

Psychological Foundation of Attitude and Behaviour: Understand Your Colleagues Attitude and Behaviour

Feeling weird why some people behave in an illogical way?

Keen to understand certain human attitudes and behaviour?

Do you know how to strategically organisational change by applying behavioural intelligence?

Introduction

An attitude is a mental or neural state of readiness, organised through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations to which it is related. There are many ways that individuals' behaviour could influence their attitudes. Behaviour refers to the actions and mannerisms made by organisms, systems, or artificial entities in conjunction with their environment, which includes the other systems or organisms around as well as the physical environment. It is the response of the system or organism to various stimuli or inputs, whether internal or external, conscious or subconscious, overt or covert, and voluntary or involuntary. This module introduces the latest theories on attitude and behaviour. It focuses on the fundamentals of the development of attitude and behaviour, the formation of attitude and behaviour, the validity and reliability of research on attitude and behaviour, and the various techniques used in the research of attitude and behaviour. Thus this module lays a strong foundation that prepares candidates for further studies in the different areas of attitude and behaviour.

Program Objectives

This program aims to:

- Expose participant to the fundamental of attitude and behaviour
- Provide strong fundamental and background for behaviour modification

Learning Outcomes

After completing this program, participants should be able to

- Understand the fundamental concepts and theories of attitude and behaviour.
- Understand the relationship between attitudes and behaviour and comprehend the similarities and differences between these two concepts
- Apply the concept of attitude and behaviour in research and development.
- Acquire insight into your attitudes and how they were influenced by your behaviour

Who should attend?

First-line management, middle management, senior management and anyone who needs to deal and manage with people in the organisation.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	Fundamental of Human Attitude and Behaviour In this module, the participants would start to understand the fundamentals of attitude and behaviour. This includes the construct of the attitudes and behaviour, the determinant of the attitudes and behaviour and the interaction between attitudes and behaviour.
10.30am-11.00am	Break and Networking
11.00am-1.00pm	The Structure of Attitudes and Behaviour The participants would look in-depth on the factors that influence attitudes and behaviours in a different scenario and different settings. In addition, the participants would apply the technique on how to analyse different human attitudes and behaviour in this module.
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	Theories of Human Attitudes and Behaviour It is important to go back to the fundamentals to understand the theory of attitudes and behaviour. The model such as the ABC model, the theory of planned behaviour, the theory of reasoned action, social learning theory would be discussed in this module.
3.30pm-4.00pm	Break and Networking
4.00pm-5.00pm	The Measurement of Attitudes and Behavior In this module, the participants would learn how to measure attitudes

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	and behaviour in both quantitative and qualitative perspectives. The fundamental measurement method introduced by Thurston and Chave would be introduced in this module.
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Time	Day Two
9.00am– 10.30am	<p>The Main Components of Attitudes and Behaviour</p> <p>The participant would start venturing into the components forming attitudes and behaviour. By the end of the module, the participants would be able to know how to dissect each human's attitudes and behaviour for decision making.</p>
10.30am-11.00am	Break and Networking
11.00am-1.00pm	<p>Perceived Norms and Perceived Control Behaviour</p> <p>In the component of attitudes and behaviour, the participants would learn the impact of perceived norms and perceived behavioural control in influencing human attitudes and behaviour. Here, participants would learn the methodology and the factors that influence the intention and behaviour of the human being.</p>
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	<p>Attitudes, Norms and Control as Predictors of Intentions and Behaviour</p> <p>After looking at the components of human attitudes and behaviour, the module focuses on the interaction of all these components to create the action of a person. The exceptional and irrational behavior would be identified and addressed in this module.</p>
3.30pm-4.00pm	Break and Networking
4.00pm-5.00pm	<p>Belief Formation, Organisation and Change</p> <p>The last module is the practical module where the participants need to apply and plan the successful organisation change according to each of the components in attitudes and behavioural. The participants need to conduct a strategic plan for organisation change by the end of this module.</p>