

SECTION 4 Questions 31–40

Complete the notes below.

Write **ONE WORD ONLY** for each answer.

'Self-regulatory focus theory' and leadership

Self-regulatory focus theory

People's focus is to approach pleasure or avoid pain

Promotion goals focus on **31**

Prevention goals emphasise avoiding punishment

Factors that affect people's focus

The Chronic Factor

- comes from one's **32**

The **33** Factor

- we are more likely to focus on promotion goals when with a **34**
- we are more likely to focus on prevention goals with our boss

How people's focus affects them

Promotion Focus: People think about an ideal version of themselves, their **35** and their gains.

Prevention Focus: People think about their 'ought' self and their obligations