

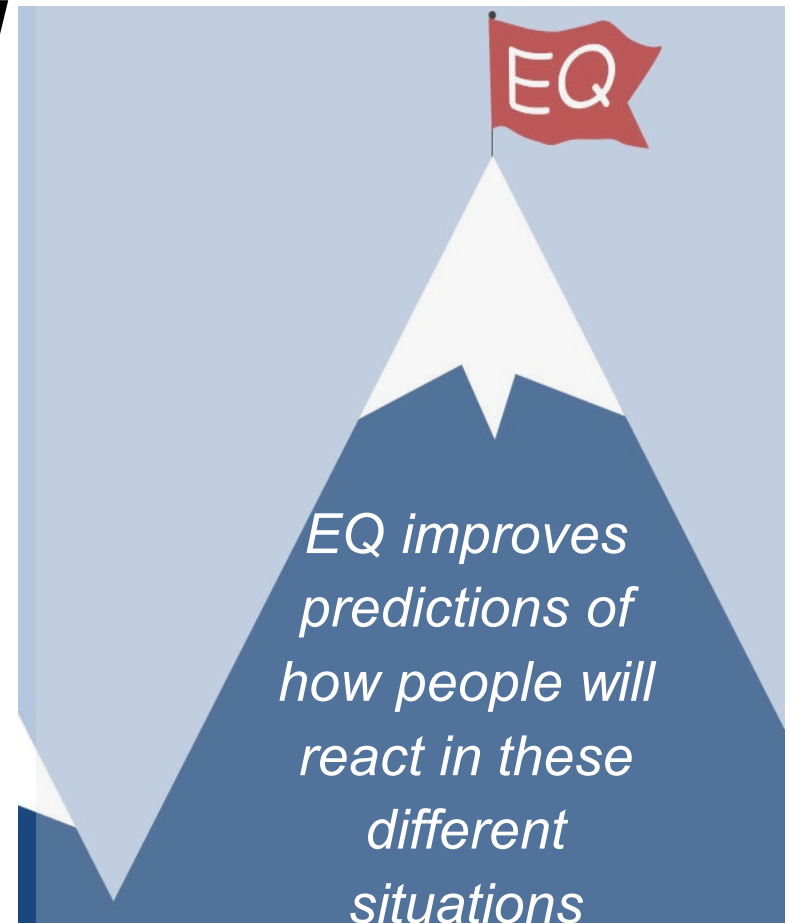



STRATEGIC COMMUNICATION THROUGH EMOTIONAL INTELLIGENCE AND ARCHETYPES

DEVELOPING SKILLS FOR INCREASED EFFECTIVENESS AT WORK

WHY WE NEED EQ NOW MORE THAN EVER

- ▶ **Rapidly Changing Environments**
- ▶ **Advances in Technology**
- ▶ **Competing Priorities and Distractions**
- ▶ **Diversity of Behaviors, Motivators and Competencies**
- ▶ **Increasing Uncertainty and Instability**
- ▶ **Asked to Do More with Less**






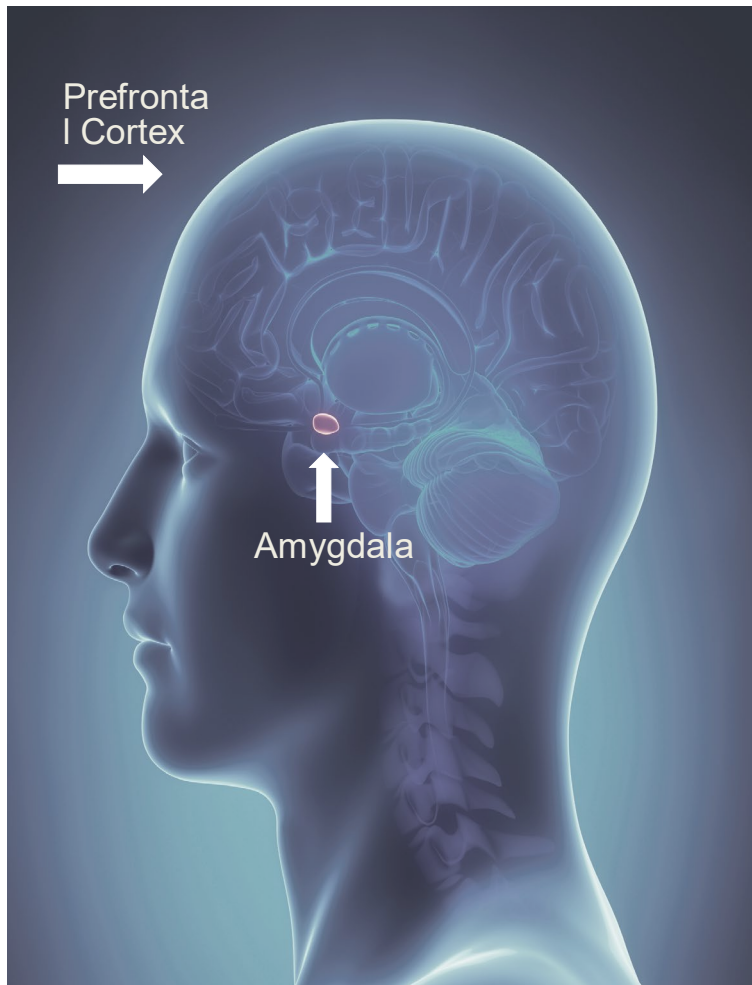
Effective
communicators need
to know the science
behind emotional
behavior



DIFFERENT STYLES HAVE DIFFERENT BEHAVIORS

A person's hands are visible, holding a white rectangular sign. The sign has the words "THOUGHTS", "HAVE", and "POWER" written in a bold, dark red, sans-serif font, stacked vertically. The background is a vibrant, out-of-focus bokeh of various colors including red, orange, green, and blue.

**THOUGHTS
HAVE
POWER**

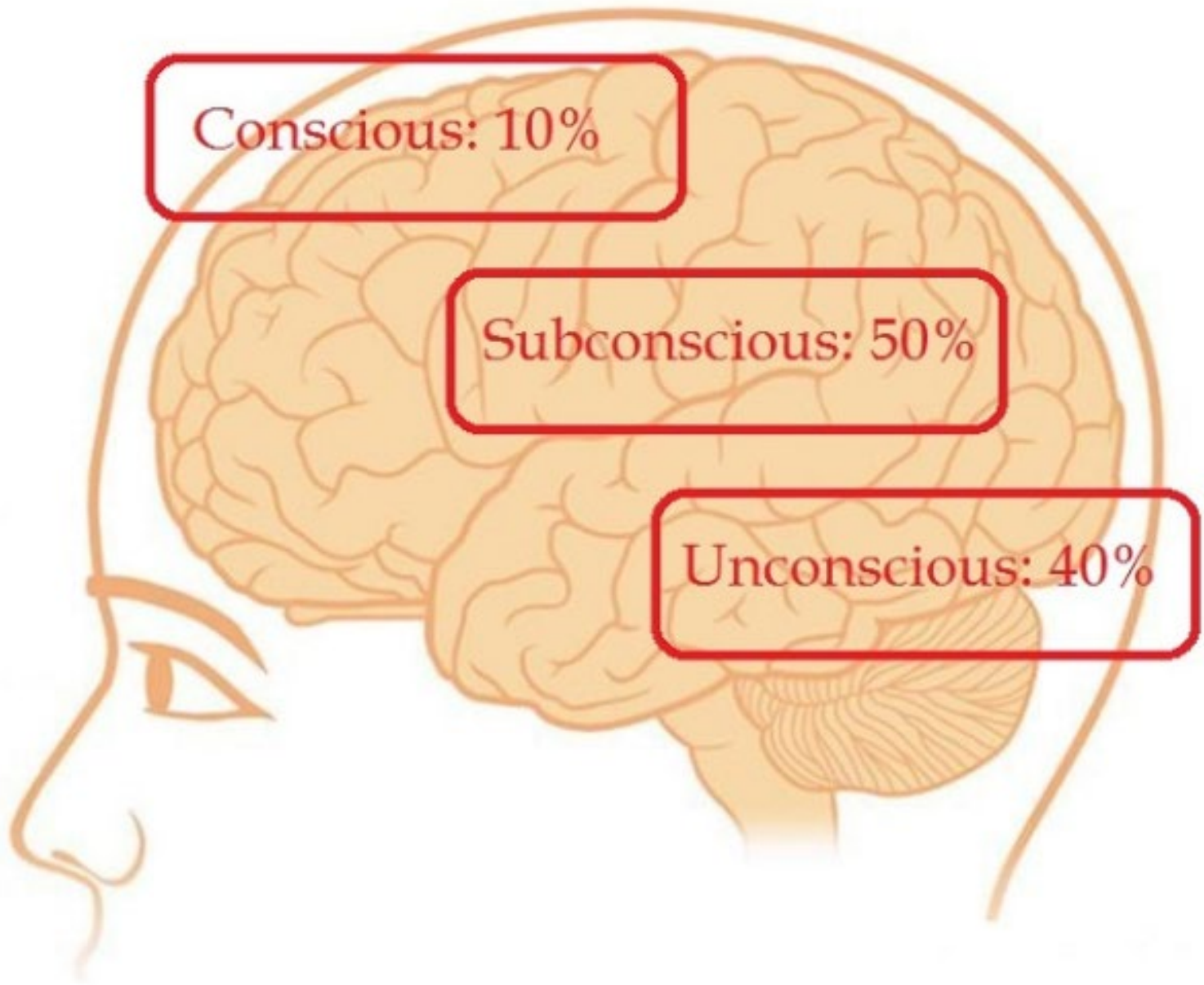


AMYGDALA – Emotional reaction

- ▶ **Is close to the spinal cord, reaction comes first**
- ▶ **Pumps adrenaline and hormones to the body under stress, fight or flight response**
- ▶ **Contains our social and emotional memory**

PREFRONTAL CORTEX – Rational thinking

- ▶ **Is furthest from the spinal cord, comes after the emotional reaction**
- ▶ **Logical and cognitive area of the brain, where our IQ resides**
- ▶ **Contains our working memory and thoughts**

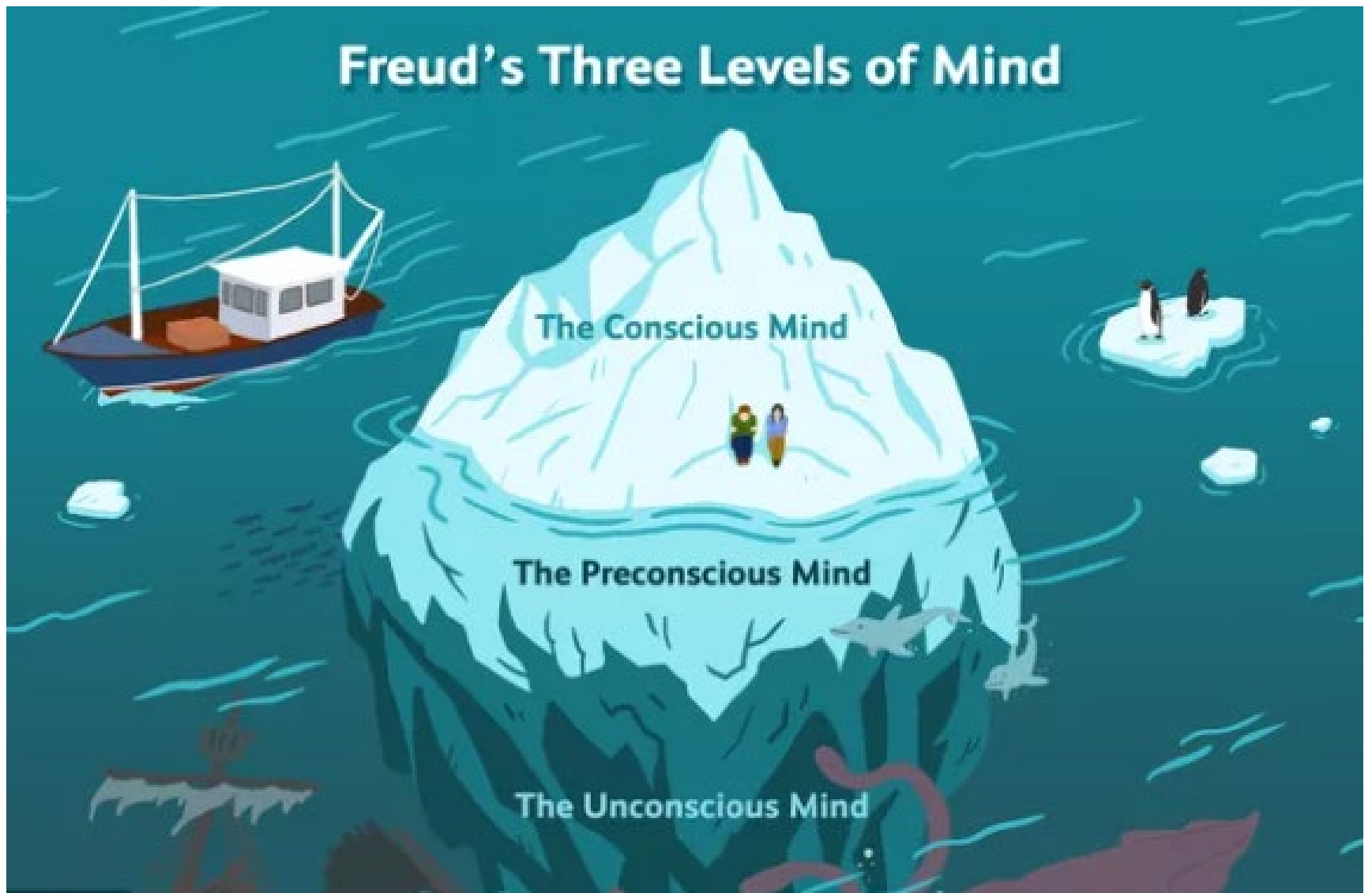


Conscious: 10%

Subconscious: 50%

Unconscious: 40%

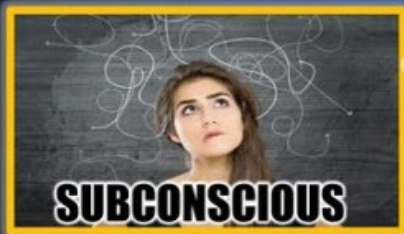
Freud's Three Levels of Mind



The 3 Layers of the Mind



The Conscious Mind 10%

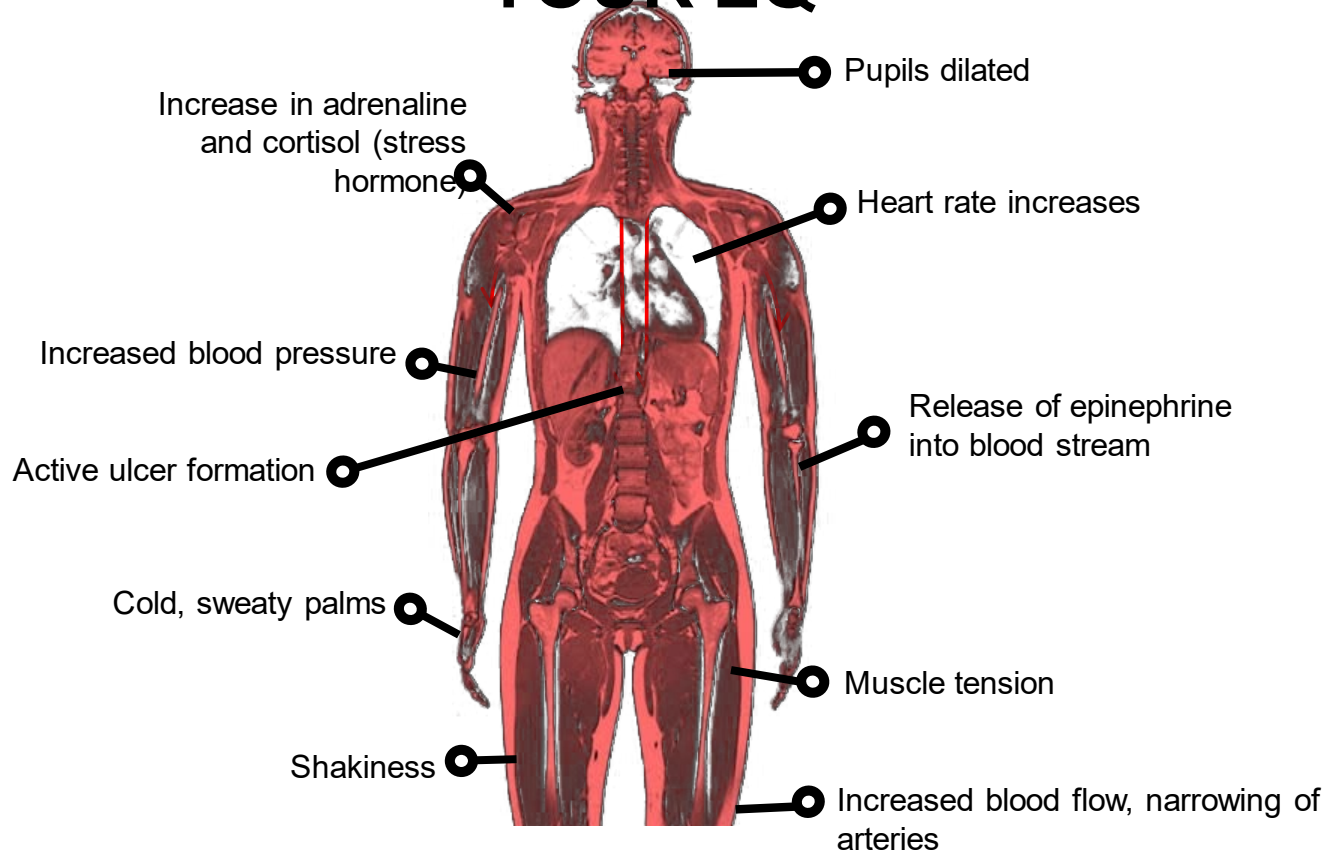


The Subconscious Mind 50%-60%



The Unconscious Mind 30%-40%

AMYGDALA – EMOTIONAL RESPONSE LOWERS YOUR EQ



TAKE YOUR EMOTIONAL TEMPERATURE



EMOTIONAL INTELLIGENCE SKILLS ACTIVITIES



UNDERSTANDING OUR EMOTIONS

We all experience emotions – it's important to understand and manage how we react to our emotions

Anger	Grateful	Impatient	Afraid
Sadness	Disgust	Hesitant	Discourage
Fear	Joyful	Mad	Hopeless
Empathy	Happy	Irritated	Hurt
Frustration	Boredom	Stubborn	Defeated
Hate	Depression	Confused	Uncomfortable
Love	Defensive	Surprised	Lonely
Reluctant	Powerless	Uneasy	Overwhelmed
Irrational	Ashamed	Bewildered	Worried



DIFFERENT STYLES HAVE DIFFERENT BEHAVIORS

D BSM 2 = Good	S BSM 3 = Fair
<p>The D is looking for RESULTS</p> <ul style="list-style-type: none"> • Be direct • Give alternatives • Make sure you let them win (make sure you win, too) • Disagree with facts • Enjoy the “combat” • Don’t try to build a friendship • Do not dictate to them • Move quickly; they decide fast • Do not try to overpower them 	<p>The S is looking for SECURITY</p> <ul style="list-style-type: none"> • Slow down presentation • Build trust • People Focus • Give them the facts they need • Provide a logical presentation • Get “little” agreements • Listen carefully • Show sincere interest • Don’t control or dominate • Do not close fast
I BSM 2 = Good	C BSM 4 = Poor
<p>The I is looking for “THE EXPERIENCE”</p> <ul style="list-style-type: none"> • Be personal, friendly • Slow down, take time • Joke around and have fun • Allow them time to talk • Provide recognition • Don’t talk down to them • Talk about people • Follow up often 	<p>The C is looking for INFORMATION</p> <ul style="list-style-type: none"> • Give them the data • Do not touch them • Be patient, slow down • Use flyers, articles and white papers • Give more info than you’d like • Keep control • Do not talk personally • Do not be pushy

The 12 Jungian Archetypes

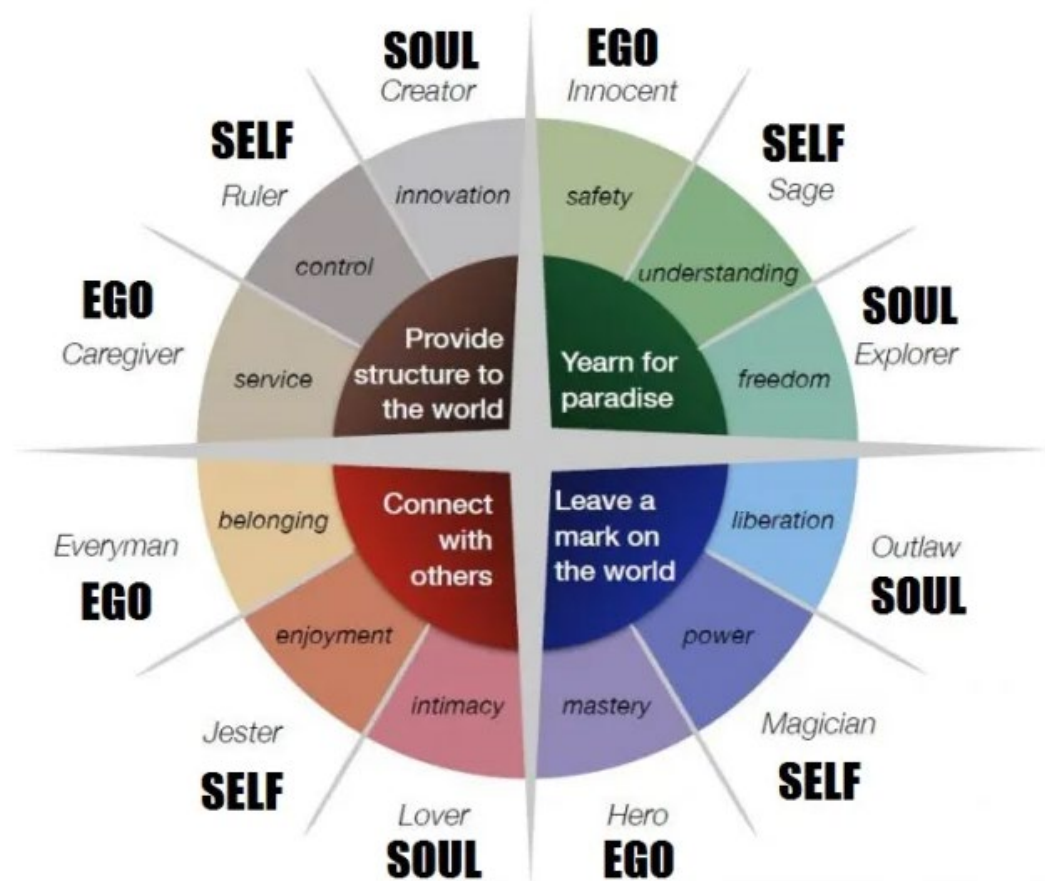
- The term “archetype” means *original pattern* in ancient Greek. Jung used the concept of archetype in his theory of the human psyche. He identified 12 universal, mythic characters archetypes reside within our collective unconscious.
- Jung defined twelve primary types that represent the range of basic human motivations. Each of us tends to have one dominant archetype that dominates our personality.

What do the 12 SEEK?



4 Cardinal Points

- Ego – *Leave a Mark on the World*
- Order – *Provide Structure to the World*
- Social – *Connect to others*
- Freedom – *Yearn for Paradise*



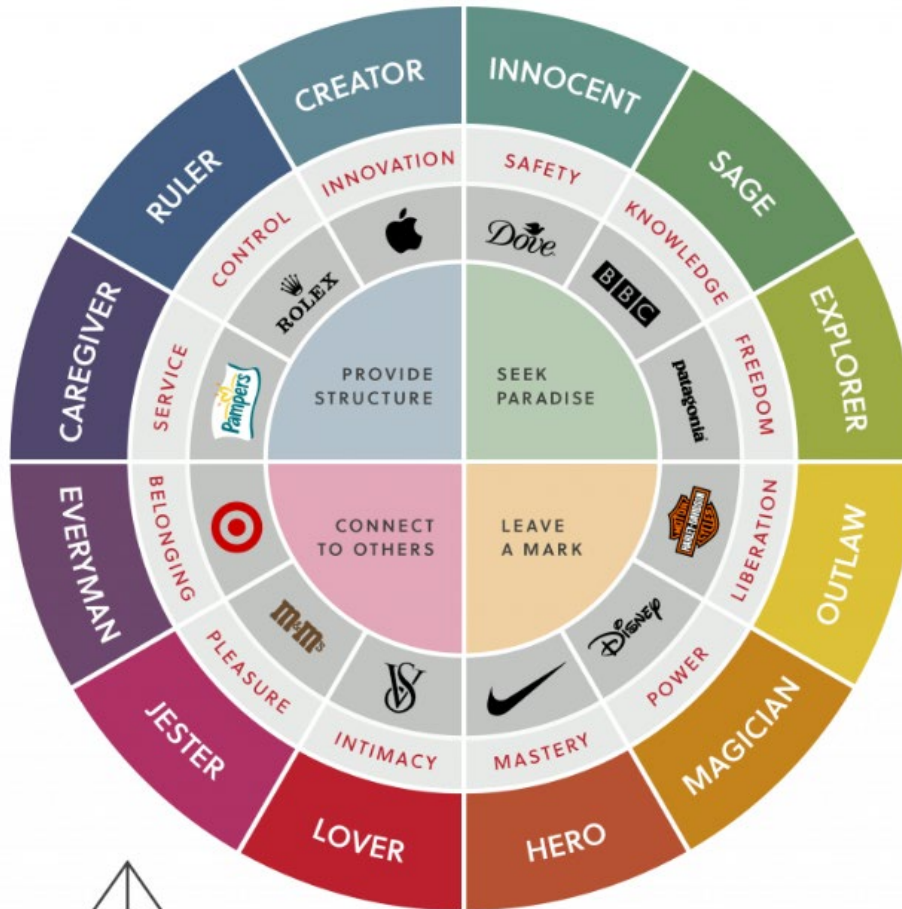
INNOCENT	OPTIMISTIC — HONEST — HUMBLE
SAGE	KNOWLEDGEABLE — ASSURED — GUIDING
EXPLORER	EXCITING — FEARLESS — DARING
OUTLAW	DISRUPTIVE — REBELLIOUS — COMBATIVE
MAGICIAN	MYSTICAL — INFORMED — REASSURING
HERO	HONEST — CANDID — BRAVE
LOVER	SENSUAL — EMPATHETIC — SOOTHING
JESTER	FUN-LOVING — PLAYFUL — OPTIMISTIC
EVERYMAN	FRIENDLY — HUMBLE — AUTHENTIC
CAREGIVER	CARING — WARM — REASSURING
RULER	COMMANDING — REFINED — ARTICULATE
CREATOR	INSPIRATIONAL — DARING — PROVOCATIVE



A few examples



THE 12 ARCHETYPES



IVIO AGENCY

