

Leaders

Leadership behaviour and **36** affects people's focus

Transformational Leaders:

- pay special attention to the **37** of their followers
- passionately communicate a clear **38**
- inspire promotion focus in followers

Transactional Leaders:

- create **39** to make expectations clear
- emphasise the results of a mistake
- inspire prevention focus in followers

Conclusion

Promotion Focus is good for jobs requiring **40**

Prevention Focus is good for work such as a surgeon

Leaders' actions affect which focus people use