

Press Enter to start



Do some of your staff look like this every  
Monday,  
Tuesday,  
Wednesday ...

Until ...

they fly out of the office enthusiastically  
on a Friday afternoon?



# Just because employees are abundant doesn't mean that they are engaged

- 😊 **29% are actively engaged**
- 🚫 **54% are neutral / marking time**  
**(NAFI – No Application, F#!%-all Interest)**
- 🚫 **17% are actively undermining**  
**(Leaders of the Negaholic Movement)**

*Marcus Buckingham: First Break All the Rules  
(Except for the South Africanisms!)*

# Engaging

- How employees connect with your company
- How employees connect with your customers

**Requires emotional engagement**

**E-motion: Energy in Motion**



# Financial Success

No longer depends so much upon understanding of:

- ❖ Economics
- ❖ Organisational development
- ❖ Marketing
- ❖ Systems etc

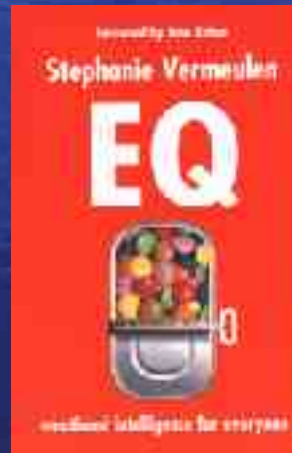


Depends more upon an understanding of  
the people who produce the results



# Emotional Intelligence

## Emotional Maturity Getting your own Way



Emotions are mechanisms that set the brain's highest goals  
*Steven Pinker - How the Mind Works*

# Emotional Fuel

Enlightenment:	1000
Joy:	540
Optimism:	310
Anger:	150
Fear:	100
Apathy:	50

Measuring Energy or Power Output

*Dr David Hawkins – Power vs Force*

To measure your staff's energy levels ...

... look at the results they produce

# EQ – An Oxymoron?

**Intellect composes the Message  
Emotions provide Energy to Act**



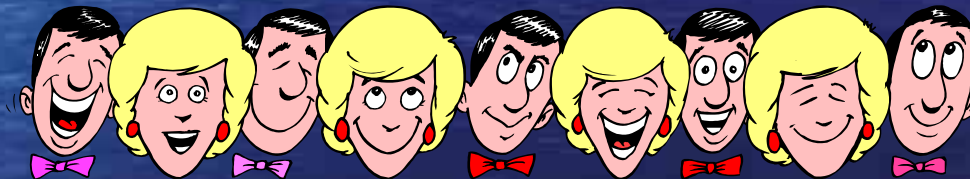
**Emotions point us to the sector of the decision-making space where our reason can operate most efficiently.**

***Antonio R. Damasio – The Feeling of What Happens***

# Emotional Engagement

## Automation led to Demand for Hyper-Human Skills

- **Judgement**
- **Intuition**
- **Ethics**
- **Awareness**
- **Inspiration**
- **Imagination**



Emotional Engagement is the fuel that drives the most productive employees and the most profitable customers.

*Curt Coffman & Gabriel Gonzalez-Molina - Follow This Path*

# EQ & Leadership

**Who would want to be led by you anyway?**

*Harvard Business Review*



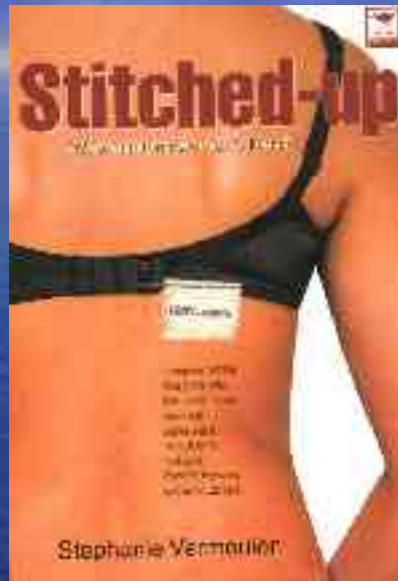
**The higher up leaders are within an organisation :**

- **the more they are likely to inflate their own EQ characteristics &**
- **the more they are heard, but the less feedback they hear.**

**'LEADERSHIP MYOPIA'**

*Daniel Goleman – The New Leaders*

# EQ & Women in Business



Over the duration of a career, a woman with a starting salary of \$35 000 p.a. will earn \$2 million less than a man in the same position because women are reluctant to negotiate.

*Linda Babcock & Sara Laschever – Women Don't Ask*

**Effective negotiation requires far more than Skills Training**

# EQ & Sales



## Optimism sells:

At Metlife Insurance (US) sales people who scored high on optimism outsold those recruited on aptitude by 21% in the first year and 57% in the second year

**Resisting Negativity is just one of a number of powerful EQ skills**

# EQ & Customer Service



**Good Customer Service is 99% attitude**

**Is your Customer Service Training 99% about attitude?**

**Or are your service staff imprisoned by their own emotions?**

# Benefits

**For every 1% increase in the service climate  
2% increase in revenue**

**Employees ratings of service climate predicts**



**customer satisfaction**



**which predicts business results**

*Benjamin Schneider – University of Maryland*

**If you would like to increase the  
number of engaged employees in  
your business & make more profit ...**

**Please contact:**

**JOHANNESBURG**

**Stephanie Vermeulen**

**Tel: +27 +11 486-1211**

**Cell: 083-457-7435**

**e-mail: [steph@theeqsite.co.za](mailto:steph@theeqsite.co.za)**



**CAPE TOWN:**

**Andrew Nicol**

**Tel: +27 +11 763-3367**

**Cell: 083-227-7555**

**e-mail: [andrew@in-tuition.co.za](mailto:andrew@in-tuition.co.za)**



**Website: [www.theeqsite.co.za](http://www.theeqsite.co.za)**