## 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 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

#### Leaders

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

#### Transformational Leaders:

- pay special attention to the 37 ...... of their followers
- · 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