

Licensure, Jobs, and So Much More!

CAMFT's Inaugural
Pre-Licensure Conference
and Job Fair

September 14, 2019

10:00 – 11:00 a.m.

"Hacking Power, Influence and Confidence"

Presented by Julie Hayden, Psy.D.

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Hacking Power, Influence and Confidence

By Dr. Julie Hayden,

CAO of Rhombus University

Co-Chair, MFT Consortium of San Diego and Imperial Valley

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First Impressions

- Halo Effect
- Primacy / Recency
- Serial Positioning Effect
- Selective Attention
- Non-Verbal / Body Language

Use psychology to benefit more than just your clients


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Halo Effect

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■ Richard E. Nisbett & Timothy DeCamp Wilson

- 1977 at the University of Michigan
- Interviews were stage with the same individual, a college instructor
- Warm and Friendly vs. Cold and Distant
- Warm = rated other domains positively
- Cold = rated other domains negatively
- People are attributing qualities that are not displayed across multiple domains
- They did not believe their dislike affected their rating of his attributes



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Serial Position Primacy Effect

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■ Murdock, 1962

- Primacy / Recency Effect
- Earlier in the list = long-term memory
- Last in the list = short-term member

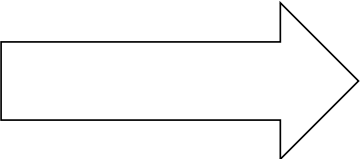
■ Glanzer and Cunitz, 1966

- Primacy Effect is stronger
- Count backwards in 3, recency effect disappears
- Delayed recall decreases recency effect





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Pay Attention



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Selective Attention

- Simons and Chabris, 1999 at Harvard University
 - When people have what they believe is most important to focus on, they miss other information
 - People can only take in only so much information

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Give Them What They Want

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Non-Verbal Body Language

- Eye Contact
- Body Positioning
 - Smiling
 - Dress
 - Energy
- Agreement

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Incongruence

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■ The Truth

- I'm new
- I don't fully know what to expect
- I'm still understanding my strengths and weaknesses

■ Hacking the Anxiety

- Observe Myself
 - Catalog thoughts
 - Catalog feelings
 - Catalog the reactions of others
 - Catalog outcomes



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How do you fit into my company?

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■ The Do's of Interviews

- Ask questions
- Listen
- Get them to share their passion
- Share parts of you that could fit well into their organization

■ The Don'ts of Interviews

- Avoid talking too much
- Avoid questions that make you seem complicated
- Don't appear disorganized
- Don't cut people off
- Don't go past confidence to a "know it all"




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Influence

Hacking Assertive Communication

- Aggressive
- Passive
- Passive-Aggressive
- Assertive "Hack"
- The Drum Beat

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Power

Influence

Confidence

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Saturday, September 14, 2019, 9:00AM – 5:00PM | Drescher Graduate Campus of Pepperdine University