

The Emotional Intelligence Advantage

Master the Most Critical Interpersonal Skills for Business Success



Course Book

Table of Contents

Introduction.....3

Module 1 - Test Your Emotional Intelligence.....

Module 2 - Apply EI Concepts to Increase Sales

Module 3 - Use EI to Enhance Leadership and People Management Skills.....

Conclusion and Next Steps

Sample

Introduction

"In a study of skills that distinguish star performers in every field from entry-level jobs to executive positions, the single most important factor was not IQ, advanced degrees, or technical experience, it was EQ. Of the competencies required for excellent in performance in the job studies, 67% were emotional competencies." — Daniel Goleman

As a small business owner or entrepreneur, you know that success is hard to achieve and maintain, no matter what your goal. It's not enough to be intelligent, or to have the right experience, credentials or contacts. Increasingly, it is your "soft skills" that lead to success. But what makes up these soft skills? The answer is emotional intelligence; and unlike IQ, this is something that can be learned.

Over the last 20 years, "emotional intelligence" (EI) has become a household word. While many people know what it means generally, the majority don't understand how it impacts their work and daily lives, how to assess and know their own EI, or how to improve EI and the results this improvement might achieve.

Everyone is familiar with "intelligence quotient" (IQ). Most people associate IQ with intelligence and take for granted that it's something you're born with. Emotional intelligence, which is also called emotional quotient or EQ, is something quite different. Rather than a skill you're born with, it is something you [develop](#) by interaction with the people around you.

There is a great deal of research which shows that improving your EI can help you improve in all areas of your business – from sales to management to leadership. Honing and improving your EI will have a positive impact on your personal life as well.

What Is EI?

EI is the ability to perceive, control, and evaluate emotions in both yourself and others, individually and in groups. It is a human being's natural ability to understand and interpret emotions. We do this every day without realizing there is a term for it.

The idea of emotional intelligence emerged in the early 1990s. The concept was developed by two psychologists and researchers, [Peter Salovey and John Mayer](#), but it became more widely known through [Daniel Goleman's](#) 1995 best-seller *Emotional Intelligence: Why It Matters More Than IQ*. Salovey and Mayer defined emotional intelligence as, "the subset of social intelligence that involves the ability to monitor one's own and others' feelings and emotions, to discriminate among them and to use this information to guide one's thinking and actions".

EI Abilities

What's important is that it involves two separate abilities: 1) the ability to recognize, understand, and manage, and 2) the ability to influence. In other words, EI allows you to be more self-aware and thus make better decisions. It can also come in handy when selling, persuading co-workers or employees, or solving problems. You can harness your emotions and use them for problem-solving tasks.

The 5 Pillars of EI

Daniel Goleman, also a psychologist, expanded on the original idea by focusing on EI as five competencies or "pillars":



Self-Awareness. People who have a healthy sense of self-awareness are what you might call "comfortable in their own skin". They maintain a good understanding of their own emotions and how their emotions impact those around them. Self-awareness usually includes a healthy level of self-confidence and an ability to laugh at yourself.

Self-Regulation. In addition to understanding their own emotions, people who are emotionally intelligent can demonstrate maturity and restraint when revealing them. They don't suppress or repress emotions, but employ judgment and control when expressing them. They think before acting and they are open to change.

Motivation. Emotionally intelligent people are generally optimistic and are driven by inner motivation, rather than a desire for money, titles or social acceptance. They have an inner resilience that makes it hard to shake their confidence. Failure is not a big deal to EI people.

Empathy. Strong emotional intelligence comes with a high degree of compassion and understanding of human nature. People with high EI find it easy to connect emotionally with others. This is why EI is important for business; it translates to stellar customer service and excellent "soft skills" or people skills.

Social Skills. Emotionally intelligent people are widely respected by those they know and work with. They generally like people and they can quickly build rapport and trust that is genuine. They don't like 'playing games' with people. They also build relationships and personal networks well.

EI Vs Personality

After reading the above, you may get the idea that emotional intelligence is simply unbounded positivity. You may think that an emotionally intelligent individual is one who is always agreeable, optimistic, happy, calm and motivated. This, however, isn't the case at all, because these are personality traits.

For example, there may be an individual with an extremely low EI who is also positive and constantly happy. Think of a person you know who is always positive but seems totally unaware of the feelings of others, or who represses all of their negative feelings. You may have a manager, for example, with low EI who turns a blind eye to problems or refuses to deal with sensitive issues because he or she wants to be positive all the time.

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