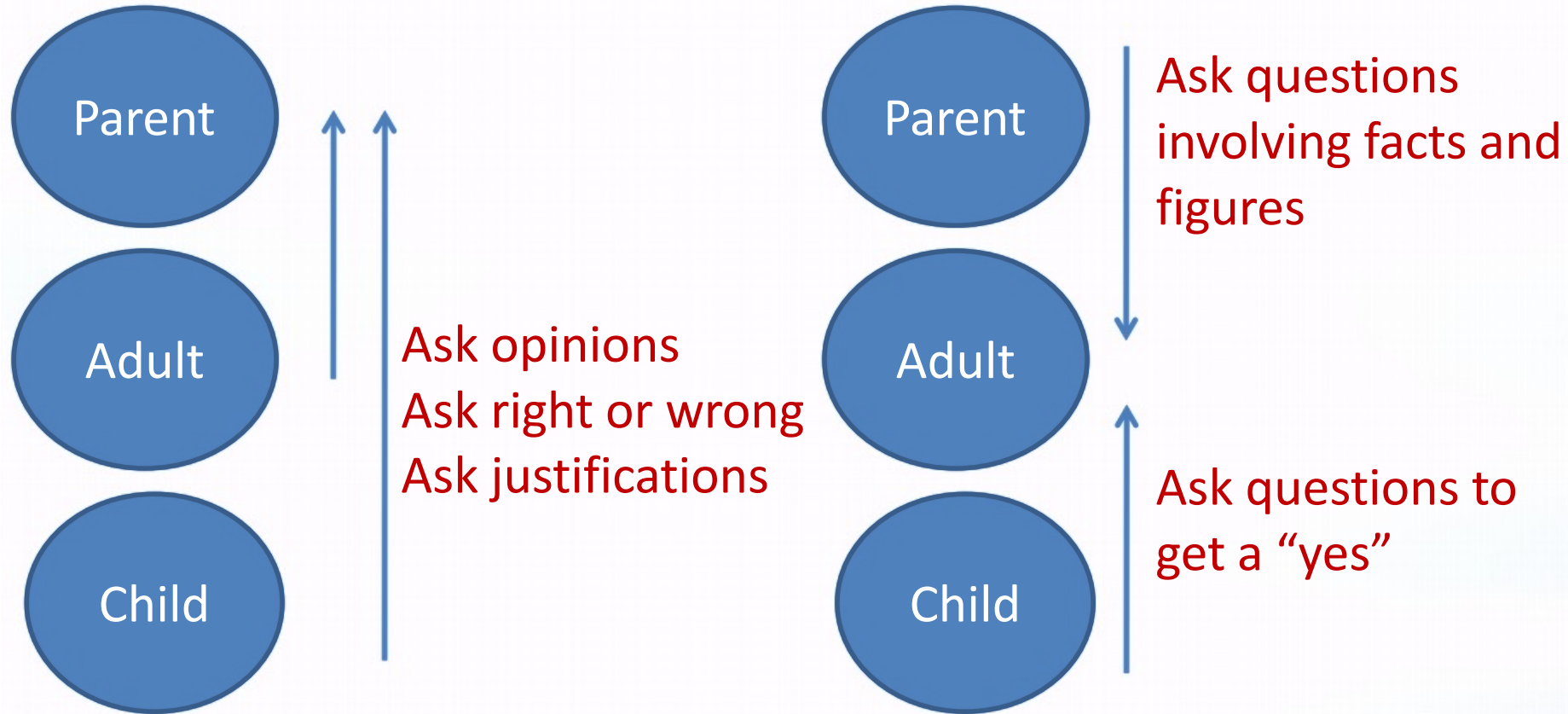
How does it help?

1. Calm passions down and have an appropriate conversation
2. Make people take decisions
3. Stimulate their enthusiasm and creativity
4. Make people think logically and analyse the situation
5. Turn the situation in your favour

How to Alter Ego State

1. What is the other person's ego state at that point of time
 - a. Observe body language
 - b. Start with small talk
2. What is the best suited ego state for that situation?
3. If the other person is in a different ego state, then change it
4. If you are unable to change the ego state, postpone the conversation to another time

Altering Ego States to Aid Meaningful Conversations



Parent

Adult

Child

Throw a challenge

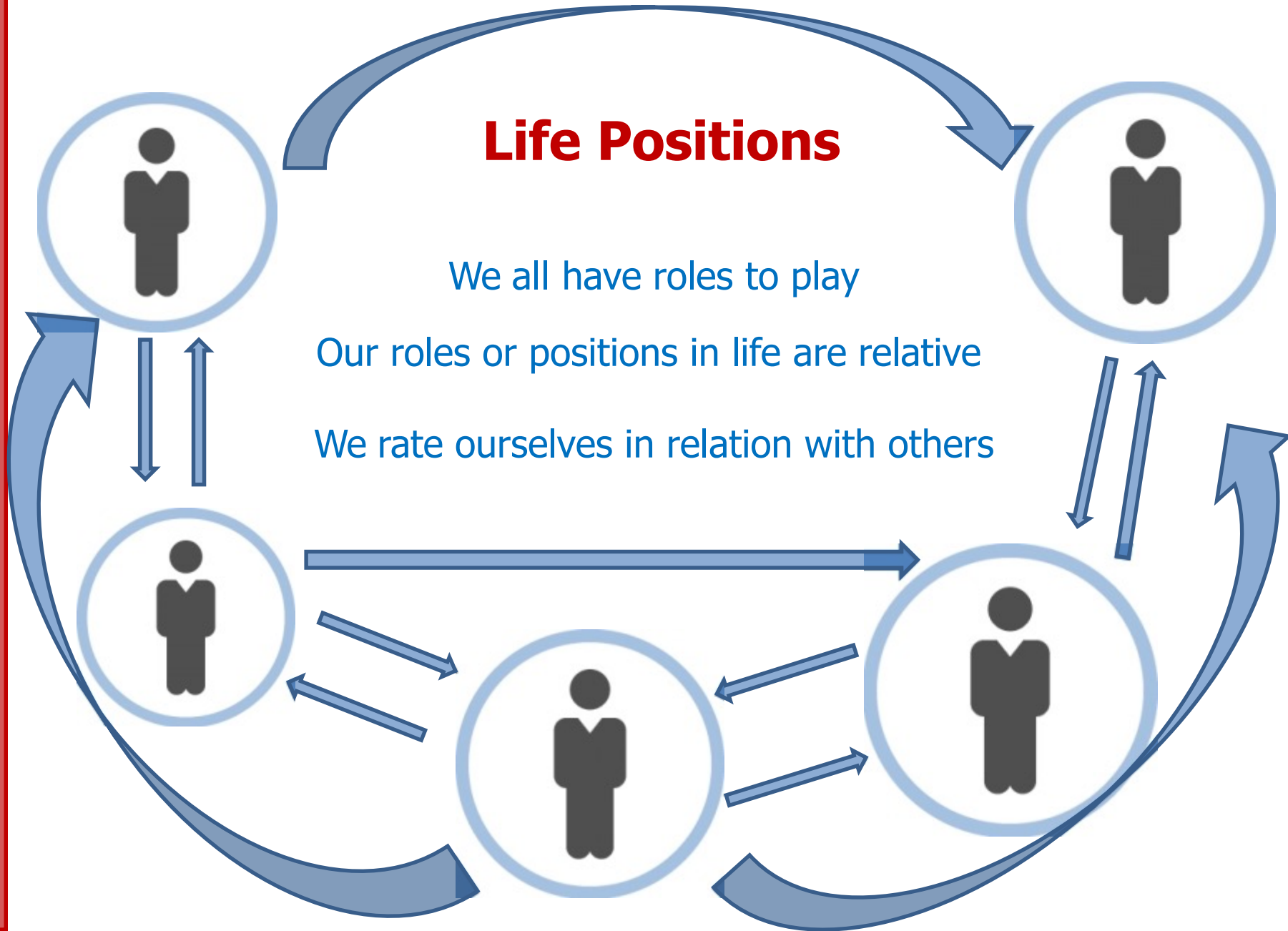


Life Positions

We all have roles to play

Our roles or positions in life are relative

We rate ourselves in relation with others





I am Ok, You are OK

Productive conversation
Equality in relationship

I am OK, You are not Ok

Superiority complex
Less empathy and more dominance
More sympathy
Criticising

I am not Ok, You are Ok

Inferiority complex
Subservience
Timid conversations
Looks up to the other person
Might try to imitate the other person

I am not Ok, You are not Ok

Hopelessness
Might lead to depression
Totally unproductive

STROKES

A stroke is a unit of recognition

It is a process of entering into the awareness of others

Stroke is to satisfy the other person's emotional desires

3 to 4 strokes are necessary for a healthy transaction

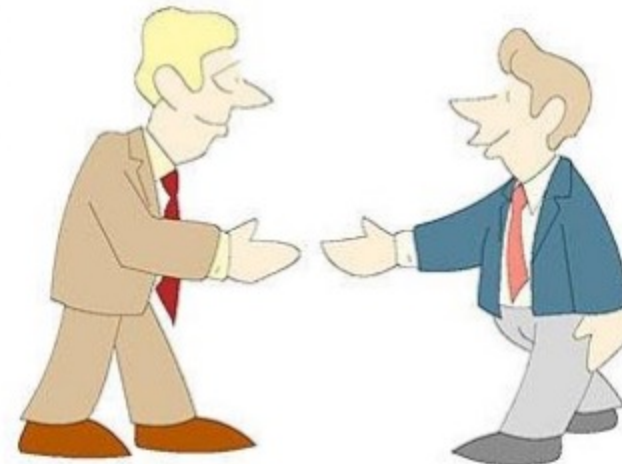
We accept some strokes and reject some

Strokes can be physical, verbal or nonverbal

Strokes can be negative or positive

Negative stroke is better than no stroke

Conditions and unconditional strokes



Give strokes when they need to be given

Ask for strokes when you want them

Accept strokes if you want them

Reject manipulative strokes

Give yourself positive strokes



Stroke situations

Greetings in the morning

Recognition for presence and work; don't look for reasons

Visiting cards

Special occasions

Emotional situations

Visual appeal / beauty

Queries?

Thank You and All the Best for Successful Communications

BONUS

**HOW TO ARTICULATE
OUR THOUGHTS
INTO WORDS**

A Simple Formula You Can Use

WHAT ?

WHAT ?

WHY ?

1ST: 'What'

What was said, paraphrase, or what is the topic or title?

2ND: 'What'

What you think, what your suggestion is, what facts you have, an example, what you disagree about?

3RD: 'Why'

Why what you say makes better sense, or would be appropriate, why this should be a priority, etc.? (Give reason)

