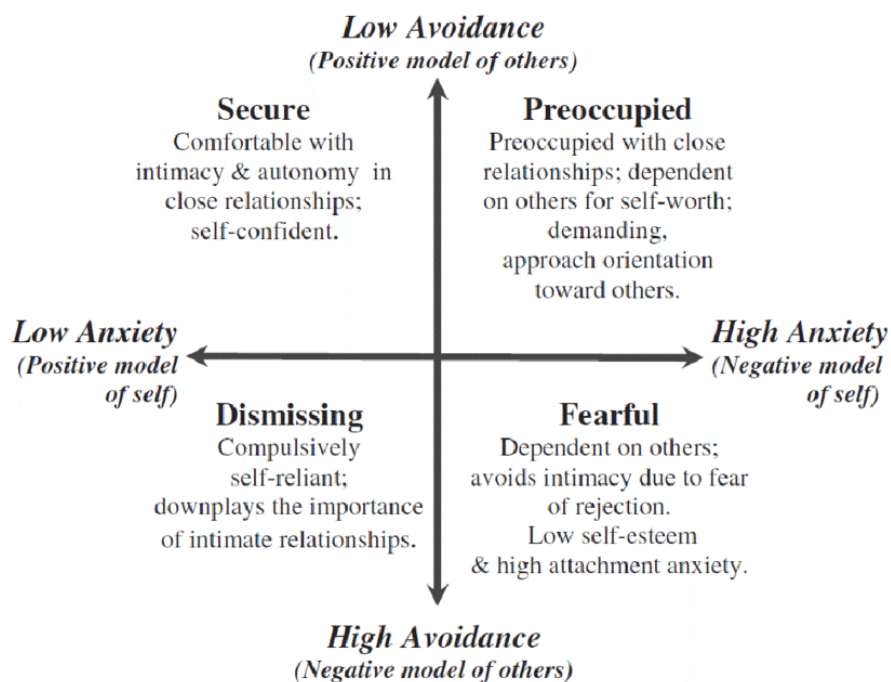


## DIPs in Business – 3 reasons business fail

1. Poor Strategy - Depression
2. Poor Cashflow - Insecurity
3. Poor Product - Preciousness



## Adult Attachment styles– how we project to others



Bartholomew's two -dimensional model of attachment

## types of conditioning

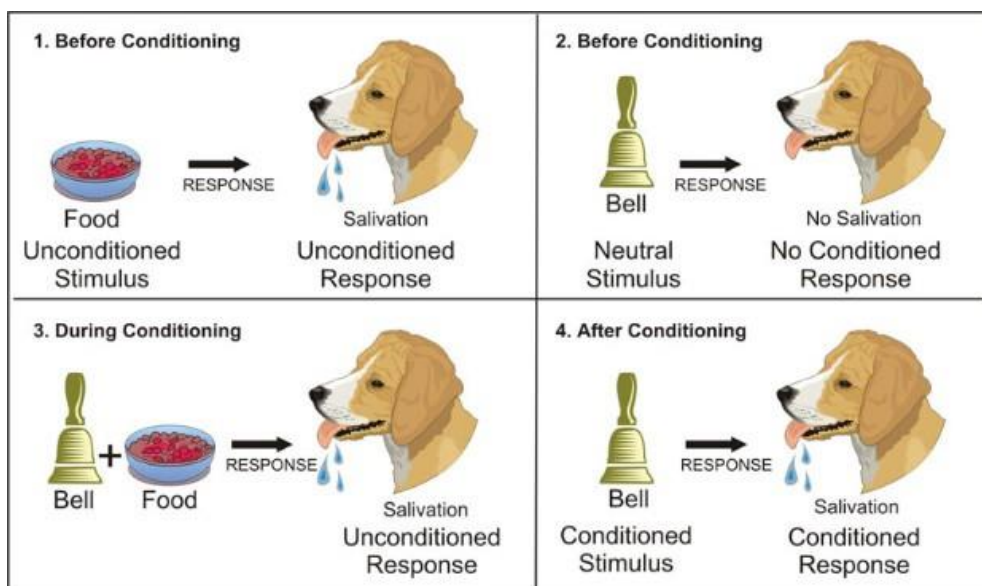
Operant conditioning, a method of learning that employs rewards and punishments for behavior

	Something <b>"Bad"</b> (aversive)	Something <b>"Good"</b> (rewarding)
<b>Giving</b> (positive)	Positive Punishment (behavior is weakened)	Positive Reinforcement (behavior is strengthened)
<b>Taking Away</b> (negative)	Negative Reinforcement (behavior is strengthened)	Negative Punishment (behavior is weakened)

## types of conditioning

### Classical conditioning.

Two stimuli are linked together to produce a new learned response in a person or animal.



**Classical Conditioning**



## Think of another person – how do you see their actions?

Marketing mix (4P's)	Intervention needed	Sensitivity	Overall Attachment Theme	Primary Defensive Strategies	Attachment Distortion and Core Defensive Decision	Unspoken Demands Placed on Others
			Afraid of being controlled; avoids closeness	Self-sufficiency; partial attachment; fantasy as safe relationship; withdrawal	If I let another close, he or she will overwhelm me or control me. Closeness is not safe	Intense pressure for safety and non-intrusiveness.
			Afraid of separation; avoids distance	Clinging; Dependency; Helplessness; Compliance; Hyperactivation of need	If I focus on what is in my best interest in the relationship, I will be abandoned. Separation is not safe	Intense pressure to be rewarded for neediness, helplessness and incompetence
			Afraid of rejection; avoids vulnerability and need	Grandiosity; Entitlement; Performance and/or Perfection; Seeking and demanding agreement	To need another is a sign of weakness; if there is disagreement, then I am wrong, or the other is wrong. Need is not safe; difference is not safe	Intense pressure to be acknowledged for specialness, performance, perceived entitlement.

## Self-assessment.

Marketing mix (4P's)	Intervention needed?	Sensitivity	Overall Attachment Theme	Primary Defensive Strategies	Attachment Distortion and Core Defensive Decision	Unspoken Demands Placed on Others
Place	Poor Strategy, Depression	<b>Safety</b>	Afraid of being controlled; avoids closeness	Self-sufficiency; partial attachment; fantasy as safe relationship; withdrawal	If I let another close, he or she will overwhelm me or control me. Closeness is not safe	Intense pressure for safety and non-intrusiveness.
Price	Poor Cashflow, Insecurity	<b>Separation</b>	Afraid of separation; avoids distance	Clinging; Dependency; Helplessness; Compliance; Hyperactivation of need	If I focus on what is in my best interest in the relationship, I will be abandoned. Separation is not safe	Intense pressure to be rewarded for neediness, helplessness and incompetence
Product	Poor Product, Preciousness	<b>Esteem</b>	Afraid of rejection; avoids vulnerability and need	Grandiosity; Entitlement; Performance and/or Perfection; Seeking and demanding agreement	To need another is a sign of weakness; if there is disagreement, then I am wrong, or the other is wrong. Need is not safe; difference is not safe	Intense pressure to be acknowledged for specialness, performance, perceived entitlement.
Promotion	Secure, confidence	Not easily triggered				