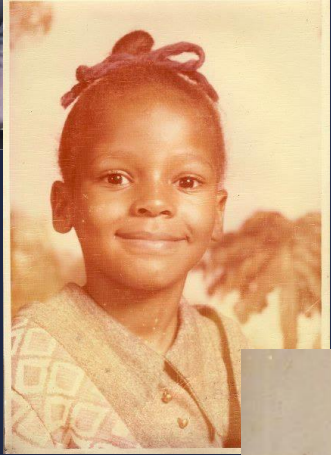




Amplify the Intelligence (EQ) of Your Board for Maximum Organizational Gain

Paulette Cunningham | Phenomenal Communications, LLC



HOWARD
UNIVERSITY

accenture
High performance. Delivered.





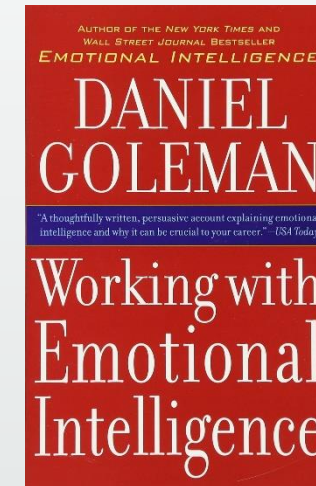
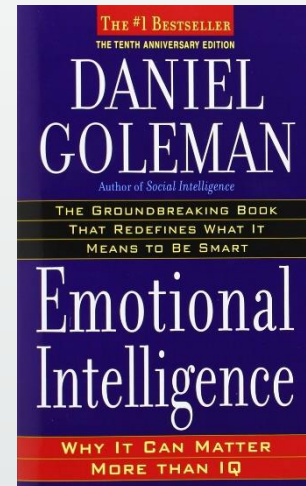
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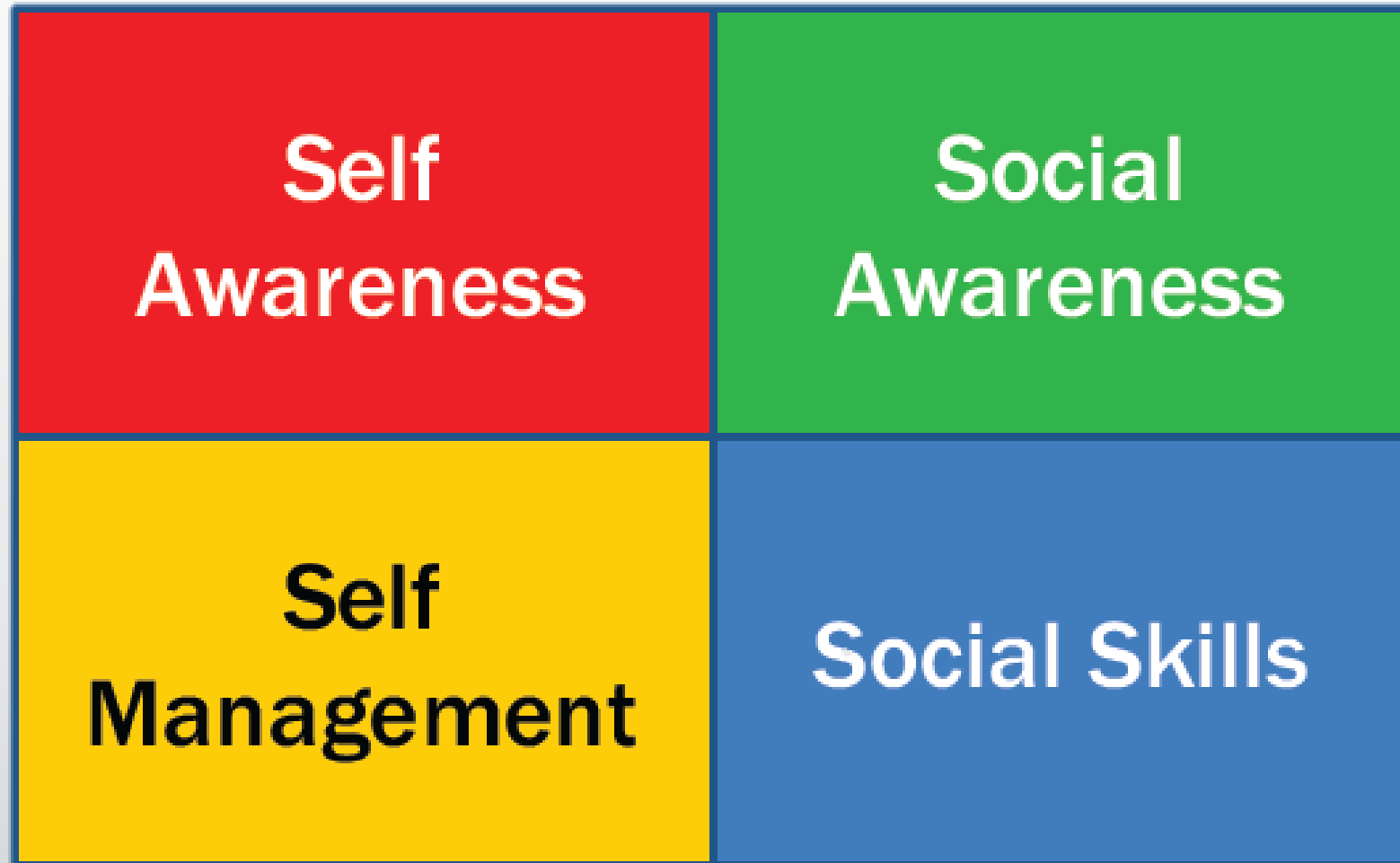
Emotional Intelligence (EQ/EI)

- The capacity to recognize our own feelings & those of others, to manage our emotions and to interact effectively with others. ~Daniel Goleman



- A way to measure how a person recognizes emotions in himself/herself and others, and manages these emotional states to work better as a group or team. ~Yam Chhitri

EQ is a 'profile' of competencies



Unlike IQ, Emotional Intelligence
is regarded as a set of skills or
competencies that can be learned
and developed.

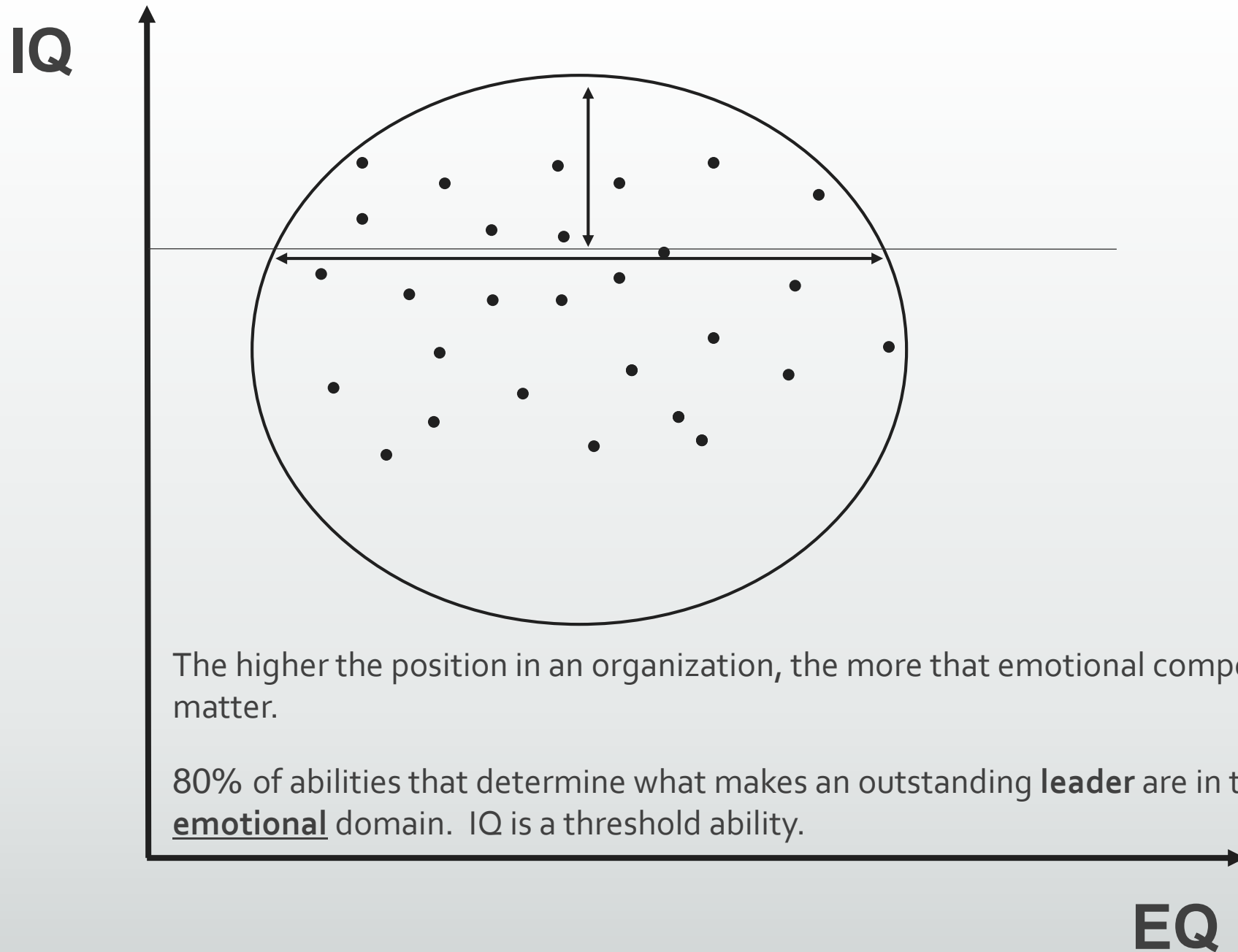
~Yvette Vignando

These soft skills have hard value.

~Daniel Goleman

Implicitly, this is what makes people highly effective at what they do.

~Daniel Goleman



The higher the position in an organization, the more that emotional competencies matter.

80% of abilities that determine what makes an outstanding **leader** are in the emotional domain. IQ is a threshold ability.

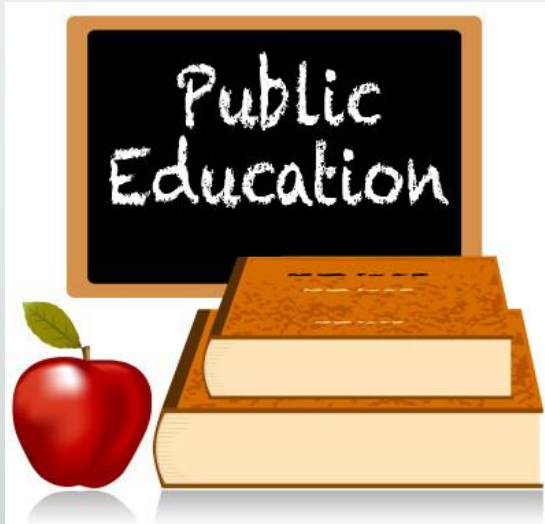


To be the leading voice advocating for quality public education while ensuring excellence in school board performance through training and service.



MISSION

- Quality Public Education Advocate
- Excellent School Board Ensurer



SBA BOD

SBA Exec
Team

Dist A
SB

Dist A
Super

Dist B
SB

Dist B
Super

Dist C
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Dist C
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Emotional Intelligence (EQ/EI)

- The higher the position in an organization, the more that emotional competencies matter.
- Eighty percent (80%) of abilities that determine what makes an outstanding **leader** are in the **emotional** domain.
- Emotional Intelligence is **TWICE** as important as cognitive ability and technical ability, combined, in determining star performance.



Emotional Intelligence (EQ/EI)

- PepsiCo global
- Managers **strong** in EI
- Managers **weak** in EI

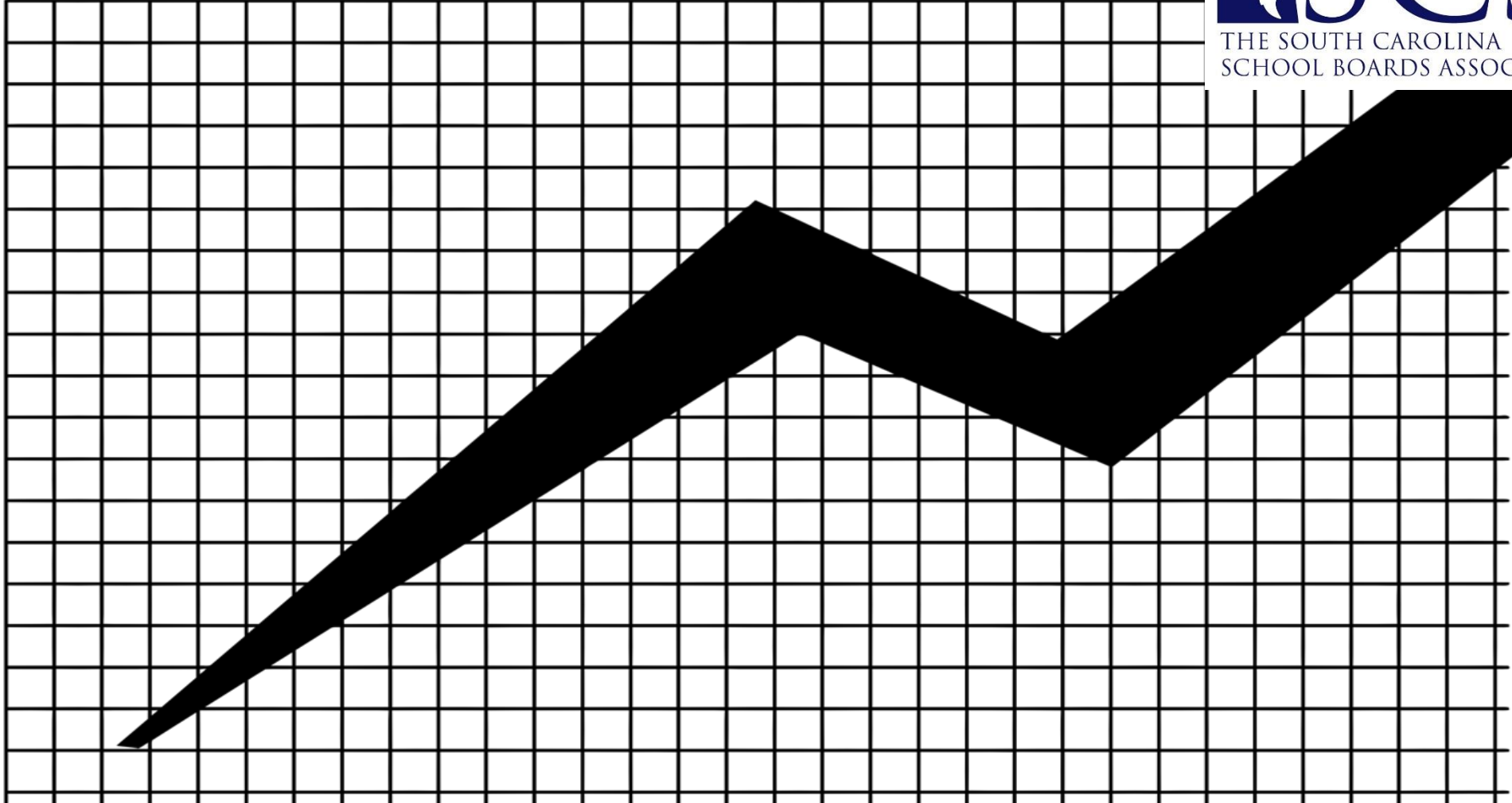


**Self
Awareness**

**Social
Awareness**

**Self
Management**

Social Skills

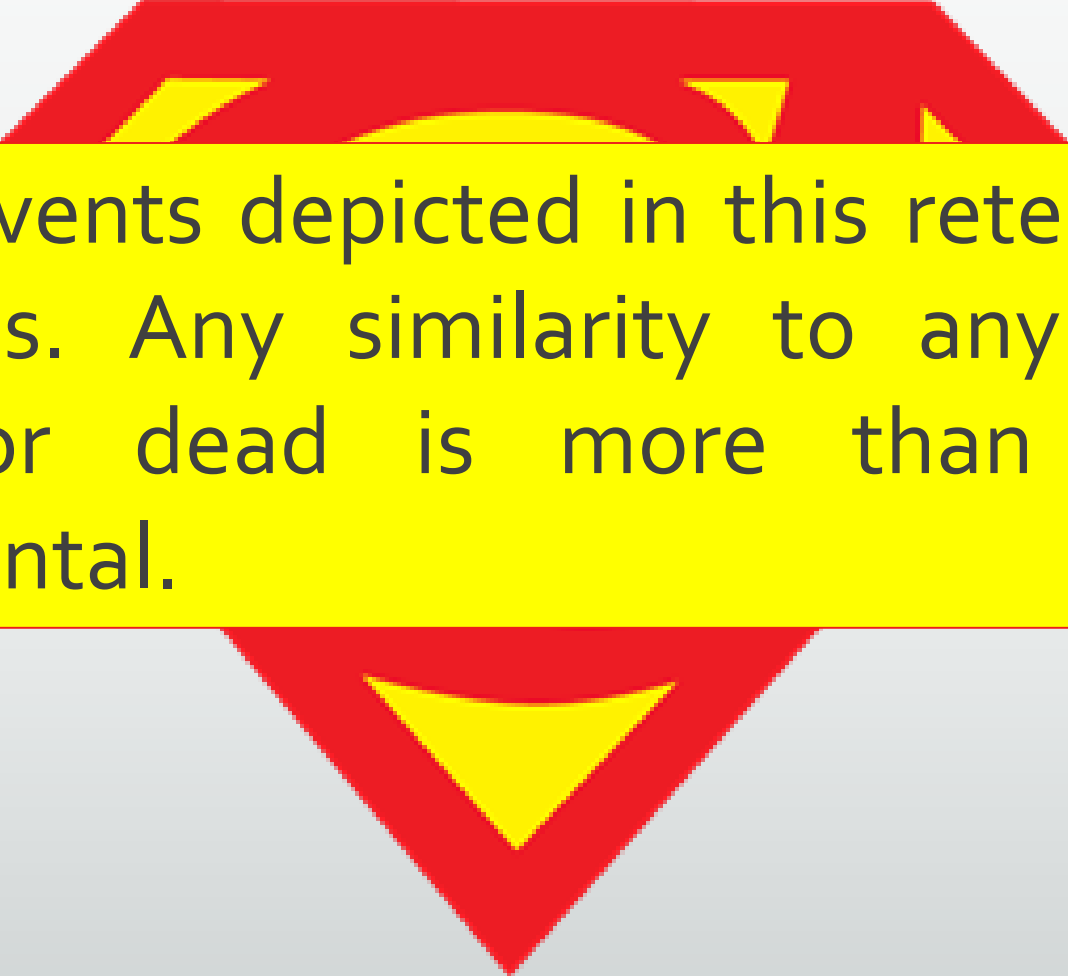


SUCCESS



EQ Jeopardy

EQ in Practice...Super Shero?



* The events depicted in this retelling are factitious. Any similarity to any person living or dead is more than merely coincidental.

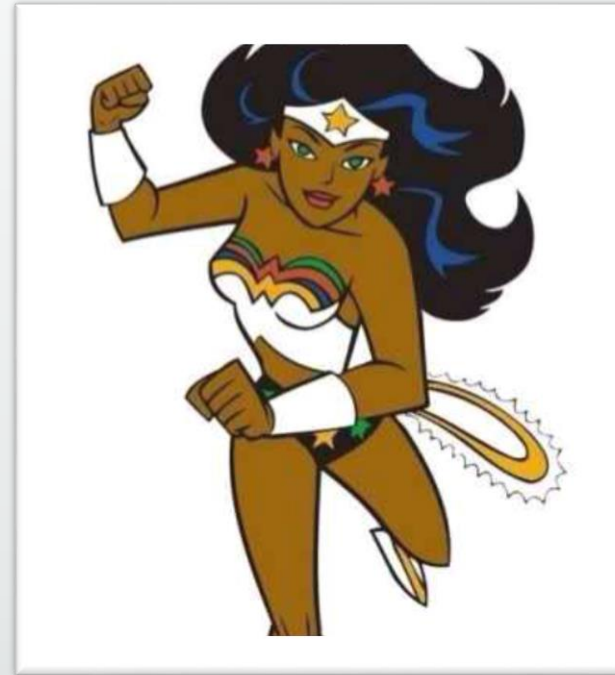
EQ in Practice...Super Shero?



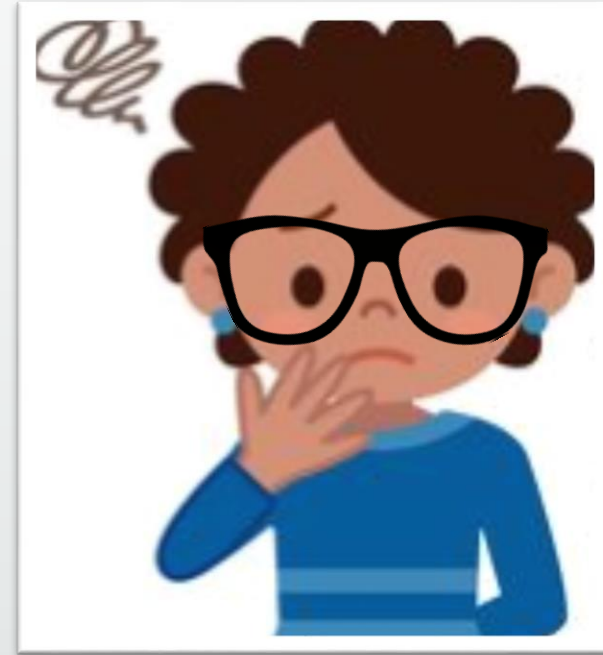
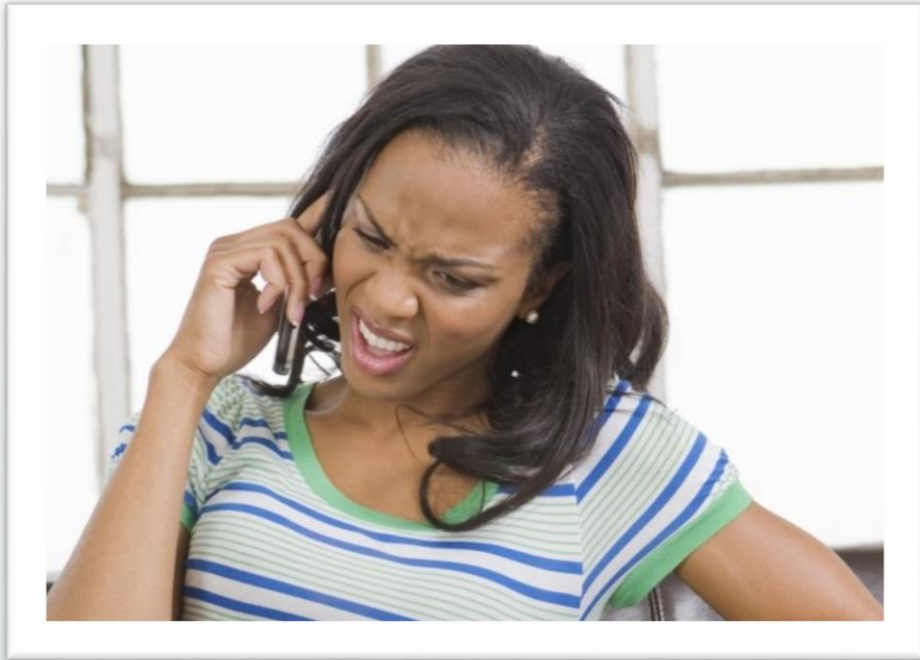
EQ in Practice...Super Shero?



EQ in Practice...Super Shero?



EQ in Practice...Super Shero?



EQ in Practice...Super Shero?



EQ in Practice...Super Shero?

- **What EQ competencies were lacking? When? How exhibited?**
- What were the potential costs/benefits to the organization?
- **How could the situation been handled differently while STILL advocating for a lower price?**



EQ in Practice...New Guy*

One day at a large grocery chain, the store's manager witnessed a new employee skillfully handle a challenging customer. The new guy was able to resolve the customer's issue and diffuse the charged situation.

The manager invited Jim – the new guy – into his office for a chat. The manager lauded Jim for his emotionally intelligent and resourceful handling of the earlier situation.

"I can see you have great social and emotional skills," said the manager, and "if you keep up the good work, you certainly will go places within our store chain, young man."



EQ in Practice...New Guy*

“Incidentally, where are you originally from?” asked the manager.

“I am from a small town way up in Northern Alaska, called Groundhog Rise, which is not even on the map,” Jim replied.

“What brought you to California?” inquired the manager.

“Well, to tell you the truth, there is not very much going on in Groundhog Rise. Basically, the town folk are either hockey players or hookers.”

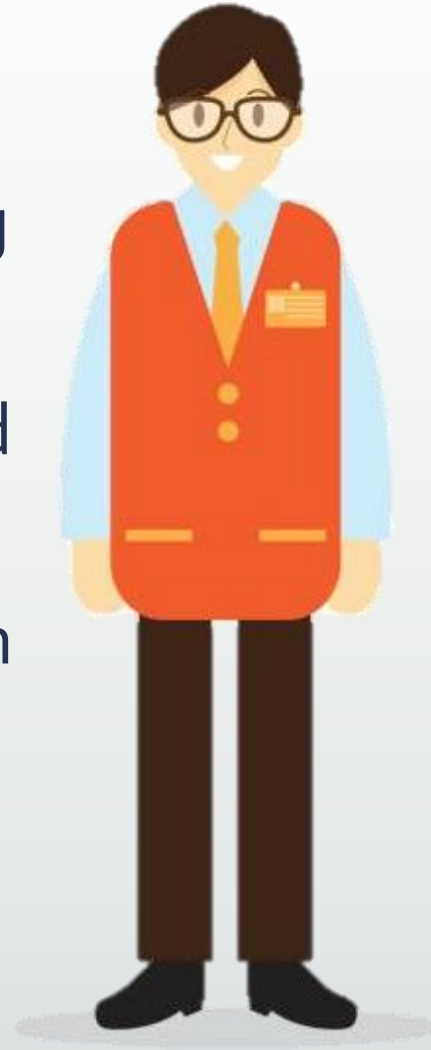


EQ in Practice...New Guy*

The manager's face turned crimson red and after squirming uncomfortably in his chair for a minute, he blurted out:

"It so happens, young man, that my wife was born and bred in Groundhog Rise!"

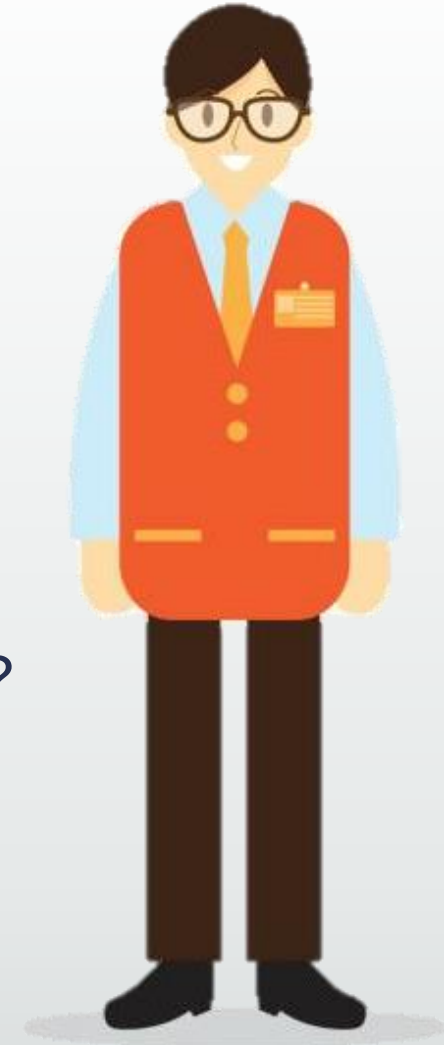
Without batting a eyelid, Jim replied: "Way too cool...which hockey team did she play for?"



*Adapted from "Emotional Intelligence 101" © 2012

EQ in Practice...New Guy*

- **Do you think Jim is emotionally intelligent or not?**
- Which components of EQ did Jim exhibit? When? How?
- **Which components of EQ can Jim improve? Why?**
- What are some potential costs/benefits to the company?



EQ in Practice...Boss

Michael is the manager at a medium-sized paper company. He calls a meeting with his sales staff to explore ideas for increasing sales volume.

Sally makes a suggestion that they randomly place \$100 gift certificates in cases of paper and promote the idea to ramp up sales. The more cases customers buy, the greater their chances of winning.

Michael scoffs at the idea and remarks that it seems a bit juvenile.



EQ in Practice...Boss

Don offers that they could increase the company's social media presence – and have each sales rep develop a 30-second video to post on a rotating basis.

Michael interrupts before Don can finish and dismisses the idea saying, “We’re not giving you millennials another excuse to goof off with look-at-me videos.”

At this point, the members of the sales team shrink back in their seats – afraid to venture a suggestion.

Michael queries, “Any other ideas?” No one responds.



EQ in Practice...Boss

Michael eyes each sales person for a response. Still nothing.

He jokes, “When we hire again, we’re going to have to get people who bring some brains to the table.”

He laughs. A few associates laugh nervously but only Michael is amused.

Everyone else is either offended, nervous, upset, shocked or a mixture of negative emotions.



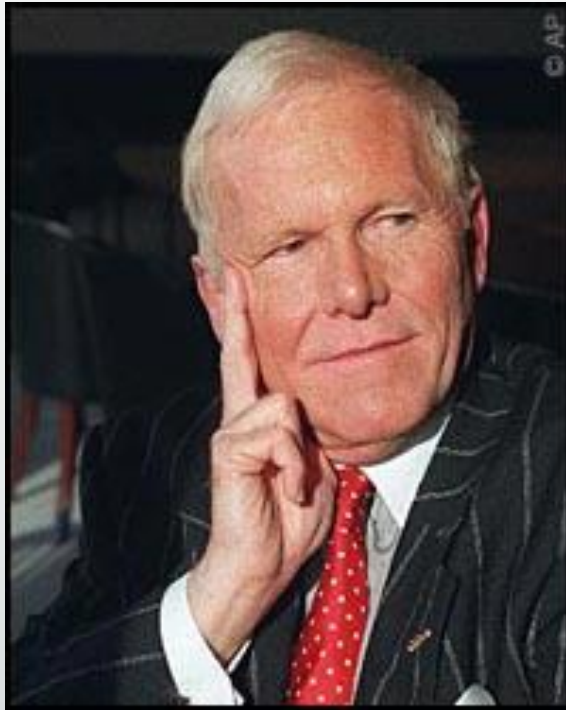
EQ in Practice...Boss

- **Do you think Michael is emotionally intelligent or not?**
- Which components of EQ does Michael lack? When? How?
- **What components of EQ did Michael exhibit? When? How?**
- What are some potential costs/benefits to the company?



EQ in the Workplace

Albert Dunlap



"Chainsaw" Al





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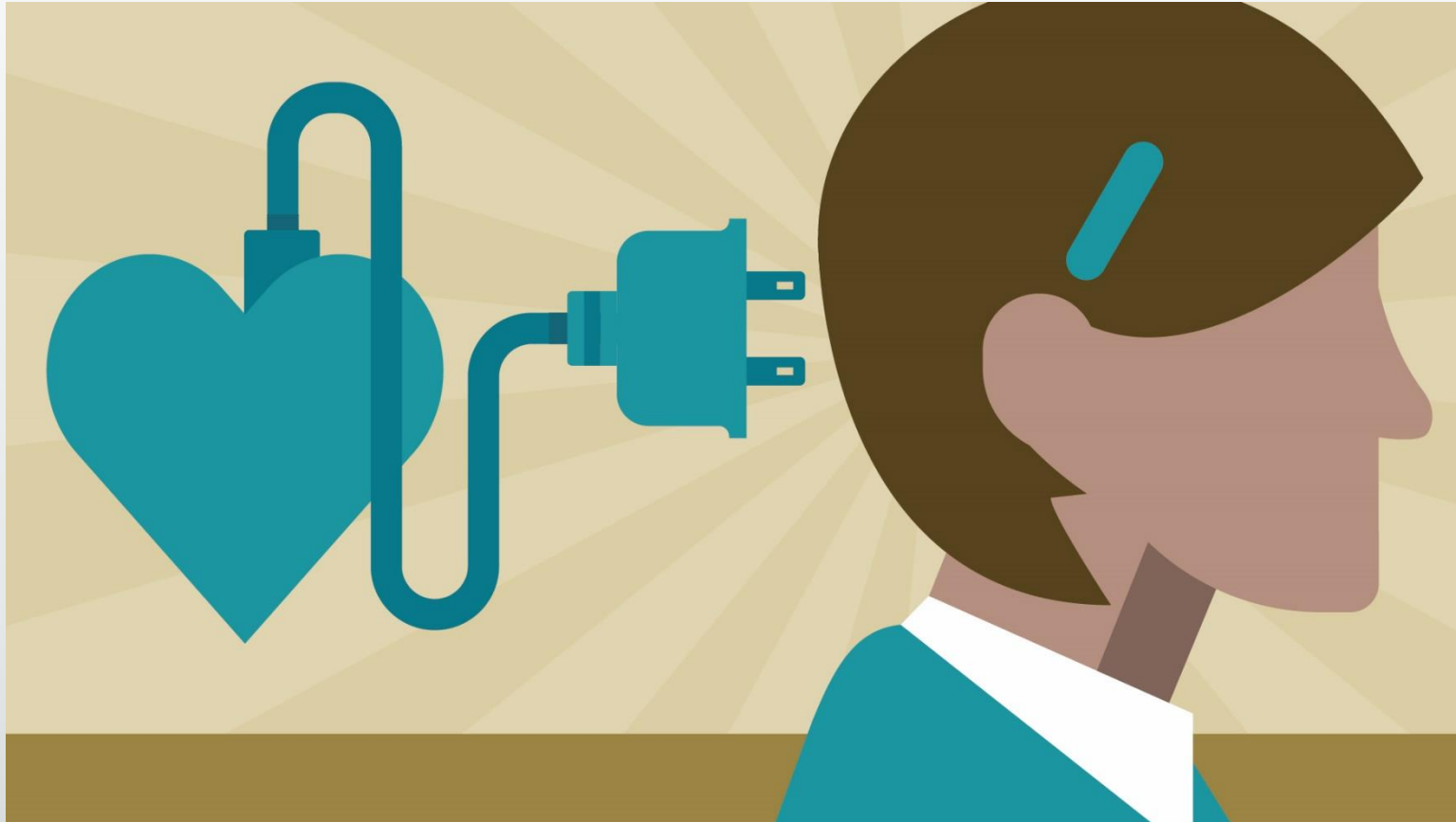


EQ Truth, Dare & Share

Break...



HOW?



EQ Success Strategies

- EQ Good Performance Assurance Kit
- EQ Poor Performance Repair Kit
- EQ Feedback Kit
 - Delivery
 - Receipt



EQ Good Performance Assurance Kit*

1. **Desire**
 - You must *want* to improve.
2. **Training**
 - Continual – repetition is key.
3. **Practice**
 - In everyday situations.
4. **Model**
 - Keep someone with high EQ in mind.



*suggested by Daniel Goleman

EQ Poor Performance Repair Kit

A. Apologize/Accountable

- Make amends. Take ownership.

B. Be Better

- Grow and improve.

C. Courage/Consideration

- Summon your courage. Think of impact.



EQ Feedback Kit...Delivery

1. **What do I wish to accomplish?**
 - What is the desired behavior/mindset/action?
2. **Will my feedback accomplish the result?**
 - How do I frame my content? What verbiage should I use?
3. **Collateral damage or Collateral benefit?**
4. **Deliver feedback*.**
 - Use proper tone, facial expression and body language.

*If, and only if, steps 1-3 are positive.



Feedback...delivered the low EQ way



Come here, Chad/Chrissy – I need to talk to you. Look, you know the end of the fiscal year is coming up and that means we're going to have a lot of work to do.

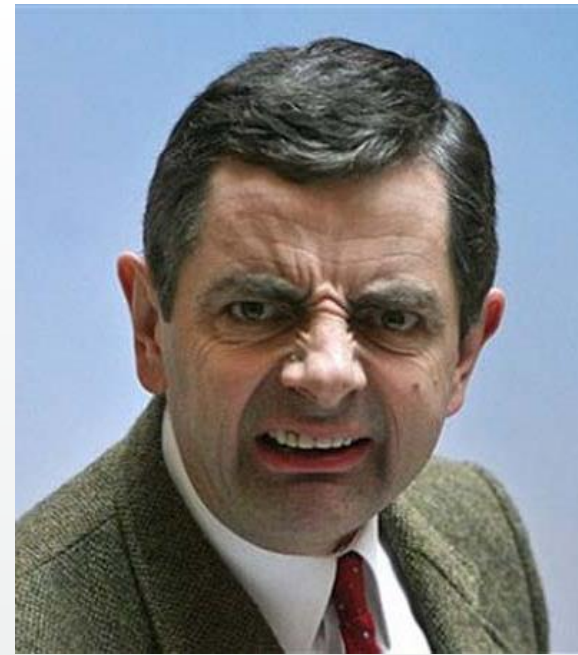
I'm letting you know right now that you had better carry your share of the load - I want your accounts completed on time and accurately! That stuff you pulled last year - coming in late and leaving early isn't gonna fly this year.

I know you went to Third-Rate College and got that free degree but this is where the rubber meets the road. You have to measure up to the same standards as the rest of us. Do we understand each other?

Feedback Delivery Analysis

1. **What do I wish to accomplish?**
 - What is the desired behavior/mindset/action?
2. **Will my feedback accomplish the result?**
 - How do I frame my content? What verbiage should I use?
3. **Collateral damage or Collateral benefit?**
4. **Deliver feedback***
 - Use proper tone, facial expression and body language.

*If, and only if, steps 1-3 are positive.



Feedback...delivered the high EQ way



Hi Chad/Chrissy, may I speak to you in my office for a moment? As you know the end of the fiscal year is coming up and I want to make sure that everyone has what he/she needs in order for things to go smoothly.

I realize that you may have been a bit overwhelmed with the workload last year. I think it would be beneficial for you partner with a seasoned accountant until you become more familiar with Federal Acquisition Regulations. Those are really tricky and can trip up even the sharpest accountant.

I have every confidence in you and know that you will continue to grow and add value to our team. Thank you for your hard work and dedication.



Feedback Delivery Analysis

1. **What do I wish to accomplish?**
 - What is the desired behavior/mindset/action?
2. **Will my feedback accomplish the result?**
 - How do I frame my content? What vernacular should I use?
3. **Collateral damage or Collateral benefit?**
4. **Deliver feedback***
 - Use proper tone, facial expression and body language.

*If, and only if, steps 1-3 are positive.

Feedback Delivery Practice

Jan is a very friendly person – gets along with everybody – but the written reports she turns in have numerous spelling and grammatical errors. It makes her look unqualified for her current job and may even keep her from being promoted to a higher position. How would you craft a message to Jan?



Feedback Delivery Practice...using EQ Kit

1. **What do I wish to accomplish?**
 - What is the desired behavior/mindset/action?
2. **Will my feedback accomplish the result?**
 - How do I frame my content? What verb tense should I use?
3. **Collateral damage or Collateral benefit?**
4. **Deliver feedback*.**
 - Use proper tone, facial expression and body language.

*If, and only if, steps 1-3 are positive.



EQ Feedback Kit...Receipt

1. Open Up

- Tune in your ears to hear.
- Tune in your mind to understand.

2. Save Applause for the End

- Listen to the WHOLE message before responding.
- Let your reply be one of “applause”.

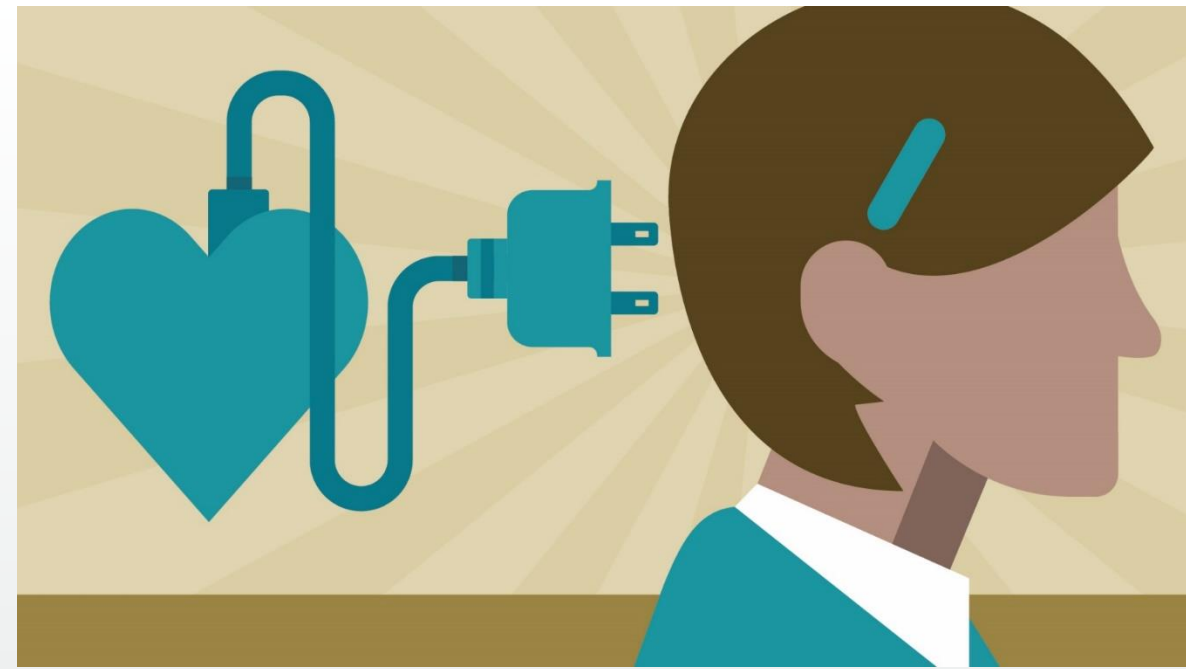
3. Sit on It

- Keep your mouth closed and heart open for 24 hrs.
- Rest in love and acceptance.
- Move forward in peace.



Keep in Mind...

- Be clear on the goal
- Be clear on the definition of “winning”
- Be a good steward in your fiduciary role





PHENOMENAL COMMUNICATIONS, LLC

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www.PhenomComm.com

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