WORLD COMMUNICATION FORUM DAVOS
KYIV 2016

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Interdisciplinary psychology and it's core aspects as means towards win-win

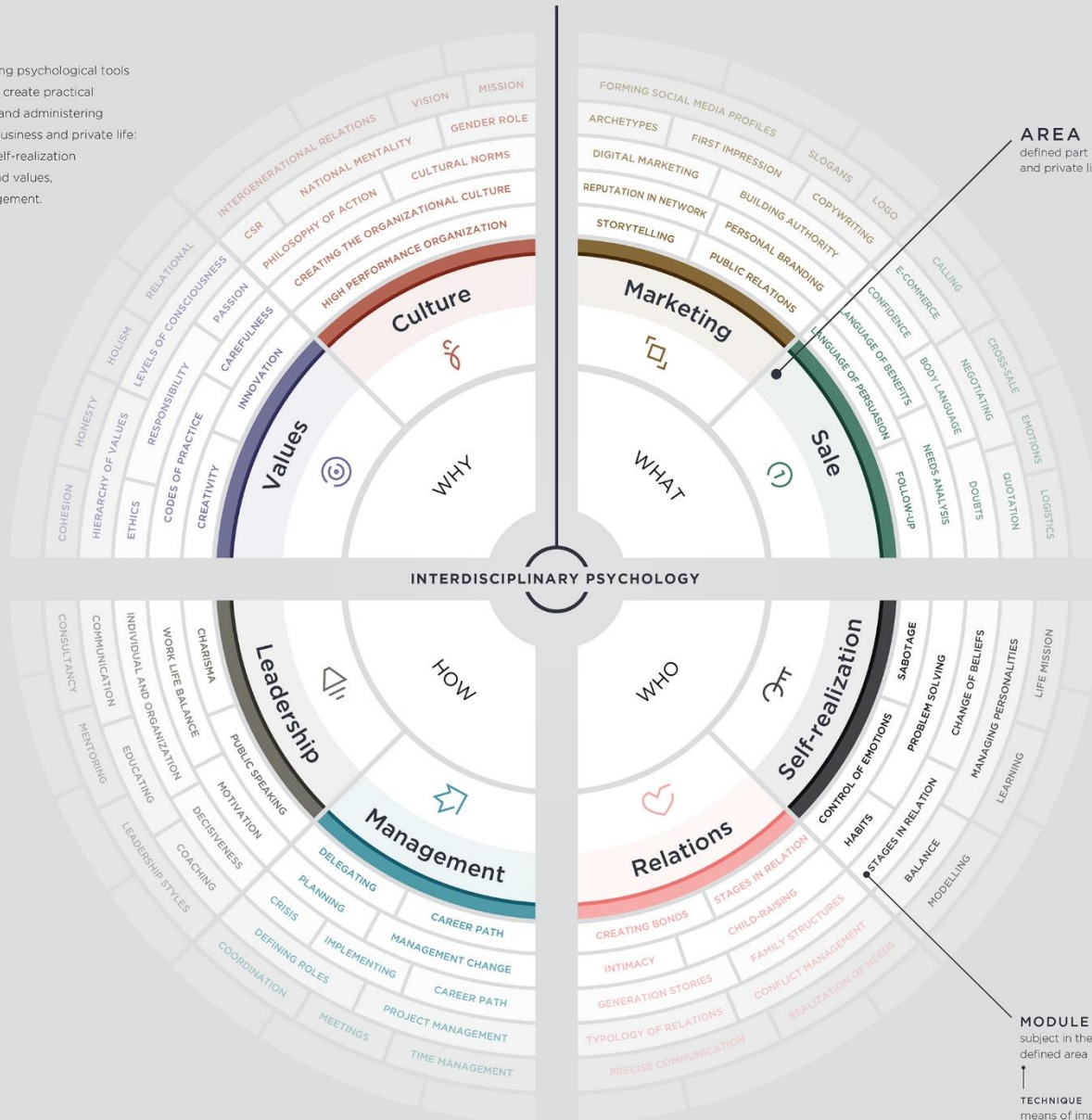# INTERDISCIPLINARY PSYCHOLOGY

STARWAY Institute

SCIENCE

DEFINITION

Learning, which is linking psychological tools from different fields to create practical models of the change and administering them in four areas of business and private life: sales and marketing, self-realization and relation, culture and values, leaderships and management.

AREAS

- Marketing
- Sale
- Self-realization
- Relations
- Management
- Leadership
- Values
- Culture

AREA
defined part of business and private life
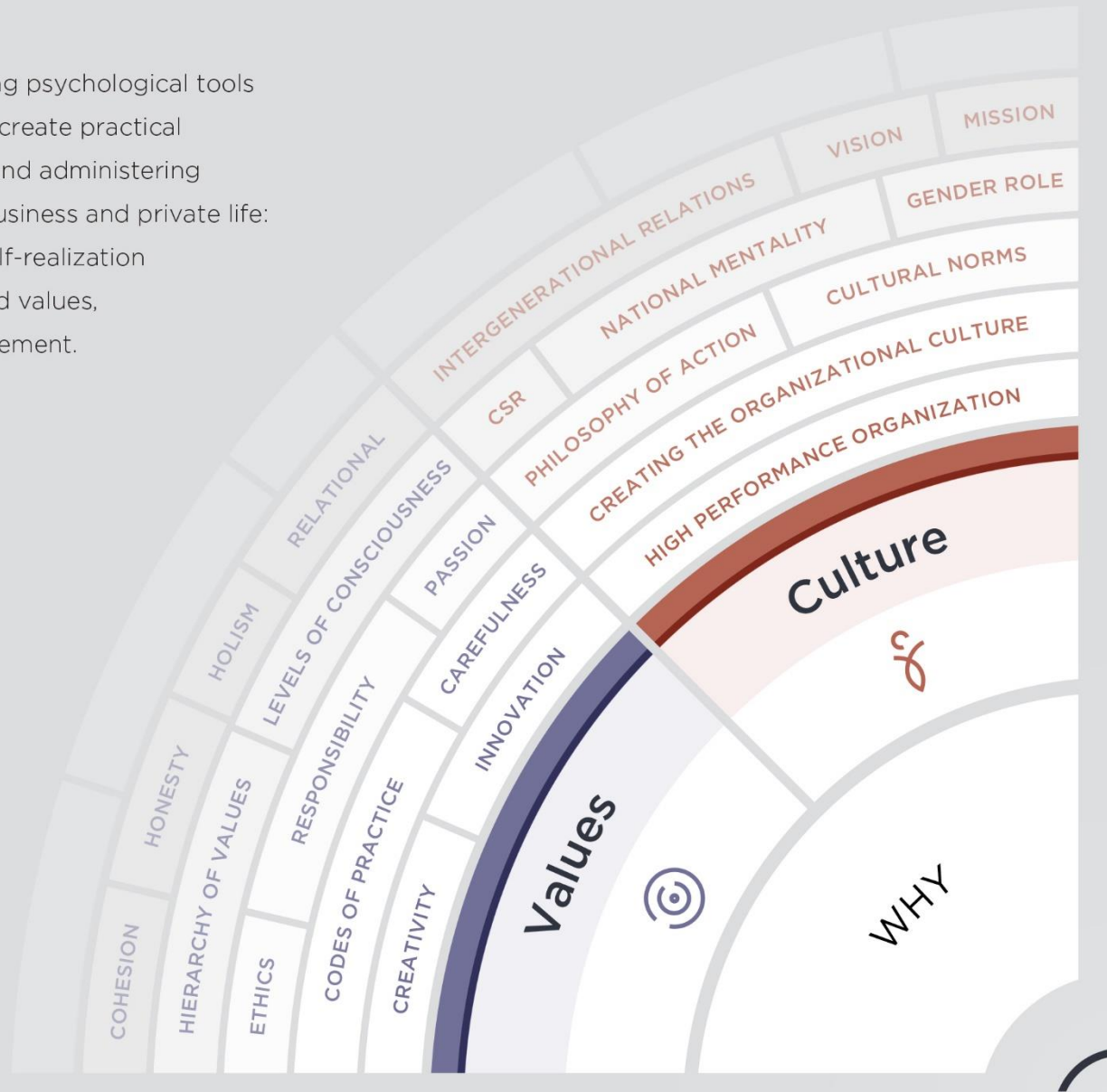
MODULE
subject in the defined area

TECHNIQUE
means of implementation of the specific subject

INTERDISCIPLINARY PSYCHOLOGY

Culture — WHY

Marketing — WHAT

Values

Sale

Leadership — HOW

Self-realization

Management

Relations — WHO

Culture: VISION, MISSION, GENDER ROLE, CULTURAL NORMS, CREATING THE ORGANIZATIONAL CULTURE, HIGH PERFORMANCE ORGANIZATION, PHILOSOPHY OF ACTION, NATIONAL MENTALITY, INTERGENERATIONAL RELATIONS, CSR, RELATIONAL, HOLISM, LEVELS OF CONSCIOUSNESS, RESPONSIBILITY, PASSION, CAREFULNESS, INNOVATION

Values: COHESION, HONESTY, HIERARCHY OF VALUES, ETHICS, CODES OF PRACTICE, CREATIVITY

Marketing: FORMING SOCIAL MEDIA PROFILES, ARCHETYPES, FIRST IMPRESSION, SLOGANS, LOGO, DIGITAL MARKETING, COPYWRITING, REPUTATION IN NETWORK, BUILDING AUTHORITY, STORYTELLING, PERSONAL BRANDING, PUBLIC RELATIONS

Sale: LANGUAGE OF PERSUASION, LANGUAGE OF BENEFITS, CONFIDENCE, E-COMMERCE, CALLING, BODY LANGUAGE, NEGOTIATING, CROSS-SALE, EMOTIONS, NEEDS ANALYSIS, DOUBTS, QUOTATION, LOGISTICS, FOLLOW-UP

Leadership: CONSULTANCY, COMMUNICATION, INDIVIDUAL AND ORGANIZATION, WORK LIFE BALANCE, CHARISMA, PUBLIC SPEAKING, MOTIVATION, DECISIVENESS, MENTORING, EDUCATING, COACHING, LEADERSHIP STYLES

Management: DELEGATING, PLANNING, CRISIS, DEFINING ROLES, COORDINATION, CAREER PATH, MANAGEMENT CHANGE, IMPLEMENTING, MEETINGS, CAREER PATH, PROJECT MANAGEMENT, TIME MANAGEMENT

Self-realization: SABOTAGE, PROBLEM SOLVING, CHANGE OF BELIEFS, LIFE MISSION, CONTROL OF EMOTIONS, MANAGING PERSONALITIES, HABITS, LEARNING, BALANCE, MODELLING, STAGES IN RELATION, MODELLING

Relations: CREATING BONDS, STAGES IN RELATION, CHILD-RAISING, FAMILY STRUCTURES, INTIMACY, CONFLICT MANAGEMENT, GENERATION STORIES, REALIZATION OF NEEDS, TYPOLOGY OF RELATIONS, PRECISE COMMUNICATION
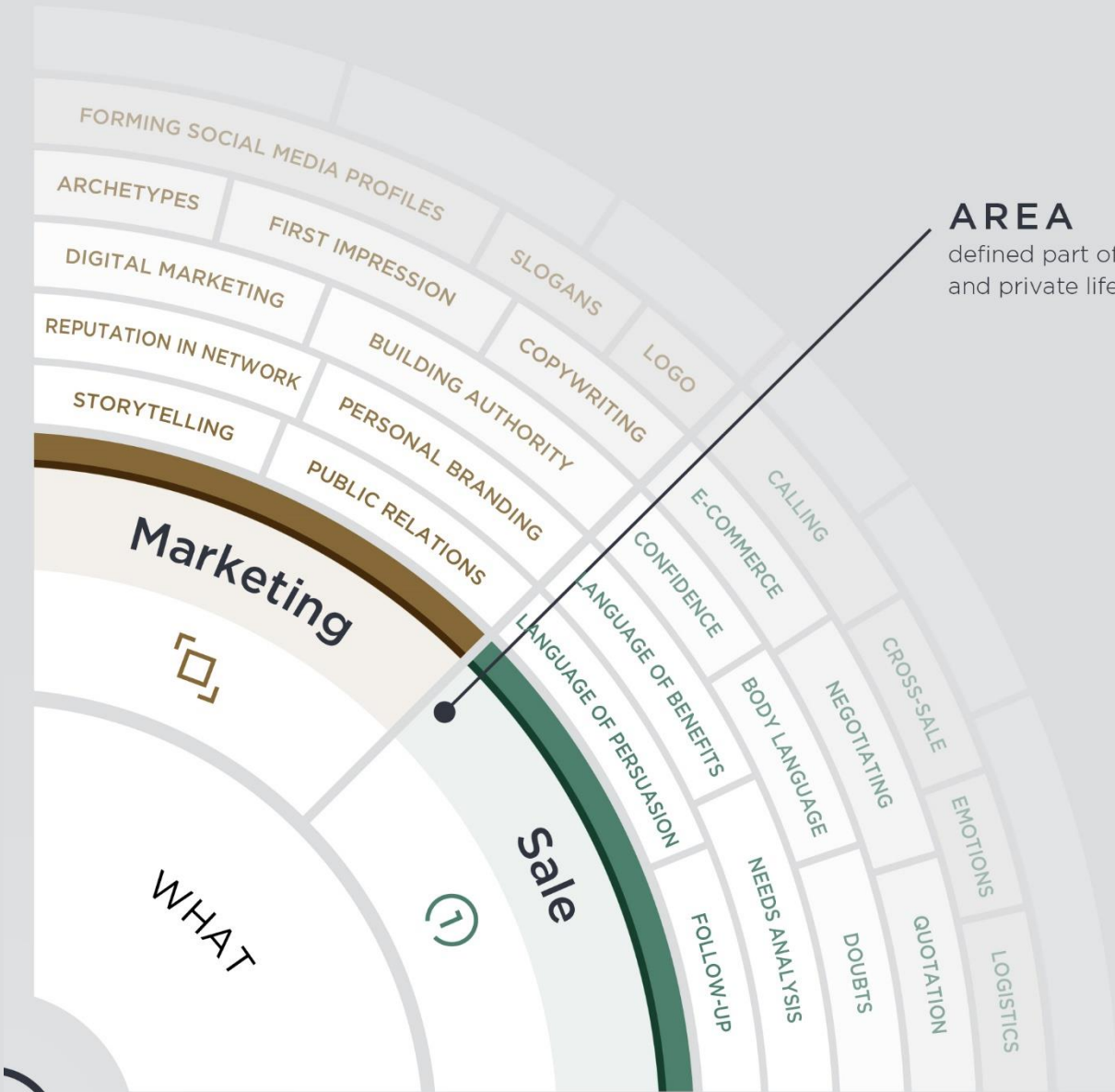
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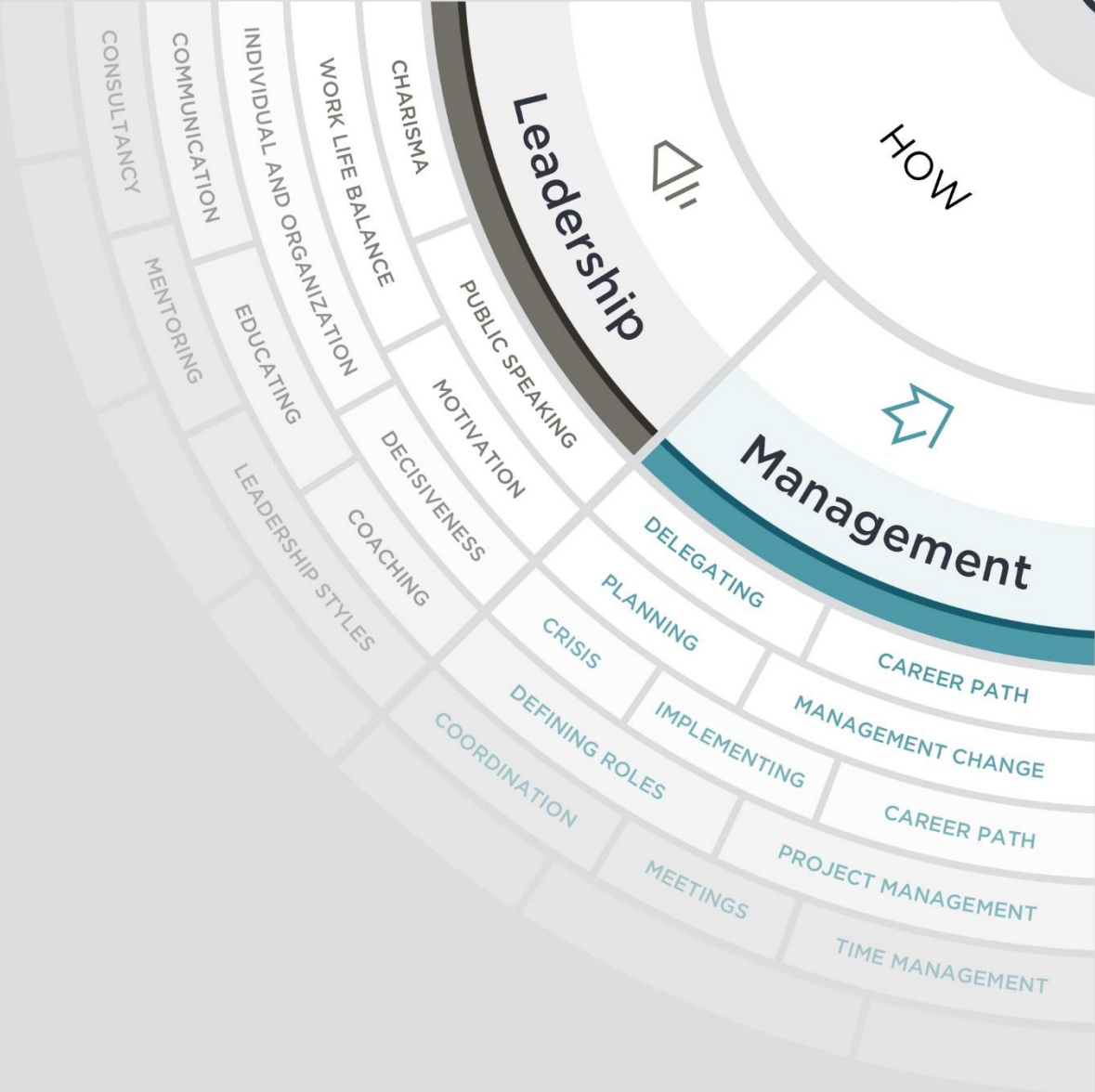
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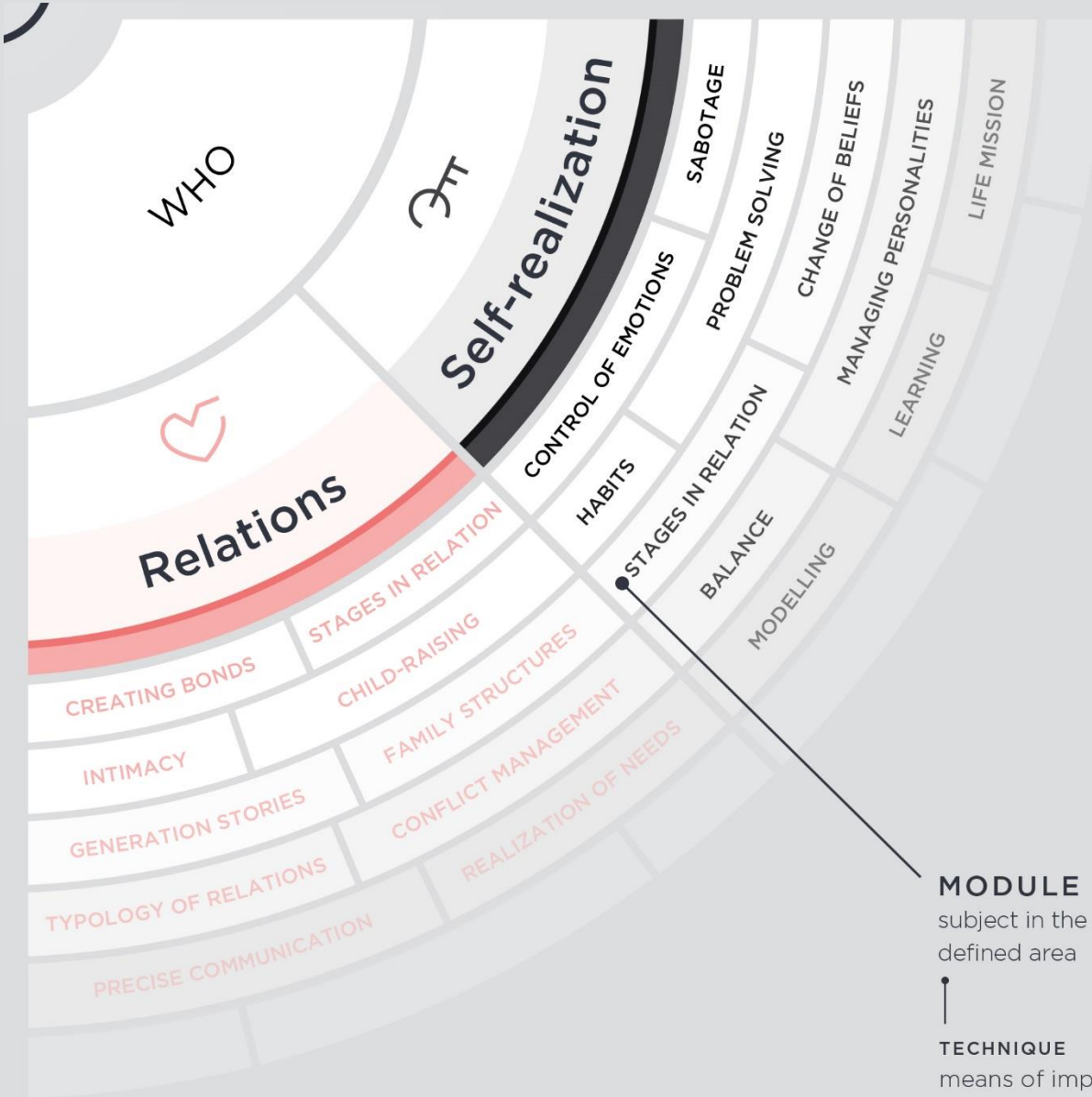- Relations
- Management
- Leadership
- Values
- Culture

WHY

Values

Culture

INNOVATION
CAREFULNESS
PASSION
LEVELS OF CONSCIOUSNESS
RELATIONAL

CREATIVITY
CODES OF PRACTICE
RESPONSIBILITY
HOLISM

ETHICS
HIERARCHY OF VALUES
HONESTY
COHESION

HIGH PERFORMANCE ORGANIZATION
CREATING THE ORGANIZATIONAL CULTURE
PHILOSOPHY OF ACTION
CSR
INTERGENERATIONAL RELATIONS

CULTURAL NORMS
NATIONAL MENTALITY
GENDER ROLE
VISION
MISSION

AREA
defined part of business and private life

Marketing

WHAT

FORMING SOCIAL MEDIA PROFILES

ARCHETYPES

FIRST IMPRESSION

SLOGANS

DIGITAL MARKETING

BUILDING AUTHORITY

COPYWRITING

LOGO

REPUTATION IN NETWORK

PERSONAL BRANDING

STORYTELLING

PUBLIC RELATIONS

Sale

CALLING

E-COMMERCE

CONFIDENCE

LANGUAGE OF BENEFITS

LANGUAGE OF PERSUASION

BODY LANGUAGE

NEGOTIATING

CROSS-SALE

EMOTIONS

FOLLOW-UP

NEEDS ANALYSIS

DOUBTS

QUOTATION

LOGISTICS

HOW

Leadership

CONSULTANCY

COMMUNICATION

INDIVIDUAL AND ORGANIZATION

WORK LIFE BALANCE

CHARISMA

PUBLIC SPEAKING

MENTORING

EDUCATING

MOTIVATION

DECISIVENESS

COACHING

LEADERSHIP STYLES

Management

DELEGATING

PLANNING

CRISIS

CAREER PATH

MANAGEMENT CHANGE

DEFINING ROLES

IMPLEMENTING

CAREER PATH

COORDINATION

PROJECT MANAGEMENT

MEETINGS

TIME MANAGEMENT

WHO

Self-realization

SABOTAGE

PROBLEM SOLVING

CHANGE OF BELIEFS

MANAGING PERSONALITIES

LIFE MISSION

CONTROL OF EMOTIONS

HABITS

STAGES IN RELATION

BALANCE

LEARNING

MODELLING

Relations

STAGES IN RELATION

CHILD-RAISING

CREATING BONDS

FAMILY STRUCTURES

INTIMACY

CONFLICT MANAGEMENT

GENERATION STORIES

REALIZATION OF NEEDS

TYPOLOGY OF RELATIONS

PRECISE COMMUNICATION

MODULE
subject in the
defined area

TECHNIQUE
means of implementation
of the specific subject

Values

HOW TO LIVE WITH VALUES

Compilation of psychological models being used to act based on deep values

Model techniques
inductive logic, observation, listening to the conscience, propulsive system, change of prospects, abductive thinking, square of responsibility, connecting behavior with values

Culture

HOW TO FUNCTION ON THE COLLECTIVE LEVEL

Compilation of psychological models being used for the implementation of operations on the group level

Model techniques
appointing the mission, beliefs of various generations, 4 acculturation models, calibration of microcultural customs, connecting employees with vision, behavioral dictionaries

Marketing

HOW TO COMMUNICATE STORIES TO RECIPIENTS

compilation of psychological models used to build the brand and interests of recipients

Model techniques
structure of the reference from-to, history of the hero, assortment of photographs, role of the red color, archetype of the career, building the slogan, writing e-mails to partners, the technique of labelling

Sale

HOW TO SELL PRODUCT OR SERVICE

Compilation of psychological models used to convince a prospect to the purchase

Model techniques
prepacing , argumentum ad numerum, presuppositions of time, showing the shadow of the industry, benchmark change, arranging meetings by phone, reframing, predictability technique

Leadership

HOW TO LEAD

Compilation of psychological models used to manage the team as a leader

Model techniques
display format, Kolb's learning cycle, home position, appointing frames, changing problems into resources, operationalization of humility, assertiveness on the body level, group role of the carer

Management

HOW TO MANAGE THE TEAM

Compilation of psychological models used for group work organization

Model techniques
principles of precise communication, measures of progress, synergy of individual and organizational plans, scheduling, calibration of ulterior purposes in project management, feedback 3 +3

Relations

HOW TO BUILD RELATIONSHIPS

Compilation of psychological models used to create closer and more distant relations with others

Model techniques
communication of error, change of habits, making aware of the projection, the mirror method, precise communication of needs, change of modal operators, negotiation of the family prospect

Self-realization

HOW TO CREATE YOURSELF

Compilation of psychological models used to plan and achieve personal goals

Model techniques
ego management system, test of the camera, generator of new behaviors, technique of the triangle, defining the practical mission, balance, elimination of habits, 6 stages of modeling

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Thank You

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