

PRESENTATION

Emotional Intelligence

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Module Leader: WEEK 6



LONDON SCHOOL
OF SCIENCE
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Recap of Last Week Session



- **Branding**
- **The T-Shirt Challenge**

Learning outcomes



- To understand and define the term Emotional Intelligence (Goleman's Theory).
- To understand the Communication Process Model.
- To understand Tuckman's Model on Group formation.

Emotional Intelligence



[What is emotional intelligence and why is it important?](#)

<https://www.youtube.com/watch?v=Y7m9eNoB3NU>

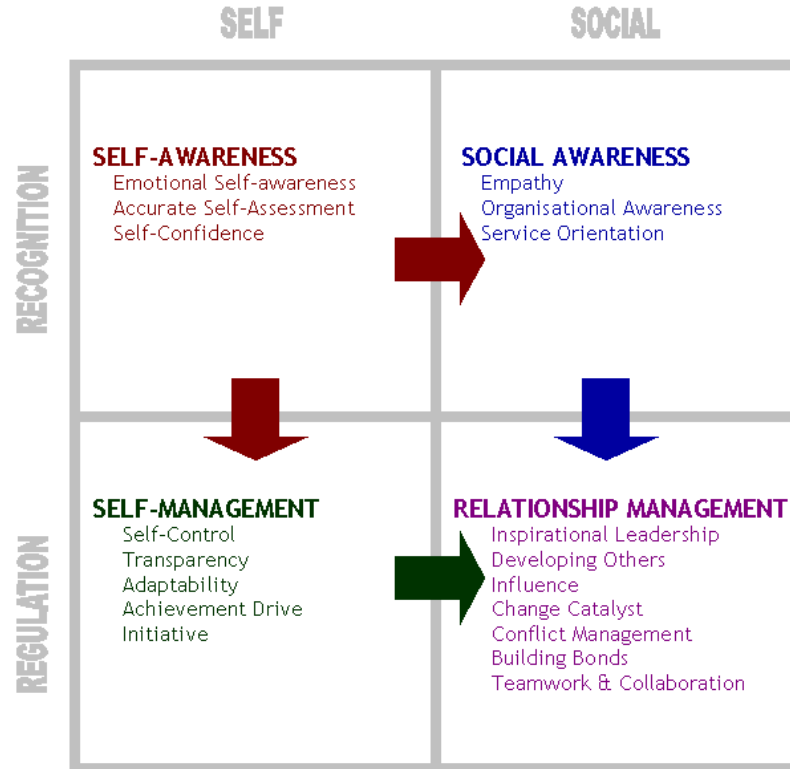
Emotional Intelligence Defined



Emotional Intelligence is the ability to:-

- Emotional intelligence is observed when a person demonstrates the competencies that constitute self-awareness, self-management, social awareness and social skills at appropriate times and ways in sufficient frequency to be effective in the situation (Goleman et al., 2000, p. 3).

Clusters of Emotional Intelligence



1. Self-Awareness



Individuals who have high self-awareness...

- ✓ identify personal feelings
- ✓ understand and evaluate them
- ✓ acknowledge and accept them
- ✓ conduct accurate self-appraisals
- ✓ are self-confident
- ✓ welcome feedback
- ✓ perceive situations accurately
- ✓ take risks for what they believe to be right





Inside

What drives you – motivation

What you are good at –
strengths

What you need to work on –
weaknesses

Your tendencies in certain
situations - tendencies

What is important to you –
values

Outside

How do you prefer to take in
information – learning

How you prefer to
communicate with others –
interaction

The role you tend to take on
in a team – teamwork

Your understanding of how
others see you - reputation

2. Self-regulation

The ability to control or redirect disruptive impulses. Think before acting

People who are good at self regulating are:-

- Able to suspend judgement
- Open to change
- Trustworthy



3. Internal motivation



- The ability to work with energy and persistence without needing money or status

These people are

- Driven
- Goal orientated
- Optimistic
- Committed to the organisation



4. Social Awareness



People with good social skills are...

- Effective leaders in business and society
- Proficient in managing relationships
- Good at developing rapport and finding common ground
- Persuasive
- Create change
- Empathetic – see next slide



Empathy



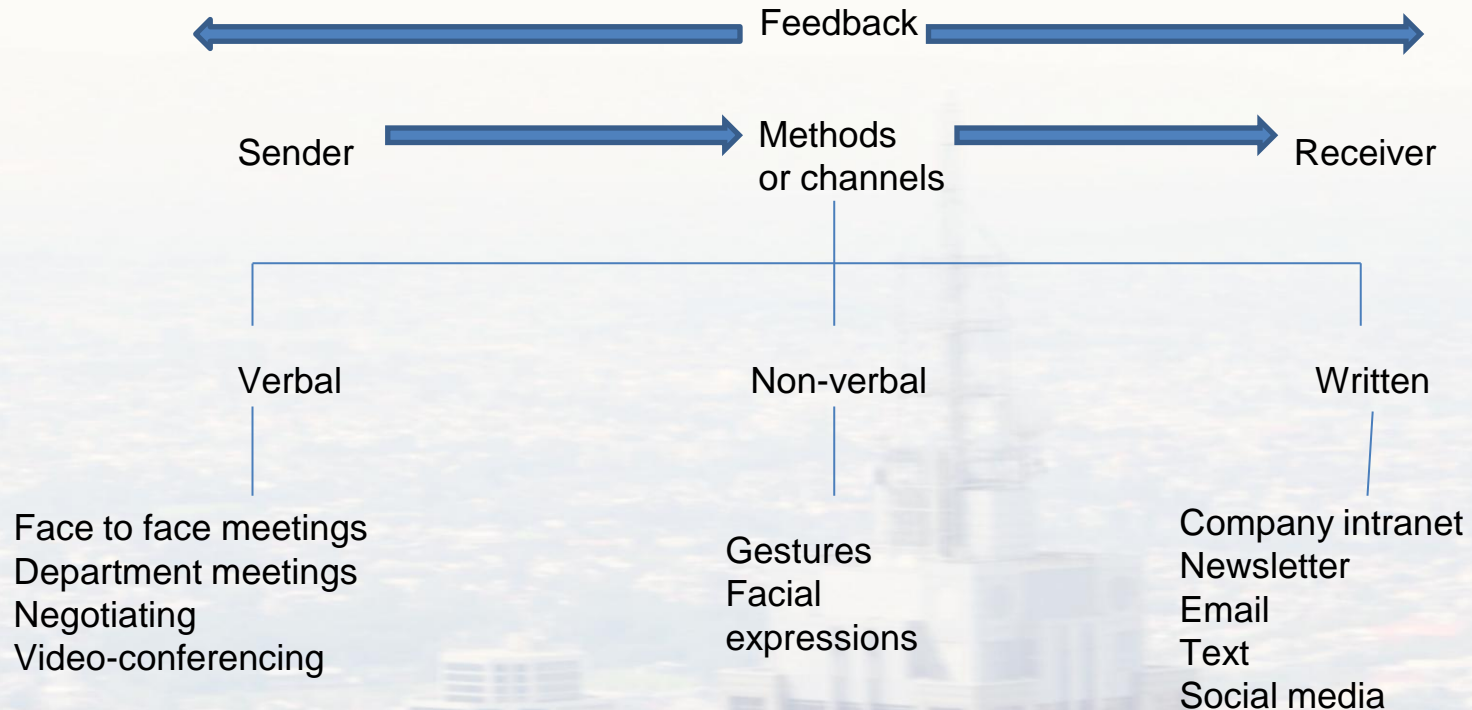
The ability to understand the emotional needs of others and treat them accordingly

People with good social awareness are...

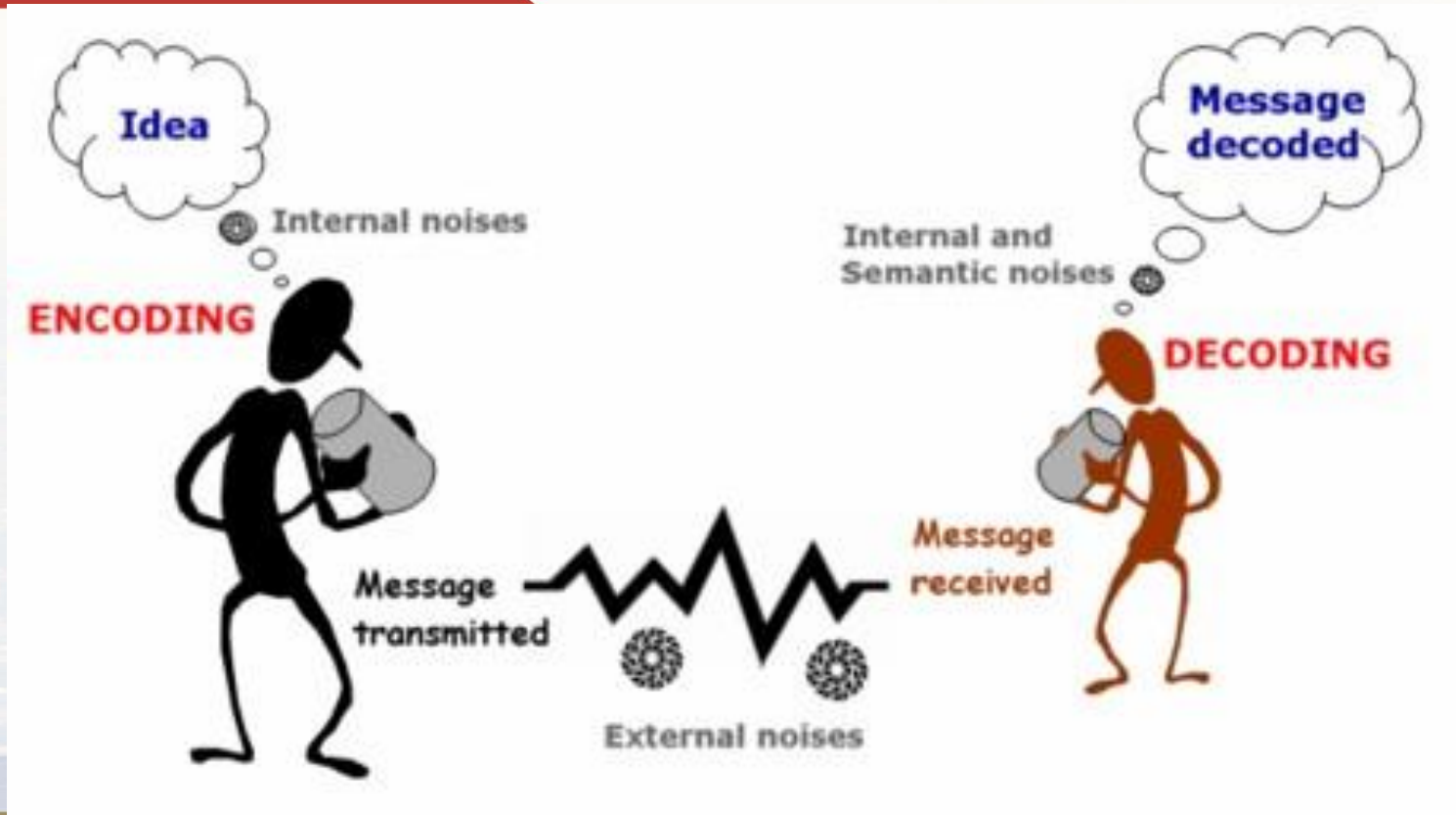
- Good at developing and retaining talent
- Great at working with clients and customers
- Good at managing cross cultural teams
- Sensitive and understanding of others' perspectives



Communications Process Model



Verbal Communication Model



Barriers to effective verbal communication



- Language – both in terms of meaning and also different languages
- Gender differences – men and women use different styles
- Physical surroundings – consider Skype being in the same room
- Cultural diversity – different cultures have different norms and expectations.

Non-verbal Communication



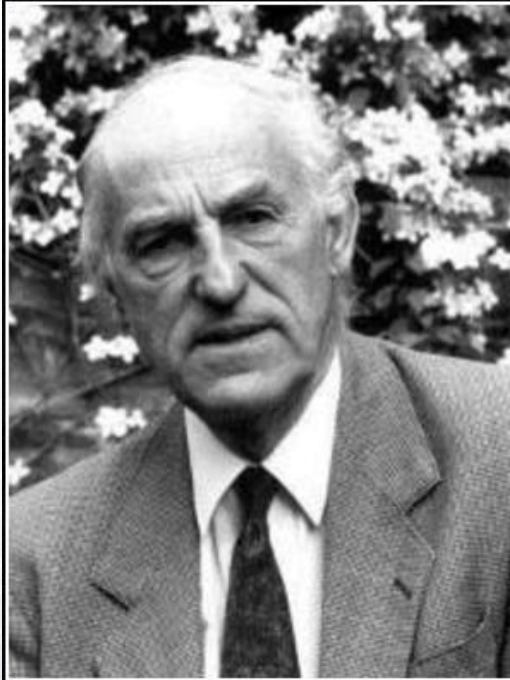
- This accompanies verbal communication – often known as body language
- Includes
 - Eye behaviour
 - Kinesics – body and limb movements
 - Proxemics – use of space
 - Paralanguage - Tone and pitch of voice
 - Facial expressions

TEAM ACRONYM



T	→	TOGETHER
E	→	EVERYONE
A	→	ACHIEVE
M	→	MORE

Teamwork



A team is not a bunch of people with job titles, but a congregation of individuals, each of whom has a role that is understood by other members.

— *Meredith Belbin* —

AZ QUOTES

Teamwork Definition



‘A group of people working towards common goals and objectives and sharing responsibility for the outcomes. Team building is the process of selecting and grouping team members effectively and developing good working relationships and practices enabling the team to steer and develop the work and reach their goals’ (Chartered Management Institute, 2015).

Examples of Successful Teams



- Sports offer some of the best examples of teamwork. For example, a football running back, and quarterback's ability are totally dependent on the strength of their offensive line.
- A basketball player's ability in scoring is mainly dependent on his team's willingness to pass.

Tuckman's Model



- According to Tuckman (1965), there are four different phases during the team creation: Forming, Storming, Norming and Performing.
- Tuckman's model has become 'the most predominantly referred to and most widely recognised in organisational literature' (Miller 2003, p. 122). The model's significance was a reflection of its time, responding to the growing importance of groups in the workplace.

Forming



- Polite
- Impersonal
- Guarded
- Watchful
- Uncertainty

Storming



- Confronting people
- Managing conflicts
- Opting out
- Difficulties
- Losing team members
- Demotivation
- Feeling stuck

Norming



- Getting organised
- Developing skills
- Establishing systems and procedures
- High task orientation
- Confronting issues
- Competence assessment

Performing



- Closeness
- Group Maturity
- Resourceful
- Flexible
- Open
- Effective
- Supportive
- Sharing
- Tolerance

Adjourning



- For permanent groups,
- Disengagement
- Sadness
- Self-evaluation
- Reflection
- Anxiety about separation and ending

The Apprentice Challenge (LSST)

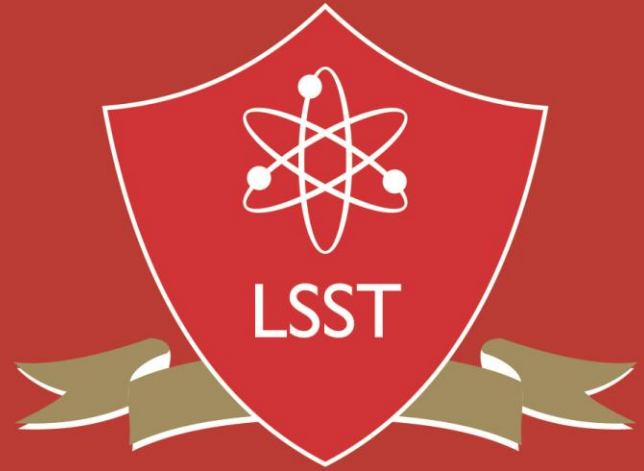


- Students to work in the same groups that they were in before whilst completing the other challenges. LSST is to be used as a case study in completing the Apprentice challenge.
- Using a SWOT framework, evaluate the strengths, weaknesses, opportunities, and threats for LSST
- Based on your SWOT analysis, can you think of any new product opportunities for LSST that would enable growth opportunities for the brand and identify the target audience selected for the new product.
- For the new product identified develop a marketing communication plan to reach the target audience.
- Ensure you use databases and other research sources to support your assumptions.
- PowerPoint slides template have already been designed for you for this challenge. Please complete the PowerPoint slides in your respective groups.

Lecture Recap

Any Questions?

Thank You!!



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