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Sensitivity training for University staff

Entering my last year of bachelor's degree it shocked me, just how much university workers think it's okay to pressure students into getting the best marks. The method used for incentivising students is fear mongering as well, which I think is the wrong way to do it. These are just a few sentences that my course has been told in our last half a year at University:

"If you get anything besides a first you have officially wasted your time here", "at least if you don't go to university, you can tell your employer that you have potential, the moment you get a 2:1 or a 2:2 all you can show is that you're average or below average at best" and "fear is the best driven force of humanity".

I do believe that there's a better way to incentivise progress and give negative feedback. I do not feel like students should be put in a mind-set that not getting a first would ruin their lives.

Proposed solutions:

There are more expensive and more intrusive ways of solving this, but I do believe that releasing simple guidelines on "how to give negative feedback" and "how to incentivise progress without resorting to fearmongering" could go a long way. I do not believe that any lecturers that say such things mean harm. I do believe that they mean good. However it would prove beneficial if there was at least some sort of understanding of how much damage such sentences can do.

Example of more proper sentence would be something like "a first would open more doors for you, meaning it would be best if you aimed for a first".