MJ Experia Marketing Utilise Psychology in Business and Marketing

Monday 14 July, 2014

MJ Experia Marketing investigates how understanding the psychology behind our actions can help with both personal and business development.

The human brain is a fascinating organ; however it sometimes throws up unexpected behaviours that in business aren't desirable. For example, the natural instinct of 'fight or flight' can sometimes lead business leaders to turn their back on a venture that was considered too risky, or plunge head first into a doomed idea in an attempt to come across as dominant in the market. Many natural instincts can in fact be rewired simply through understanding how our minds create perceptions, weigh decisions, and subconsciously operates. By hacking into the workings of the mind in this way business leaders and those seeking personal development are able to learn how to override the brains' default setting and get ahead by no longer being preoccupied by the brains' natural instincts. West Midlands based sales and marketing firm MJ Experia Marketing have highlighted some common psychological issues that may be holding many people back without them even realising.

ABOUT: http://www.experiamarketing.co.uk/about/

The Self Fulfilling Prophecy

It's natural to look at some goals and dismiss them as out of reach before even attempting to achieve them. However research has shown this instant reaction can be avoided thanks to a phenomenon called 'the self-fulfilling prophecy'. By believing something is true; chances are it eventually will be. This is due to the individual having such a strong belief that it subconsciously changes the way the individual interacts with the world around them.

There's No Need to Be Perfect

In any career the desire to be on top and constantly achieving is ever present. However psychologists have found many a time that those who aren't perfect tend to get ahead quicker and are far more likable than consistent achievers. This is called the Pratfall Effect, the occasional mistake makes people appear more human and makes others feel better about their own mistakes. This is an important aspect to remember in business, although it may be tempting to cover up a mistake, being open is almost always more beneficial.

Remember the Bystanders Effect

Business leaders may think addressing a large group at the same time not only saves time, but encourages more individuals to help out with the task being discussed. However what happens is quite the opposite. Asking for help from a large group results in a confusion of responsibility, and more people present directly reduces the chance of help. To avoid this feeling of anonymity among workers, business leaders should ensure they give individuals specific tasks and have certain people in mind when executing an idea.

More Choice isn't Always Best

When presented with a number of choices, the brain gets so overwhelmed with information and stress involved in decision making that the final decision is often second guessed and subject to the 'what if' frame of mind. This paradox can be avoided by people allowing themselves less choices to ensure they make a well informed decision and that they're happiness isn't tarred by second guessing and stress.

MJ Experia Marketing believe that through considering how basic psychological principles can affect everyday practices, business leaders can adjust their approaches to work and adapt to become more efficient and thorough.

MJ Experia Marketing are a direct sales and marketing firm specialising in face to face marketing campaigns to bring their clients directly to their target audience. Through the development of carefully tailored and innovative campaigns, MJ Experia Marketing promises their clients an increase in customer retention and brand awareness.

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