

# Checklist: 18 Key Emotional and Psychological Triggers of Behavior in Introduction to Business Instruction

## Curiosity

Sample Classroom Activity: Have students research a current business trend and present findings in class.

## Fear of Failure

Sample Classroom Activity: Introduce 'failure reflection journals' where students write about what they learned from a mistake.

## Desire for Achievement

Sample Classroom Activity: Hold a mini 'Business Case Competition' where students solve a case for recognition.

## Sense of Belonging

Sample Classroom Activity: Use icebreaker games and team-building activities at the start of the semester.

## Insecurity or Impostor Syndrome

Sample Classroom Activity: Pair students with mentors for peer support and confidence building.

## Autonomy

Sample Classroom Activity: Offer a 'choose your project topic' option for the final assignment.

## Recognition and Validation

Sample Classroom Activity: Create a 'Student Spotlight' to highlight outstanding work weekly.

## Desire for Mastery

Sample Classroom Activity: Provide optional advanced case studies for interested students.

## Social Approval

Sample Classroom Activity: Use peer feedback sessions after presentations for constructive input.

### **Curiosity about Real-World Application**

Sample Classroom Activity: Assign a local business interview project to connect theory with practice.

### **Anxiety Over Uncertainty**

Sample Classroom Activity: Invite alumni panels to discuss career paths and market trends.

### **Drive for Social Impact**

Sample Classroom Activity: Have students design a small business plan that addresses a social issue.

### **Desire for Leadership**

Sample Classroom Activity: Rotate leadership roles during group projects so each student leads once.

### **Emotional Connection to Success Stories**

Sample Classroom Activity: Assign entrepreneur biography presentations and reflective essays.

### **Need for Structure and Guidance**

Sample Classroom Activity: Provide detailed rubrics and weekly check-ins for complex assignments.

### **Competitive Drive**

Sample Classroom Activity: Use gamified quizzes or a simulation where teams compete on business performance.

### **Desire for Practical Skills**

Sample Classroom Activity: Offer workshops on resume building, financial literacy, or digital marketing tools.

### **Need for Creativity and Innovation**

Sample Classroom Activity: Run a 'Shark Tank'-style pitch competition for student business ideas.