



# The PYGMALION PHENOMENON

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# The Pygmalion Phenomenon

## INTRODUCTION

Your expectations of people and their expectations of themselves are the key factors in how well people perform at work.

The **Pygmalion phenomenon or effect** is a type of self-fulfilling prophecy where if you think something will happen, you may unconsciously make it happen through your actions ...or inaction.

Known as the Pygmalion Phenomenon or effect and the Galatea effect, respectively, **the power of expectations cannot be overestimated**, these fundamental principles you can apply to performance expectations and potential performance improvement at work.

The Pygmalion Effect helps you think about how your expectations of other people can influence or motivate their performance.

It also argues that by setting and communicating the high performance expectations, you can motivate better performance from the people you lead and manage.

Since 1975, research has shown that without our conscious knowledge, our expectations for others can actually have a measurable impact upon their behavior.

Dr. Robert Rosenthal, regarded by many as the father of the **Expectation Theory**, has studied over the years this powerful phenomenon implementing it into training, discovering that individuals are able to transform themselves because someone believed in them; demonstrating how the phenomenon exerts its almost

magical power to transform behavior implementing strategies in your day-to-day interaction with others.

There is one simple fact: Our individual expectations for ourselves and others are still a formidable force in our lives. Indeed they have the power to change the world.

You can summarize the Pygmalion effect, often known as the power of expectations, by considering:

- Every supervisor has expectations of the people who report to him.
- Supervisors communicate these expectations consciously or unconsciously.
- People pick up on, or consciously or unconsciously read, these expectations from their supervisor.
- People perform in ways that are consistent with the expectations they have picked up on from the supervisor.

**Goal of this seminar:** Learn to utilize the fundamental principles you can apply to performance expectations and potential performance improvement at work.

**This seminar is recommended for:** managers, team leaders, directors, project managers, supervisors and staff in general across all industries and anyone who has influence over the decision making process and people who believe they can manage with high expectations.

