

# Bullying Survivor Turned Social Scientist Dr. Wendy Treynor Presents: **WHY PEOPLE BECOME SHEEPLE:** **An In-Depth Look into the Psychology behind Peer Pressure**

*"Wendy is a dynamic and engaging speaker. With wit and warmth, she masterfully knows how to connect with a diverse audience with humor and the ability to tell a good story."*

– Rev. Dr. Robert Ganung, Chaplain at *The Taft School, Connecticut*

Bullying, substance abuse, and destructive behavior are all too common in schools today, and despite efforts to combat these issues, students are continuing to be pulled into committing acts they might not ordinarily commit, in fear of social rejection from their peers.

Social psychologist, happiness expert, and bullying survivor Dr. Wendy Treynor has a unique perspective into the human psyche and reason behind why young people and adults, alike, unknowingly compromise themselves under social pressure. Her extensive research and personal experiences provide Treynor with deep insight to how the peer pressure process works, how we can recognize we are being negatively influenced before we transform completely, and how to stop the process in its tracks, so that we may be a part of the solution, instead of the problem.

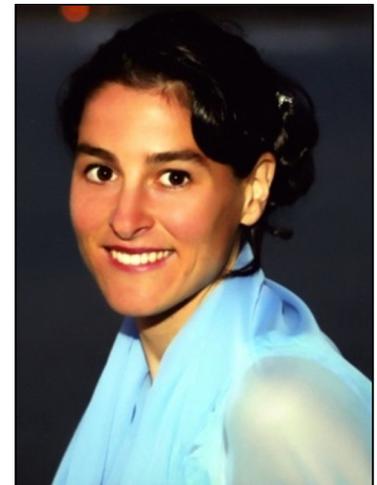
By raising awareness about the three-step “identity shift effect” process that influences good people to behave badly, Treynor hopes to change the root of the problem and stop negative behavior in its tracks.

In her talk, Wendy covers topics such as:

- The social pressure we feel to conform when joining a new group
- The fear of social rejection and how it can impact our actions
- How we can combat the fear of social rejection and negative behavior
- The signs that we may be giving up our identities and starting to give in to peer pressure
- How to tell if you are in a socially toxic environment

Wendy’s message can reach:

- New students
- Students with new friend groups
- Students joining new sports teams or clubs
- Bullying victims
- Those who feel social pressure to bully others by their peer group



*Dr. Wendy credits Sasha Smith, her 10-yr-old relative, for coining the title: “Why People Become Sheeple.”*

**DR. WENDY TREYNOR** is a published author on depression and emotion in peer-reviewed journals, former UCLA Visiting Scholar, and Director of Healing Consulting in Los Angeles, who has given talks around the globe at UC Berkeley, UCLA, the University of New South Wales in Australia, and Israel’s Technion Institute of Technology. Her insights into the “art of happiness” represent a convergence of science and spirit. A wisdom-keeper with insight into how the peer pressure process works as it relates to why we unknowingly compromise ourselves under social pressure, leading us to betray our hearts and conscience, Dr. Wendy Treynor holds a PhD in Social Psychology from the #1 ranked program in the U.S. (US News & World Report, 2009: U. Michigan, Ann Arbor). Having walked away from 3 different jobs because of unethical activity, Dr. Wendy Treynor is a *teacher of love & self-love*, cancer survivor, and *workplace bullying survivor-turned social scientist* and *thought leader* on **being true to you** and **happiness**. Her book is available on AMAZON at [TragedytoTreasure.com](http://TragedytoTreasure.com). As a seasoned speaker and popular presenter, Dr. Treynor is available for speaking engagements on *peer pressure, bullying, diversity, doing the right thing, and wellness* at corporations, universities, and schools. Learn more or join I CAN HEAL® Movement at [ICanHeal.com](http://ICanHeal.com). Call to book: 310-YES-LOVE.

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