


Part 8:
Social Stress and Performance

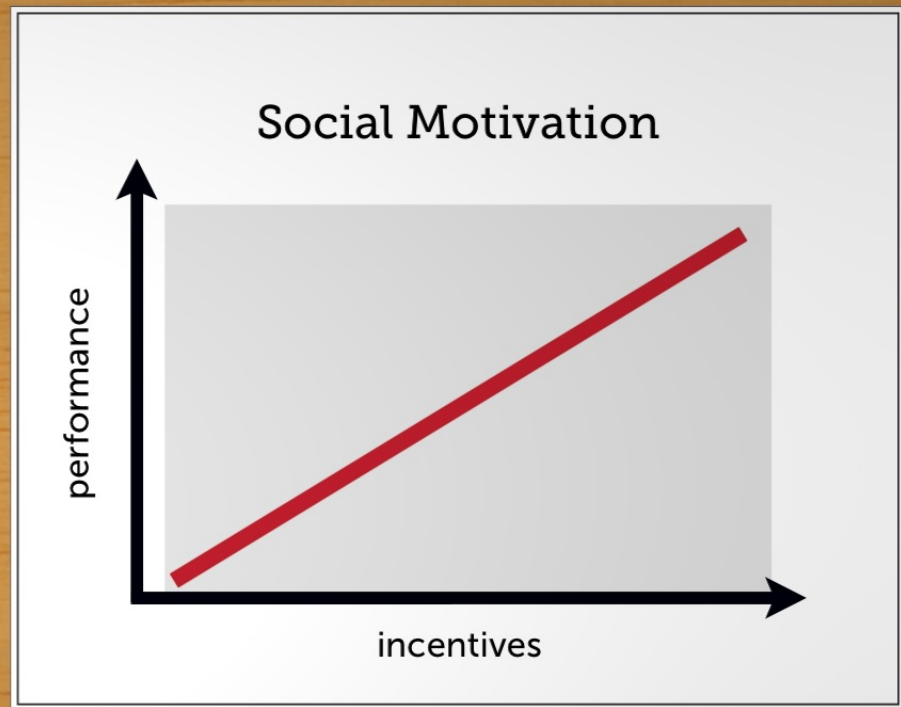


When working in front of
a group, social concerns
are added to the financial
motivation.

However, anxiety caused
by public pressure
impedes performance.



Higher motivation does not necessarily translate into better performance.



The stress from golfing next to Tiger Woods causes other golfers to perform worse.



We are *special*, and we're
immune to stress.



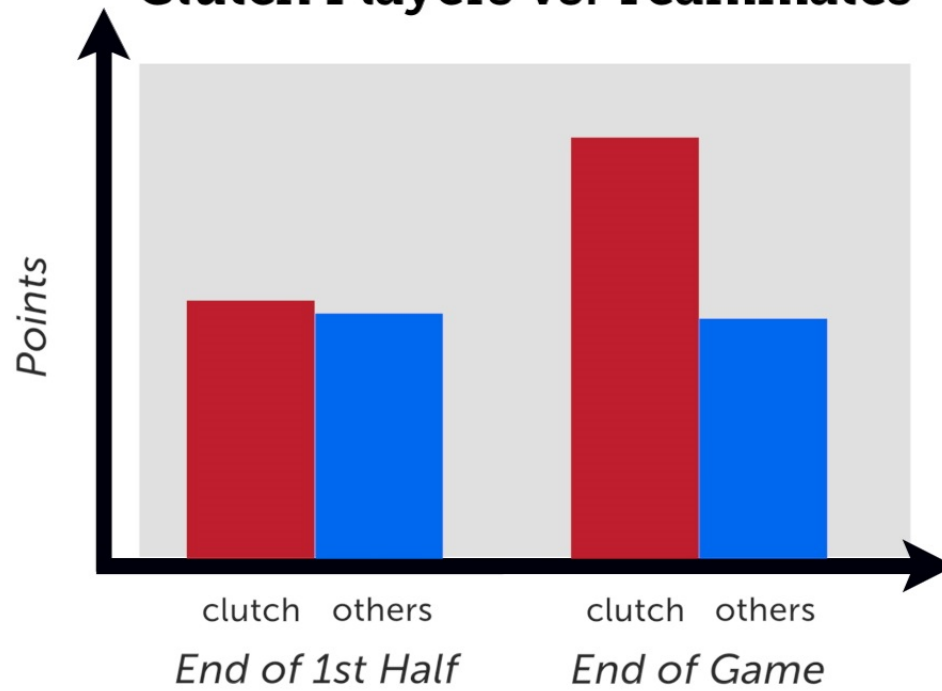



Do these results apply to Wall Street executives, or are they immune to the impact of big bonuses?



Duke's Coach K asked NBA coaches to name "clutch" players.


Performance of Clutch Players vs. Teammates





"Clutch" players did not make a higher percentage of shots, they just tried (and succeeded) more frequently.

Therefore, they scored more points.



Coaches believe there is a percentage improvement in the points scored by "clutch" players.



Clutch players may actually outperform other players, but the heavy defense against them could equalize their performance.

Clutch players take more free throws,
but do not have a better free throw percentage.

