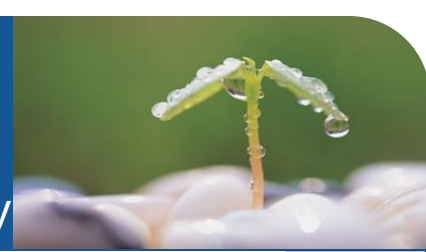


# Generando cambios



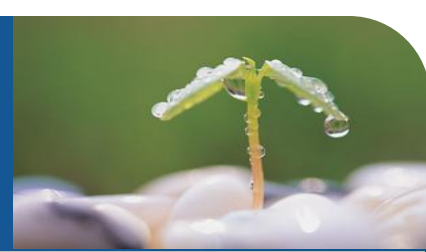
# Año 2000, Chicago

Brian Wansink  
*Food and Brand Lab*  
de la Cornell University

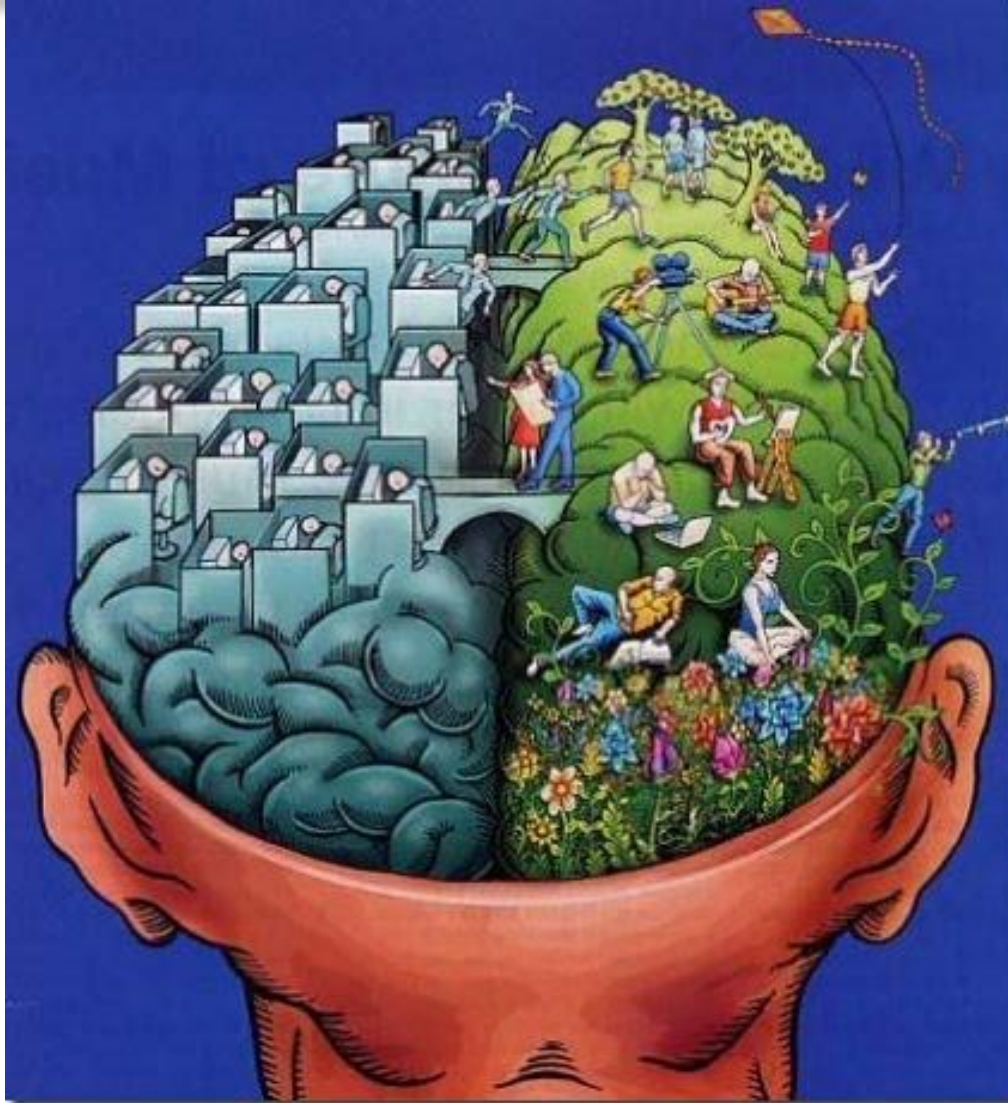


Variables: Eran de mal sabor y estaban pasadas.  
Todos tenían no necesitaban compartir.  
Ambos tamaños eran inagotables las palomitas

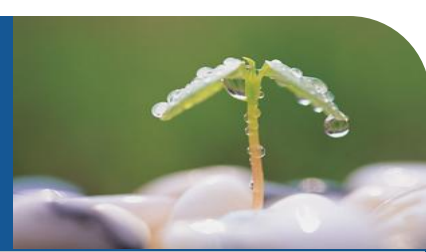
# Conflicto interno



Lógico  
Matemático  
Control  
Decisión  
Procesa  
Información verbal



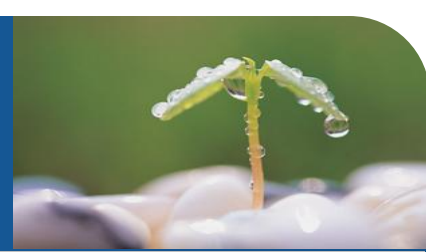
Espontáneo  
Creativo  
Expresión libre  
Instintivo  
Procesa campo  
Visual y espacial

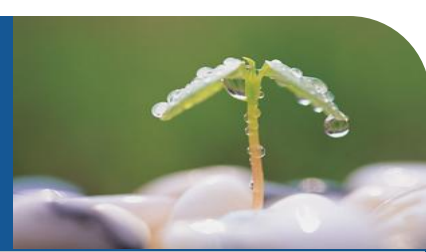


# ¿DE QUÉ NOS SIRVE CONOCER ÉSTAS FUNCIONES?

Nos sirve para ayudarnos a  
generar cambios

# Generando cambios





**Los fumadores saben que  
es malo para su salud y  
que produce cáncer.**

**...pero aún así fuman.**

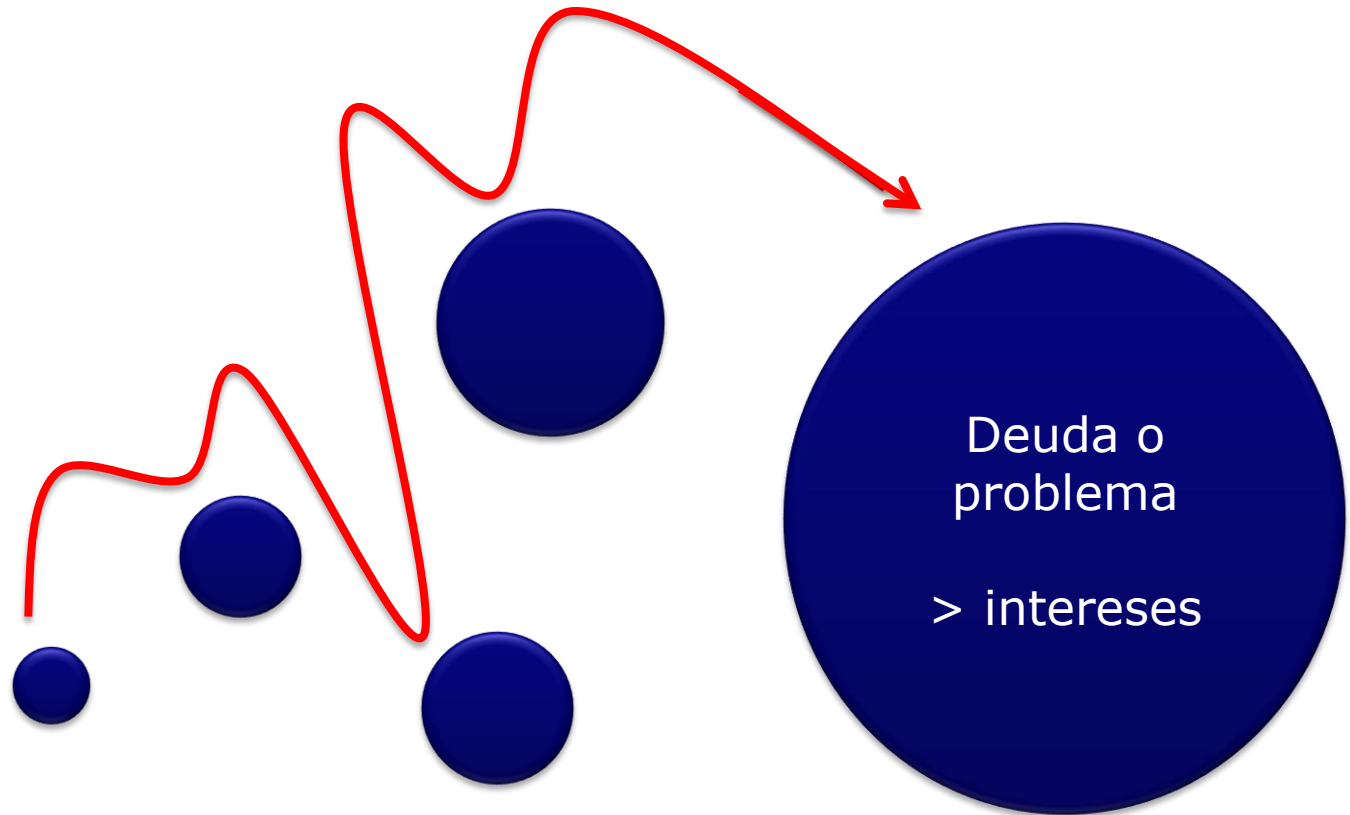


Justificar– **Analizar** - Cambiar

Ver – **Sentir** - Cambiar

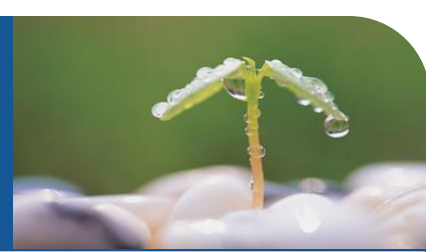


## Retomar el control, la motivación





# Desmotivación del elefante



10

## Three Surprises About Change

college students or high school students. This framing was intended to get the college students to puff out their chests and take the forthcoming task seriously.

The college students were presented with a series of puzzles that required them to trace a complicated geometric shape without retracing any lines and without lifting their pencils from the paper. They were given multiple sheets of paper so they could try over and over. In reality, the puzzles were designed to be unsolvable. The researchers wanted to see how long the college students would persist in a difficult, frustrating task before they finally gave up.

The “untempted” students, who had not had to resist eating the chocolate-chip cookies, spent nineteen minutes on the task, making thirty-four well-intentioned attempts to solve the problem.

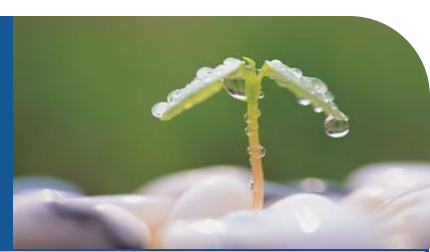


Mi parte racional perdió el control      Me desmotivé

Mismo efecto

Sólo retroalimentación **negativa**

Cuando no sabemos cuál es el **siguiente paso.**



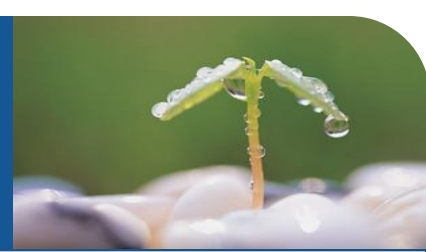
## Modifique las circunstancias

$$((25*4) + (15+15)+ (12*4)) - 138$$

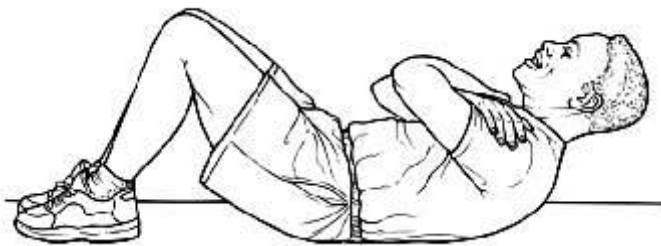
---

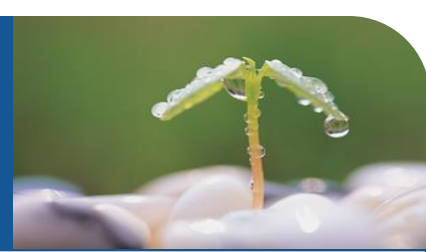
$$((8*2) + (97-77))- ((75+50)+(15*4))$$

=



Relacione algo que ya le gusta hacer con la conducta o acción que necesita adquirir.





## PRINCIPIO PREMARCK

La conducta más probable se usa para aumentar  
La ocurrencia de la menos deseada.



Conducta menos probable.

Conducta más probable.

# Gracias!



Generando cambios

*“Locura es seguir haciendo lo  
Mismo y esperar resultados diferentes”*

Albert Einstein

Charlas y capacitaciones  
Eduardo Gómez A.  
[costarica@enriquecetupsicologia.com](mailto:costarica@enriquecetupsicologia.com)