



Vox Institute

Training and Research Institute
Institut de formation et de recherche
Spécialisé en expression orale et psychologie sociale

Affective Determinants of Behaviour and the Strategic Use of Emotions by *Branka Zei Pollermann PhD*

September 22nd – 23rd 2021

Affective Event Theory (Weiss and Cropanzano 1996) was a substantial contribution to the study of the role of emotions in the workplace. It was found that the frequency of certain types of emotions acted directly on motivation, efficiency, job satisfaction and health. **Emotion work was thus defined as the process necessary to regulate organizationally desired behaviour.**

B. Zei's research (presented at the [Scientific Meeting of American Psychosomatic Society](#)) showed that positive emotional climate can improve health and team performance, prevent stress and help employees to flourish at the work place.

WORKSHOP OBJECTIVES

1. Master the theory and practice of the interplay between **reason and affect** in guiding human behaviour.
2. Get familiar with methods of **inducing the desired behaviour** by stimulating the appropriate emotional dispositions.
3. Get acquainted with **3 practical tools (online questionnaires)**
4. Master modern approaches to employee motivation - approaches **“beyond the stick and carrot”**.

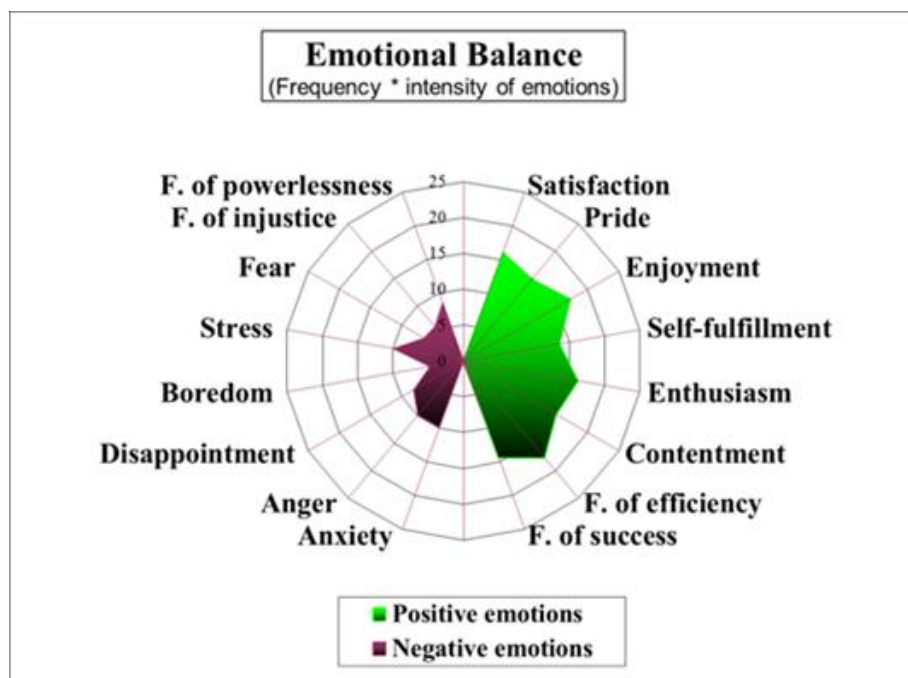
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Société Suisse de Psychologie; Association for the Advancement of Affective Computing;
Society for the Study of Artificial Intelligence and the Simulation of Behaviour;
International Speech Communication Association; International Society for Research on Emotion

Content:

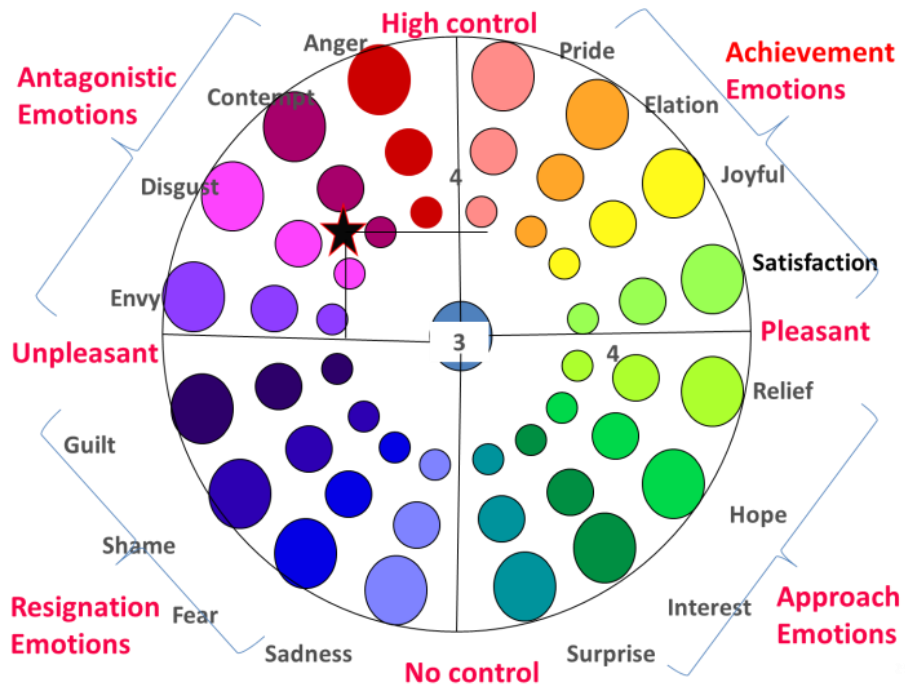
- Affective determinants of human behaviour and the rationality of emotions,
- Emotions in organizations: their role in decision-making and engagement,
- Four emotion families: Achievement emotions, Antagonistic Emotions, Resignation emotions, Approach emotions,
- Social/emotional Intelligence and its three basic competences
 - Production of appropriate emotional reactions,
 - Adaptive regulation of one's emotional states,
 - Efficient emotional communication in social interaction.
- Three online tools assessing the affective determinants of behaviour:
 - Emotional Balance (its relation to health and psychological well-being),
 - Two Root Causes of Affective Reactions (related to engagement, creativity),
 - Group Adherence (its relation to group-fit level and emotional climate),
- Strategic use of emotions in HR, negotiation, marketing, teaching.

Tool #1 Emotional Balance: assesses the proportion of positive vs. negative emotions experienced at work. If the frequency of positive emotions exceeds that of negative emotions, the person is experiencing «emotional balance» which assures normal professional functioning (including good physical health and psychological well-being).



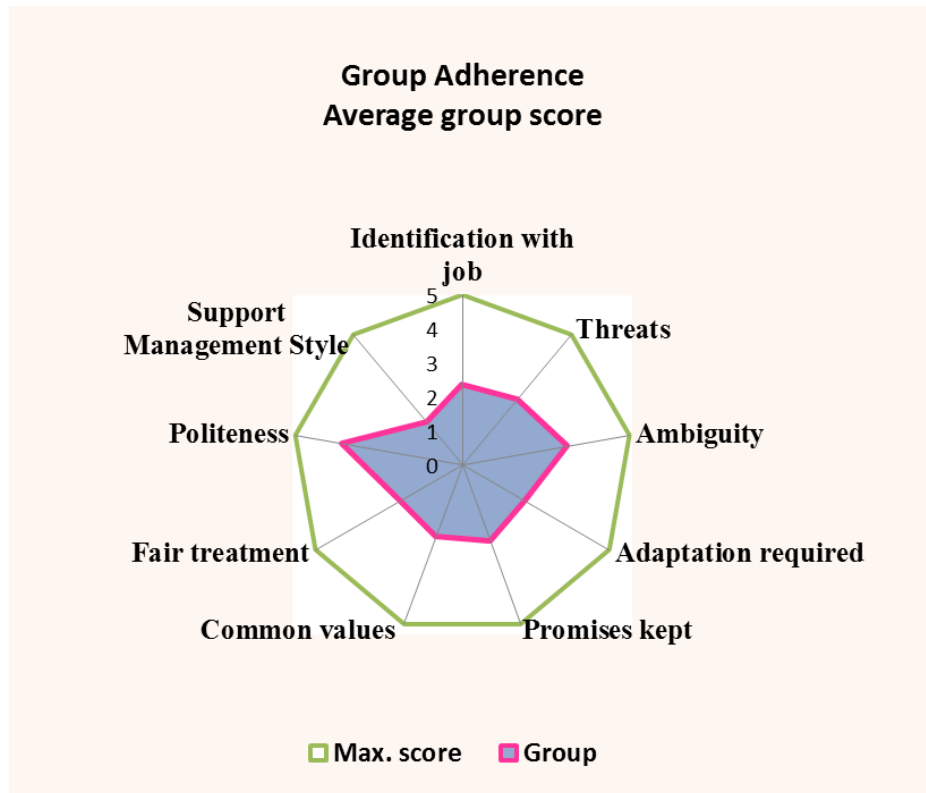
Detailed actions aiming at preventing negative emotions and enhancing positive emotions are presented.

Tool #2: Root-causes of Affective Reactions assesses two major root-causes of emotional reactions (to working conditions) in terms of 4 emotion families and behaviours related to them.



Solutions: Detailed strategies for getting into the desired quadrant are presented.

Tool #3: Group adherence (perceived group-level fit)



Solutions: Nine strategies to enhance group adherence are presented.

Early bird Price: CHF 990.-

Standard Price: CHF 1100.-

Venue : Vox Institute – 17 rues des Maraîchers, 1205 Geneva



To reserve a place, click [HERE](#)

Trainer



Branka Zei-Pollermann PhD is founder and director of [Vox-Institute-Geneva](#). Her work is grounded in the most recent scientific discoveries in social psychology and speech communication. She has been personally involved in Geneva University scientific research since 1980. She is author of [numerous publications](#). Her professional profile is multi-disciplinary and her academic credentials include: a doctorate in psychology and three MA

degrees (linguistics, cognitive psychology, and English and Italian literature). Her postgraduate studies include: phonetics, linguistics, philosophy and sociology. In parallel to her work at Vox-Institute, she held part-time teaching and research positions at: Geneva University (Faculty of Psychology), Geneva University Hospitals, CERN, and Zagreb University (Phonetics Institute). She works in leadership development with special emphasis on social and emotional skills applied to speech communication.