

Introduction

Social reinforcement has long been recognized as one of the most, if not the most, powerful way to motivate others. Dale Carnegie and Norman Vincent Peale were famous advocates of using social reinforcement or systematic attention and approval to win friends and influence people.

Good salespersons, effective leaders, and people who are popular with their peers are invariably persons who are skilled at giving social reinforcement. Some appear to develop and use these skills naturally and intuitively. Not everybody is so lucky, however. Nevertheless, behavioral research has shown that social reinforcement is a powerful force that almost anyone can use if they learn to apply systematic attention and approval to bring about behavior change. This book presents a program designed to help therapists and trainers to become more skillful in using this powerful and effective motivational tool.

How To Be a Better Motivator

Almost everyone likes to be liked. Most people would also like to be better at motivating those with whom they live and work so they will do their best. Parents like to find ways to get their children to behave well so they will have better family relationships. Teachers and employers want to motivate their students and workers to better performance while being enthusiastic about their work.

This book will help you learn to understand and use your attention and approval more effectively to bring about desirable behavior in those with whom you live and work. At the same time, following the techniques described will cause them to respond more positively to the more positive aspects of your own personality.

The techniques presented in this book are based on years of fundamental and functional research conducted in real-life settings. Much of that research was conducted by parents, teachers, employers, and others whose chief interests were in results rather than theory. This book is thus a device to provide information and to give exercises to help you use your attention and

R. Vance Hall, PhD, is Senior Scientist Emeritus of The Bureau of Child Research and Professor Emeritus of Human Development and Family Life and Special Education at the University of Kansas. He was a pioneer in carrying out behavioral research in classrooms and in homes. Marilyn L. Hall, EdD, taught and carried out research in regular and special public school classrooms. While at the University of Kansas, she developed programs for training parents to use systematic behavior change procedures and was a successful behavior therapist specializing in child management and marriage relationships.