



What If the One Thing You've Been **Ignoring** is Actually **Driving** Your **Business Performance?**



First things first, why is Emotional Intelligence undervalued in Corporate America to begin with?

- For much of the 20th century, strategy was the dominant lens for leadership and decision-making (and still is). For decades, people were viewed as costs to manage, not assets to grow.¹
- Men have been taught to ignore their emotions.
- Roughly 90% of CEOs in the US are male.²
- The notion that “emotions don’t belong at work” remains deeply ingrained in many corporate cultures.

**This isn’t a criticism—it’s an observation.
It’s time to rethink the value we place on it.**



Emotional Intelligence is recognized as a vital skill set, but it's time we treated it as an *enterprise strategy*.

- Framing Emotional Intelligence as a skill set limits its impact to the individual level, when in fact it's meant to permeate the organization - shaping teams, systems, culture and performance across the entire enterprise.
- When we leave Emotional Intelligence to individuals alone, we leave immense value on the table—because without enterprise-level cohesion, its impact is limited.
- Let's be honest, what we don't understand, we often devalue - or ignore entirely. Emotional Intelligence as an enterprise strategy? **That's ridiculous - or is it?**



Everyone talks about Emotional Intelligence. Very few can actually define it - so let's do that now.

- Emotional intelligence is the ability to **perceive**, **understand**, **manage** and **express** our own emotions and behavior **effectively**, while using this same awareness to build and sustain **productive** relationships.
- The cornerstone of Emotional Intelligence is self-awareness.
- Emotional Intelligence is like a muscle - it can be taught, it can be learned and everyone has the capacity to build it.

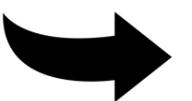


But first, we must stop fearing emotions. They're not bad. They're here for a reason.



Embracing them starts with a *mindset shift* where we recognize that:

-  **Emotions belong at the office.**
-  **They deserve to be acknowledged, not ignored or worse, suppressed altogether.**
-  **Feeling emotions doesn't make you weak or fragile - it makes you self-aware. That's a very good thing.**
-  **Self-awareness is a leadership strength, not a liability.**





Still think emotions don't belong at work? Humans average 400 emotions per day³. They're already at play.

Where You'll Find Emotions in Full Form:

- ▶▶▶ **The Stock Market**
- ▶▶▶ **Performance Reviews**
- ▶▶▶ **Strategic Planning Sessions**
- ▶▶▶ **Budget Cuts and Restructures**
- ▶▶▶ **Positive and Negative Client Relationships**
- ▶▶▶ **Boardroom Dynamics**
- ▶▶▶ **Silence in Meetings**

And this is just the tip of the iceberg...



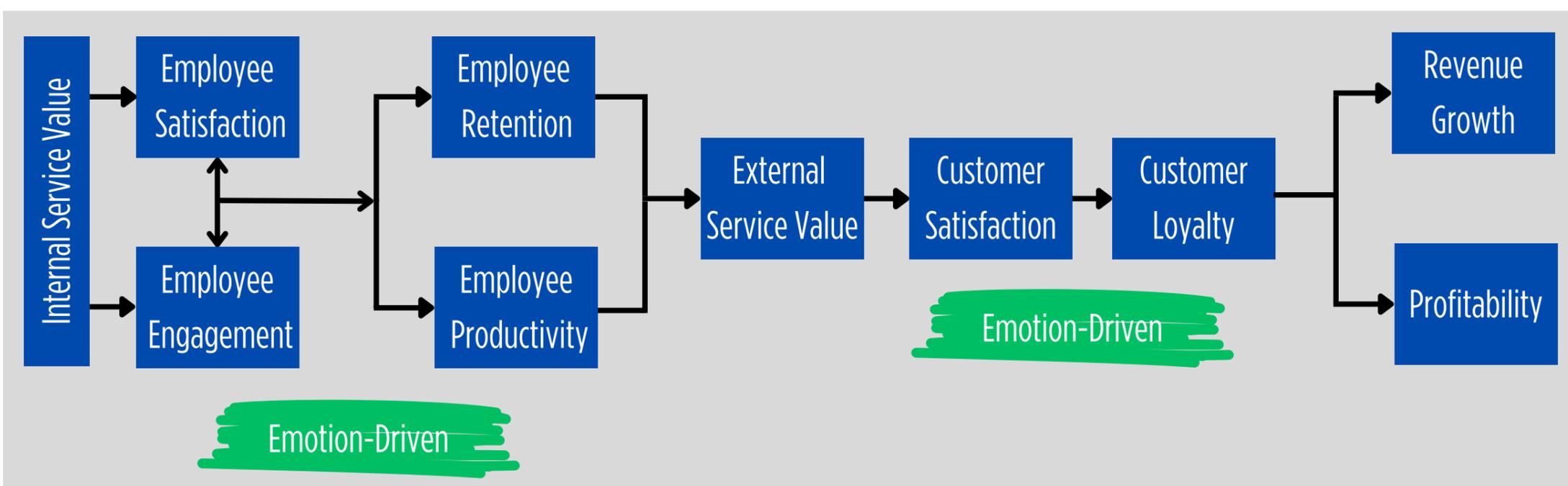
Think emotions don't matter? Here's what it's costing your business.

- **A study of 486 publicly traded companies found that those with poor financial returns were 79% more likely to employ employees with low self-awareness.⁴**
- **In the '80s, Kotter & Heskett found that having a strong culture resulted in 682% revenue growth + 756% increase in net income vs. a weak culture with 166% revenue growth + 1% rise in net income.⁵**
- **Toxic culture-driven turnover alone is costing US companies ~\$223 billion over 5 years.⁶**
- **85% of employees experience conflict. In the US, this costs companies \$359 billion annually.⁷**
- **Senior executives who lack self-awareness are 600% more likely to derail - costing companies \$50 million per executive.^{8,9}**



What business outcomes might shift if Emotional Intelligence became an enterprise-wide strategy?

- **What might be possible if emotions were seen as assets to leverage vs. something to ignore?**
- **Emotions drive the entire service-profit chain. What additional value could you extract if you changed your perspective?**



And then there's AI. The future belongs to organizations that pair advanced AI with emotionally intelligent collaborators.

- ➤ ➤ **Up to 375 million workers (14% globally) may need new skills or roles by 2030.¹⁰**
- ➤ ➤ **As AI reshapes roles and reduces headcount, the value of human collaboration and emotional intelligence will only skyrocket for those who remain.**
- ➤ ➤ **Leaders who prioritize Emotional Intelligence will turn disruption into advantage—those who don't will struggle to retain talent, build trust, and lead in an AI-powered world.**



So where does this leave us?

Imagine a future where Emotional Intelligence isn't optional - it's operationalized.

- **New employees attend orientation where they:**
 - Receive a clear code of conduct
 - Gain tools to handle conflict at the office
 - Learn that EQ is part of their performance review
 - **HR brings recurring interpersonal challenges into company-wide conversations like Town Halls alongside business performance discussions, acknowledging the two are linked.**
 - **Emotional skill-building becomes the norm — not the exception — with coaching that helps teams build self-awareness, strengthen collaboration, and take ownership of their behavior. Gone are the days when bad behavior goes unchecked.**
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you've been ignoring
becomes the one thing that
changes everything?**



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