

Reading Assignment

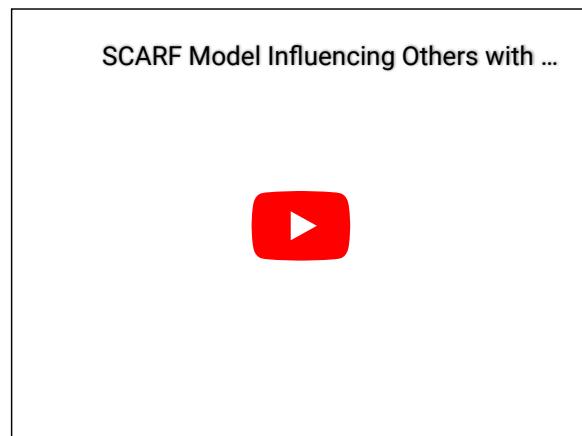
Rock, D. (2008). SCARF: A brain-based model for collaborating with and influencing others. *NeuroLeadership Journal*, 1. Download the [pdf](#).

Research and read on Non Violent Communication (NVC). You may revisit the NVC manual provided in Unit 3 for your exercise with a peer partner.

Please note that both tools can be and are used for developing EI. You are required to fully understand the theoretical side, as well as knowing the practical applications. These tools can help you develop your own EI and help others develop their own.

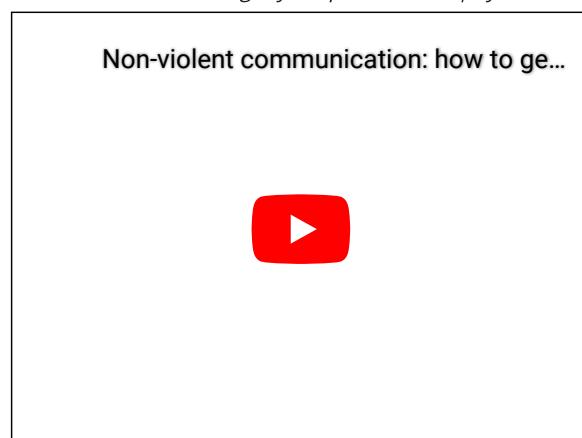
Video Resources

NeuroLeadership Institute India & SouthAsia. (2013, May 23). *SCARF Model Influencing Others with Dr David Rock* [Video]. YouTube.



- This video is by the founder of the SCARF model and he explains it in the context of workplace and management.

TEDx Talks. (2017, June 27). *Non-violent communication: How to get your point across* | Sylvia Włodarska | TEDxUWCRCN [Video]. YouTube.



- This video gives examples of how to apply Nonviolent communication.



