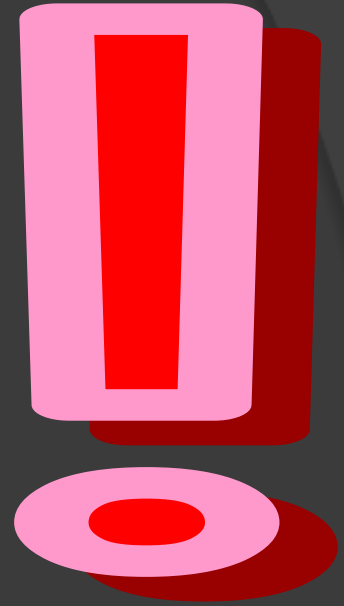


*ATTITUDE
IS
EVERYTHING*

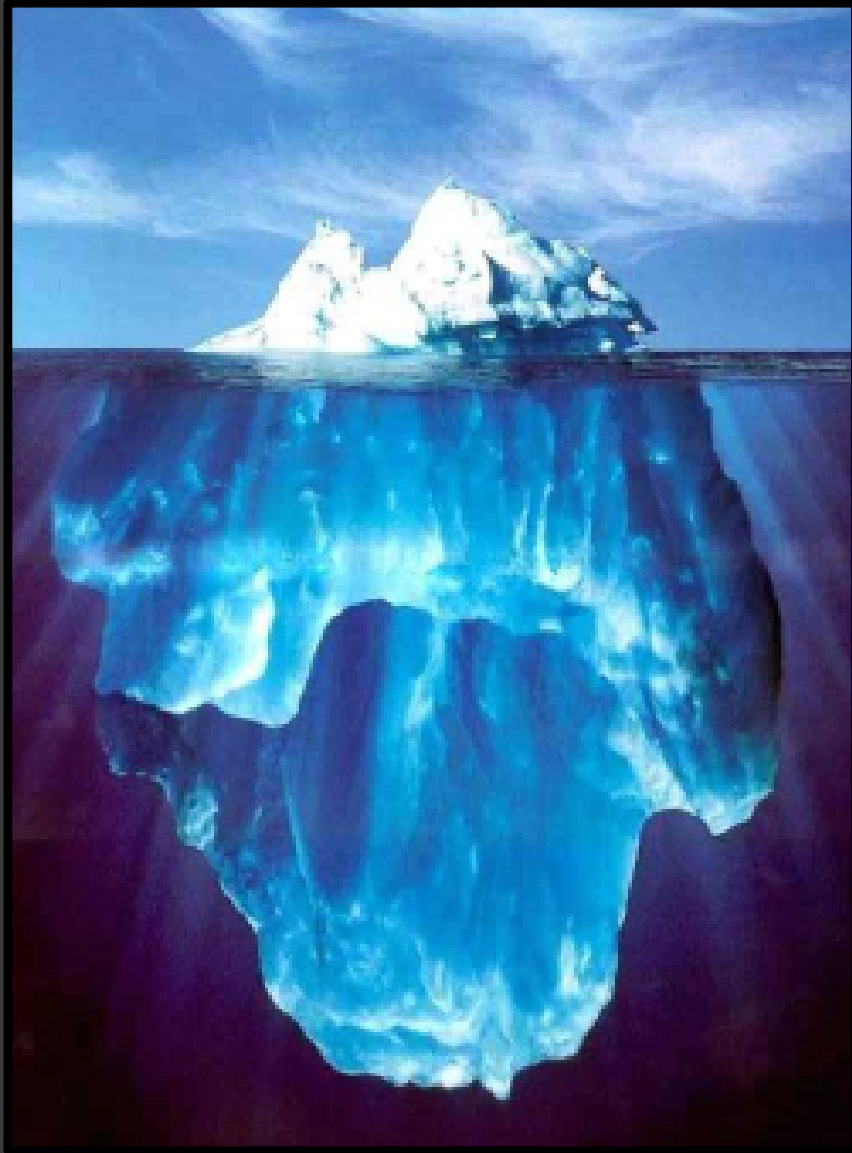


The Iceberg

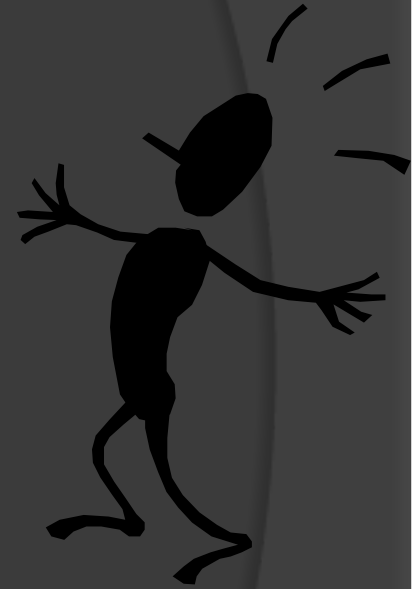
How much do you see of an iceberg???



The Iceberg



ONLY 10% OF
ANY ICEBERG IS
VISIBLE. THE
REMAINING 90%
IS BELOW SEA
LEVEL.



The Iceberg

The Iceberg phenomena is also applicable on human beings ...

The Iceberg



**KNOWN
TO OTHERS**

**KNOWLEDGE
&
SKILLS**

SEA LEVEL

**UNKNOWN
TO OTHERS**

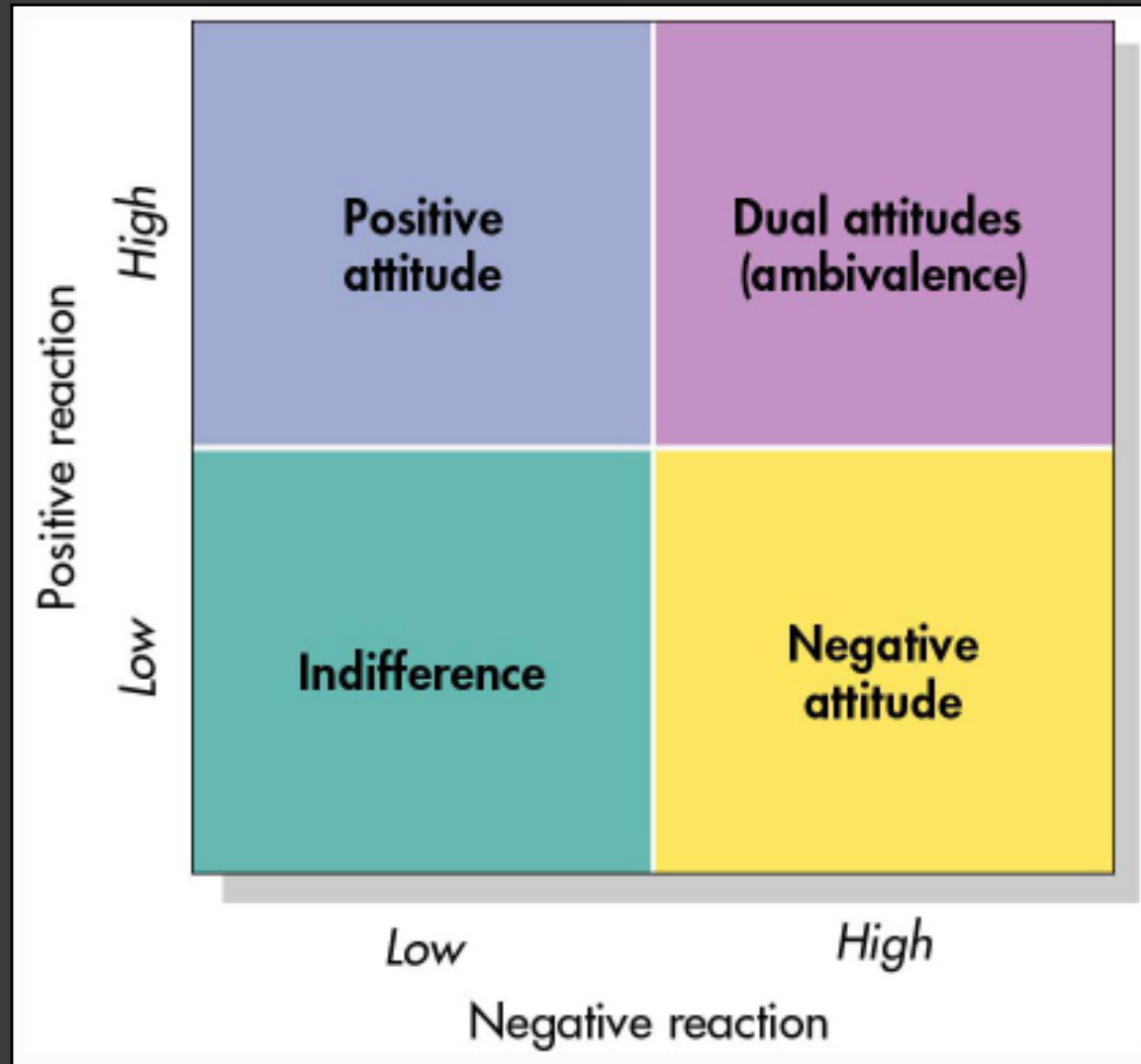
ATTITUDE



Concept

- ⊠ An **attitude** is a hypothetical construct that represents an individual's degree of like or dislike for an item.
- ⊠ Attitudes are generally positive or negative views of a person, place, thing, or event this is often referred to as the attitude object.

Four Possible Reactions to Attitude Objects



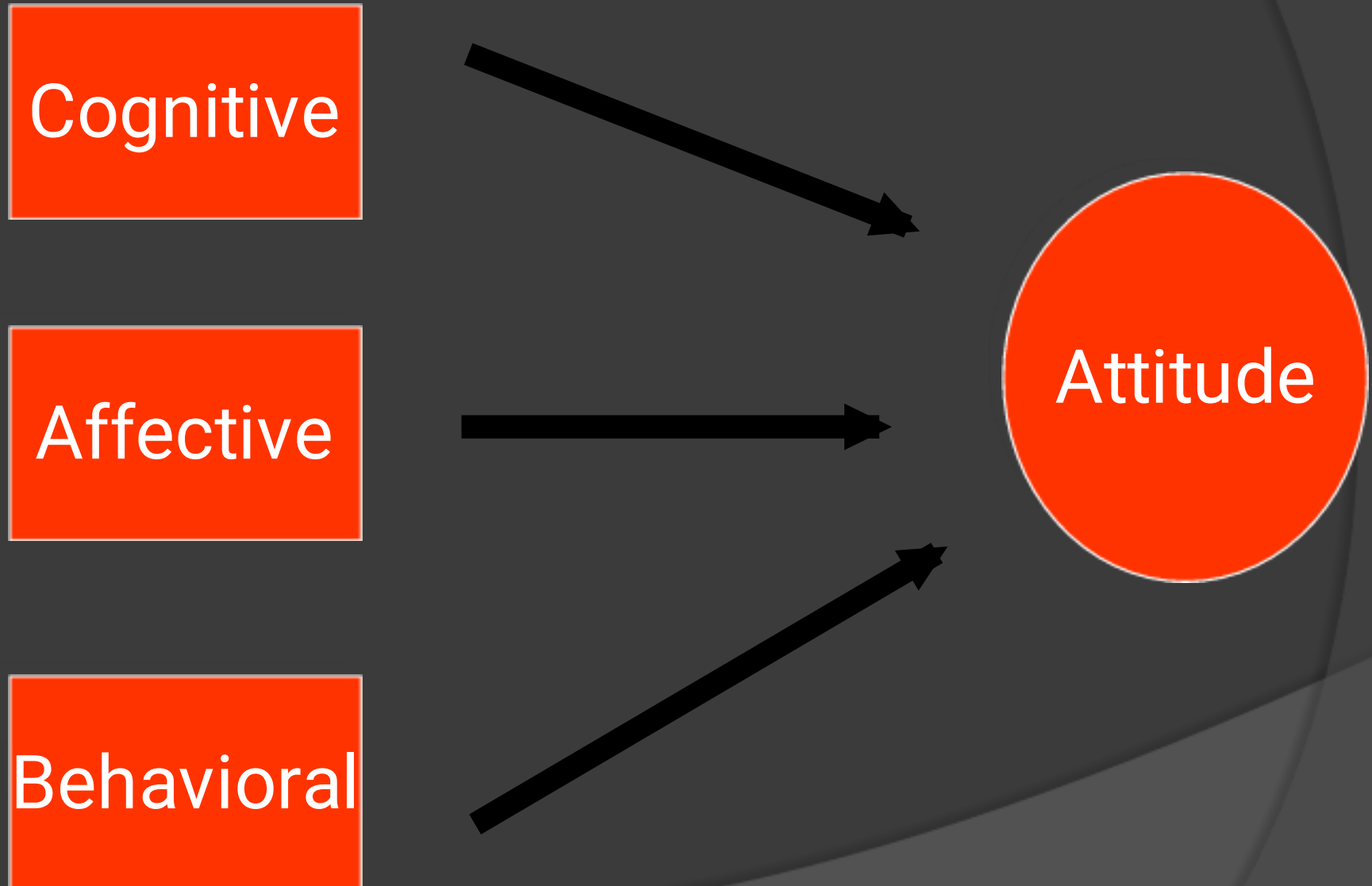
Positive attitude:

The predisposition that results in desirable outcomes for individuals and organizations.

Negative attitude:

The tendency of a person that result in an undesirable outcome for individuals and organizations.

Components of Attitudes: Tripartite View



Components of Attitudes

COGNITIVE

Opinion or beliefs about attitude object (pos & neg)

AFFECTIVE

emotions and feelings the object triggers (pos & neg)

BEHAVIORAL

reaction toward the object (pos & neg actions)

Attitude Object: **EMPLOYEE**

COGNITIONS

My pay is low.

My supervisor is unfair.

AFFECTS

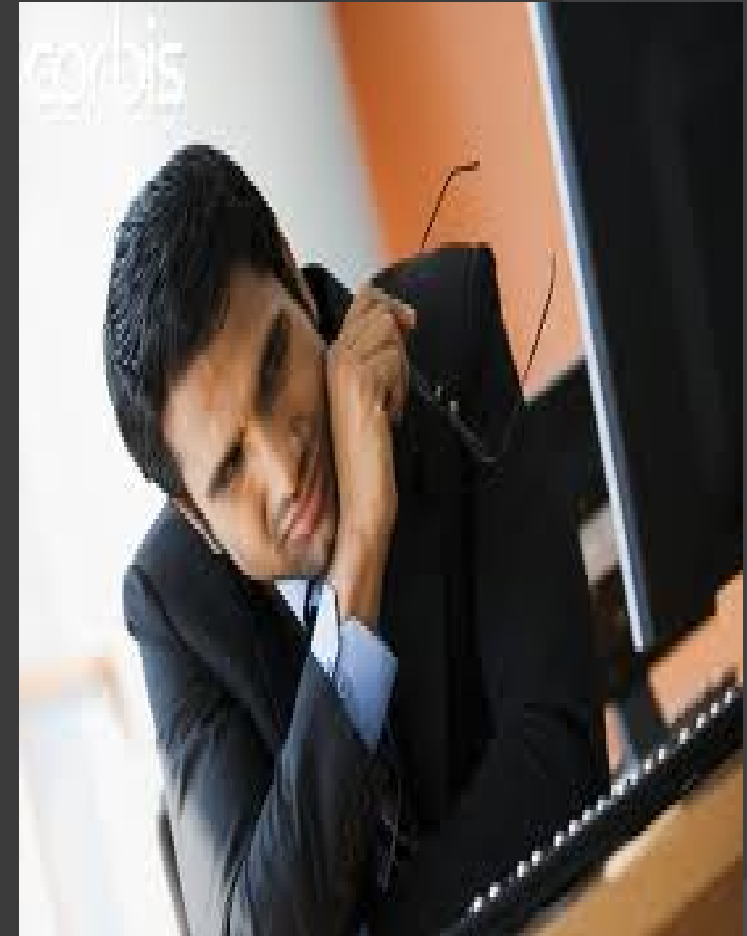
I am angry over how little I'm paid.

I dislike my supervisor.

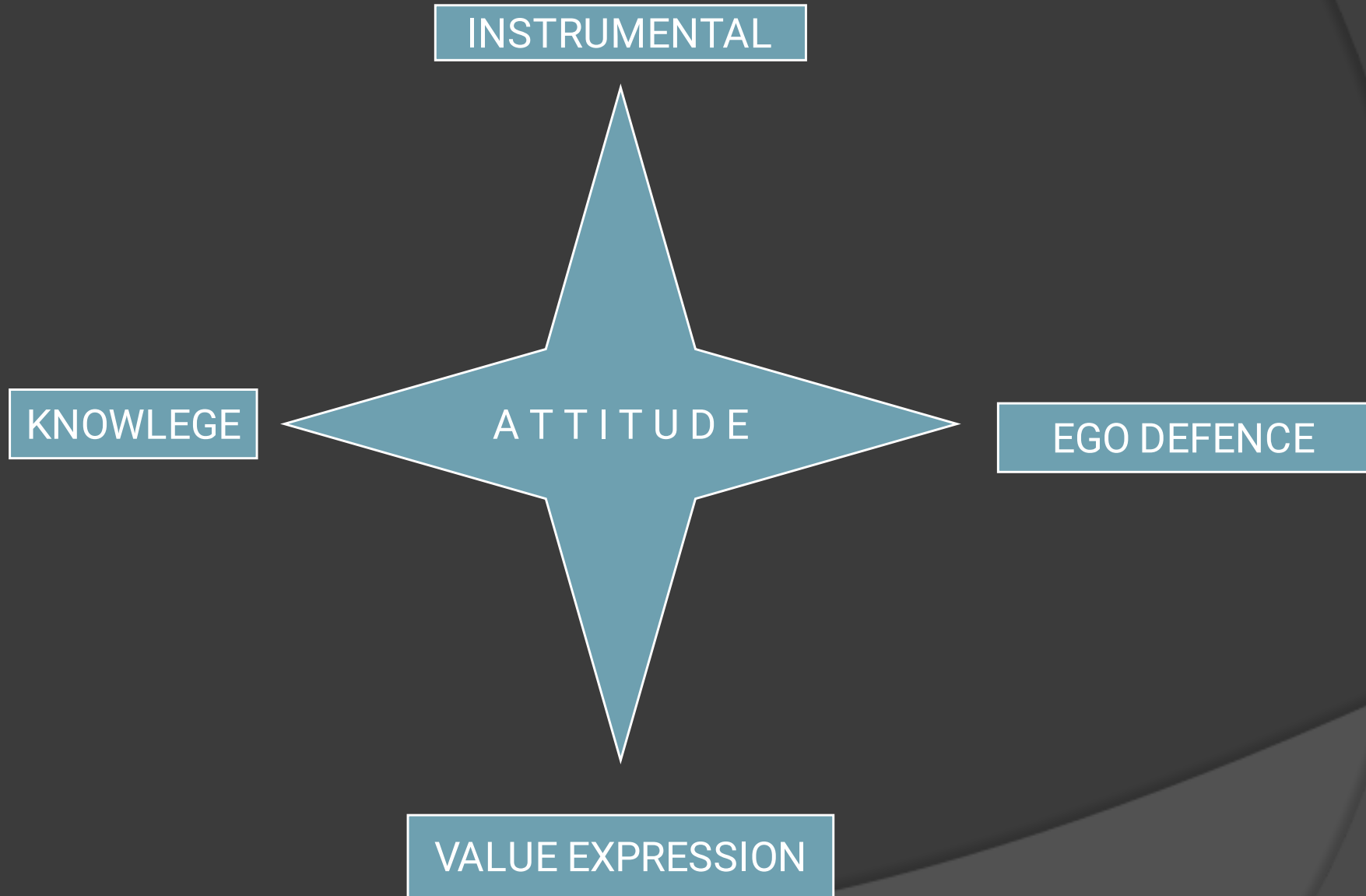
BEHAVIORS

I am going to look for another job that pays better.

I am looking for another job.



Functions of Attitude



Functions of Attitudes

- **Value-Expressive function**
 - enable us to express who we are and what we believe in
- **Ego-defensive function**
 - enable us to project internally-held conflicts onto others means protecting self-esteem (e.g., homophobia)
- **Knowledge function**
 - enable us to know the world
- **Utilitarian/Instrumental Function**
 - Enable us to gain rewards and avoid punishment

Theories of attitude change

- ⊠ Cognitive Dissonance Theory
- ⊠ Self Perception Theory

Attitudes, Behavior & Consistency

- People try maintain consistency between their different attitudes.
- People try maintain consistency between attitudes and behavior.
- Altering their attitudes or behavior, developing a rationalization for their discrepancy.

Cognitive Dissonance Theory

- ⊠ If there is an inconsistency between two attitudes or between attitudes and behavior
- ⊠ People seek to make them consistent
- ⊠ Achieve a stable state with minimum of dissonance

Cognitive Dissonance Theory

Desire to reduce dissonance depends on

- importance of elements creating the dissonance
- degree of influence over the elements
- rewards involved in the dissonance

Self-Perception Theory

- Attitudes do not cause behavior, behavior causes attitudes
- Attitudes are formed after the fact to make sense out of behavior that already occurred

Do Attitudes cause Behavior?

Answer: Not very well!

Attitudes have a stronger affect on behavior if they are

- important
- specific
- accessible
- social pressure reinforces the attitude
- you have experience with the attitude.

Attitude & Behavior



**KNOWN
TO OTHERS**

BEHAVIOR

SEA LEVEL

**UNKNOWN
TO OTHERS**

IMPACT

VALUES – STANDARDS – JUDGMENTS

ATTITUDE

MOTIVES – ETHICS - BELIEFS



- Why Might Attitudes Matter at Work?
- **Because attitudes to work and/or employing organisation might affect:**
 - **Whether a person seeks a new job**
 - **How co-operative they are with others at work**
 - **Whether they present a positive image of the organisation to clients or customers**
 - **How they react to change**
 - **How hard they work (motivation)**
 - **Their psychological or physical health**

Success



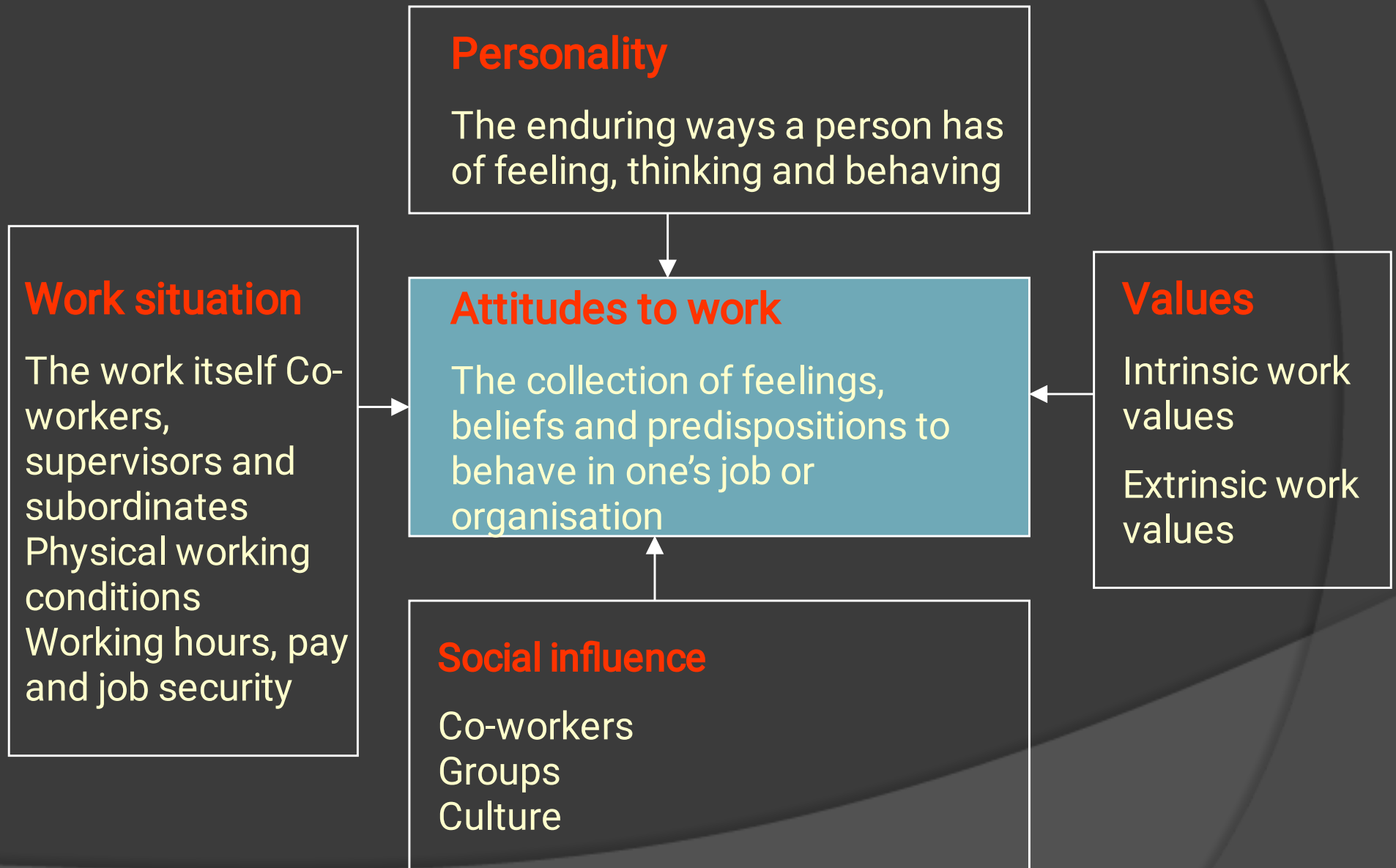
Knowledge

Process

Skills

Attitude

Determinants of Work attitudes



TYPES OF ATTITUDES

There are many types of attitudes. But here we limit to only to the work related issues.

The job related attitudes are classified as :

- a) Job involvement
- b) Organizational Commitment
- c) Job Satisfaction.

a) Job involvement

Measures the degree to which a person identifies himself psychologically with his job and considers his perceived performance level important to self worth.

Performance of the employees is directly related to the amount of job involvement.

b) Organizational Commitment

It's a state in which an employee identifies himself with a particular organization and its goals and wishes to maintain membership in the organization.

It depicts the level of attachment of the individual towards the organization.

c) Job Satisfaction.

This is the individual's attitude towards one's job.

The level of the satisfaction differs from one job to another and also from one individual to other.

Conclusions

- ⊠ Attitudes do not predict single behaviours
- ⊠ Attitudes are related to multiple behaviours (behavioural patterns)
- ⊠ Attitudes influence behaviour through influencing intention
- ⊠ Intention is the better predictor of behaviour
- ⊠ In order to understand intentions and behaviours, need to know about beliefs and attitudes
 - This is essential in relation to attitude change

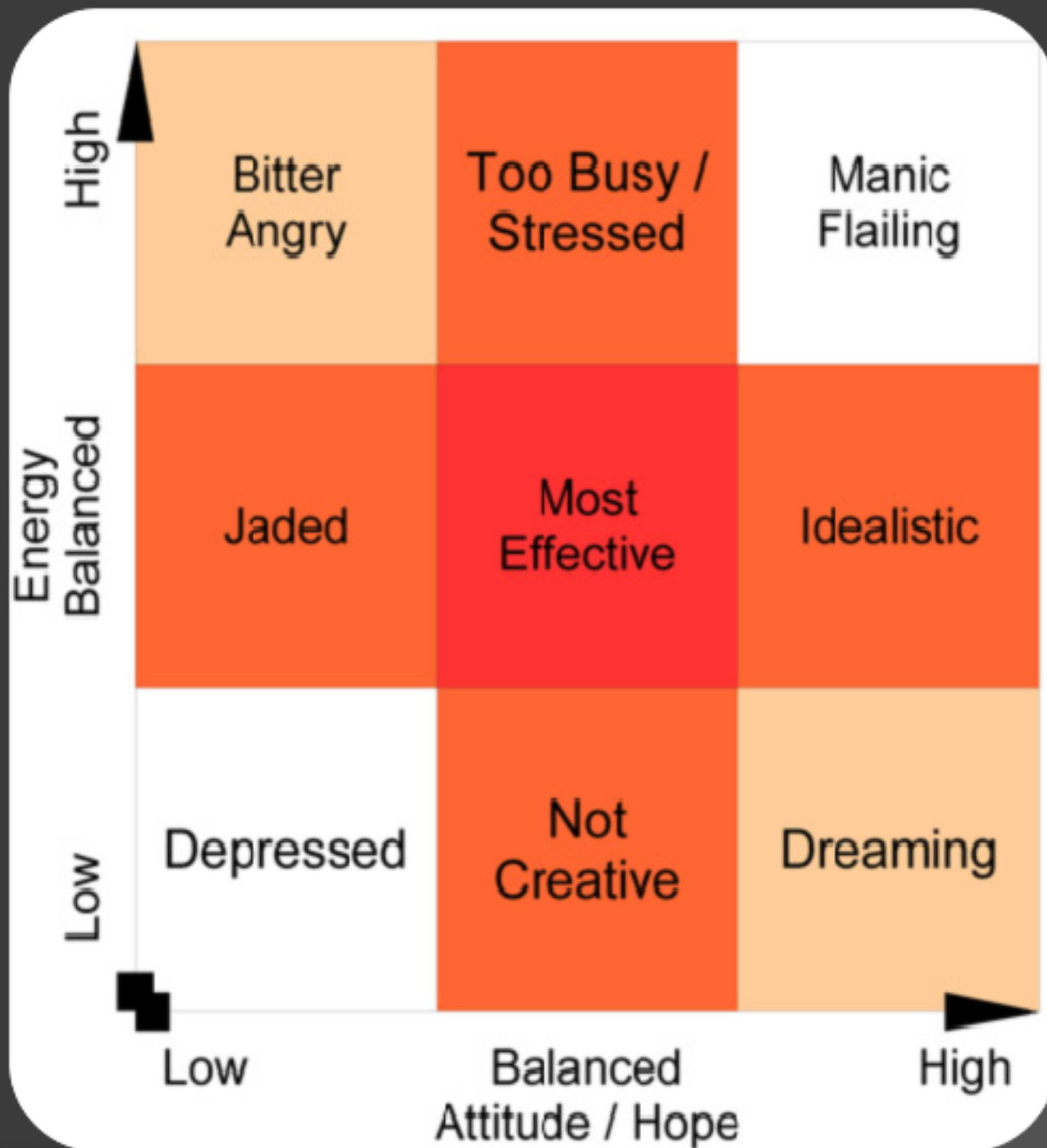
The Choice is YOURS

- With a Bad attitude
you can never have a positive day
- With a Positive attitude
you can never have a bad day

How can we develop our personality and attitude ?

We can do this through :

- ⊠ **Self image and self reformation**
- ⊠ **Education and hard work**
- ⊠ **Discipline and organization**
- ⊠ **Belief in goodness's and truth and many more.**



The Final Words

“Things are the way you think they are, because you think they are that way.”

Thank You