



Hello and welcome to the July newsletter. Earlier this year, I commenced studying Positive Psychology through the University of Pennsylvania and must admit I have hit the sweet spot to my learning addiction. This month I have shared a concept which rings so true and one that I too need to remind myself of so often.

Please feel free to share this newsletter with others.

The Pygmalion Effect

Once upon a time, Pygmalion, a lonely sculptor, created from stone a lady figure which represented his ideal woman to exact human size. When finished, the sculpture looked like a real woman. The face showed a beautiful smile, its body was fabulous. Friends of Pygmalion said, "No matter how beautiful it is; a statue is just a statue, not your wife."

The sculptor fell in love with the statue. He hoped, wished, and prayed for the statue to become real. Because he was so sincere in his request, Aphrodite turned the statue into a living being. It became known as the "self-fulfilling prophecy."

This effect of positive thinking is called Pygmalion Effect. Research has clearly shown the power of holding positive expectations of others. We get the outcomes that we expect. ...**Read More**

Say Goodbye to the Cost of Bad Hires

Global recruitment activity is expected to rise by 14 % in 2010

The cost of a bad hire is 1.5 to 3.5 times the salary of the position

The average cost of a bad hire is in excess of \$100,000

If a job requires interpersonal communication of any kind – assessing emotional intelligence is a key factor to success in the recruitment process. Customer Service, sales, managing people or working on a team demands skills in emotional intelligence. By measuring a person's potential for frequently demonstrating emotionally intelligent behavior; you will discover the ideal candidate for the job.

Want to know more Contact us on 0402 851 378 or email us at info@unconsciouspotential.com.au to find out how we can partner with you to Say Goodbye to the Cost of Bad Hires!

The intention of this newsletter is to inform, providing you with articles of interest, and tips for your business or personal success. If you are receiving this email newsletter and would prefer not to, please reply to this email and simply state in the header – Unsubscribe.

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