

BUSINESS COMMUNICATION

VERBAL COMMUNICATION

February,16,2022

Professor Maxim Kiselev, CEI

Skoltech



The Four Communication Skills



Verbal Communication

Emotional Intelligence

EQ Model

Empathy

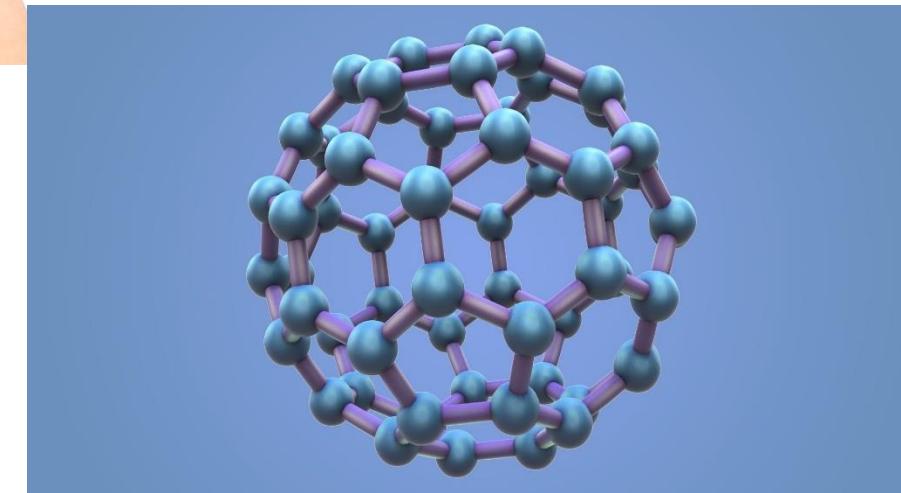
EQ Summary

Verbal Communication: 4 Folders

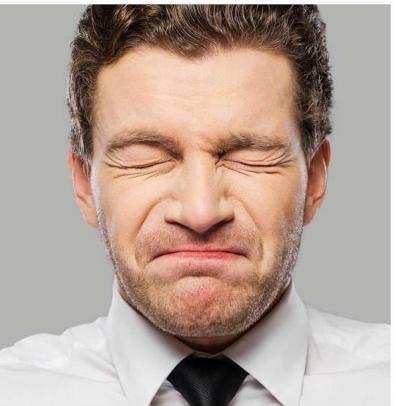


A hand holding a red marker is writing the word 'Context' in large, bold letters on a whiteboard. The board is covered with various related terms in different colors:

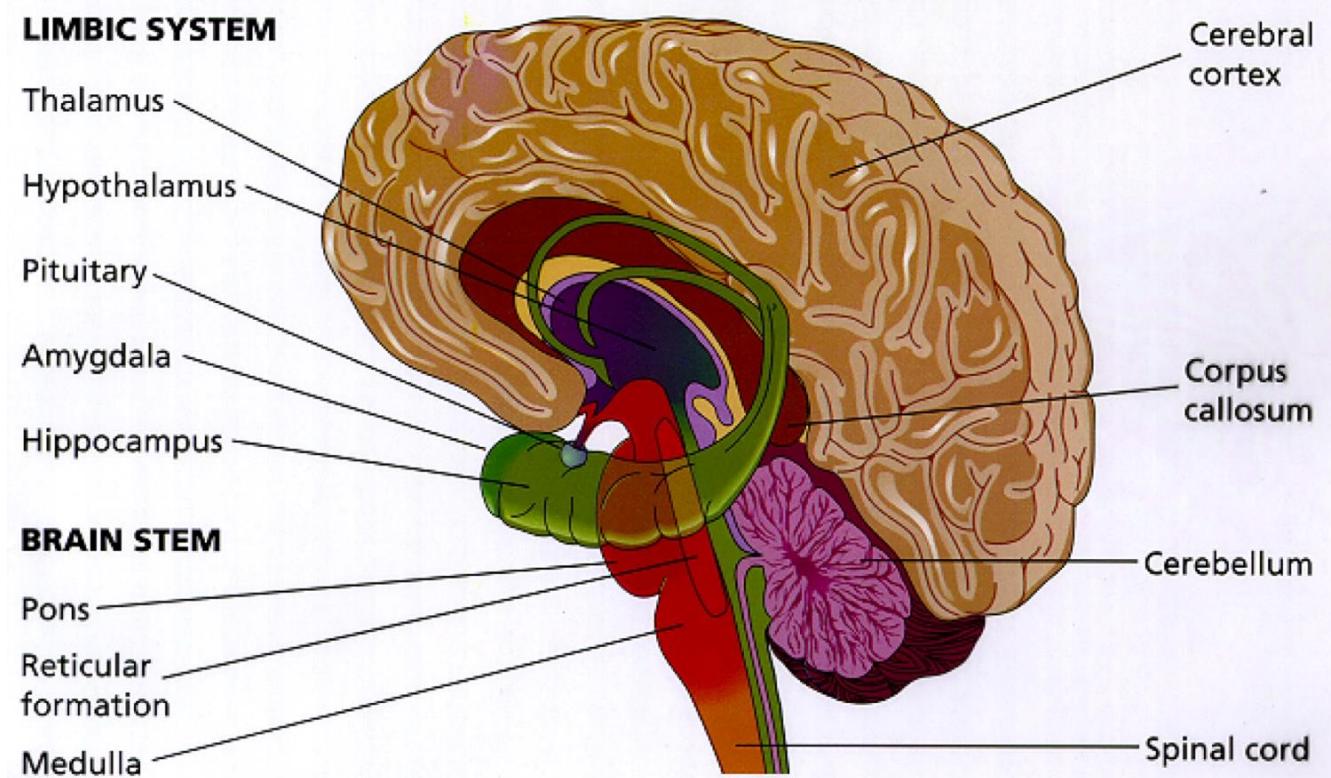
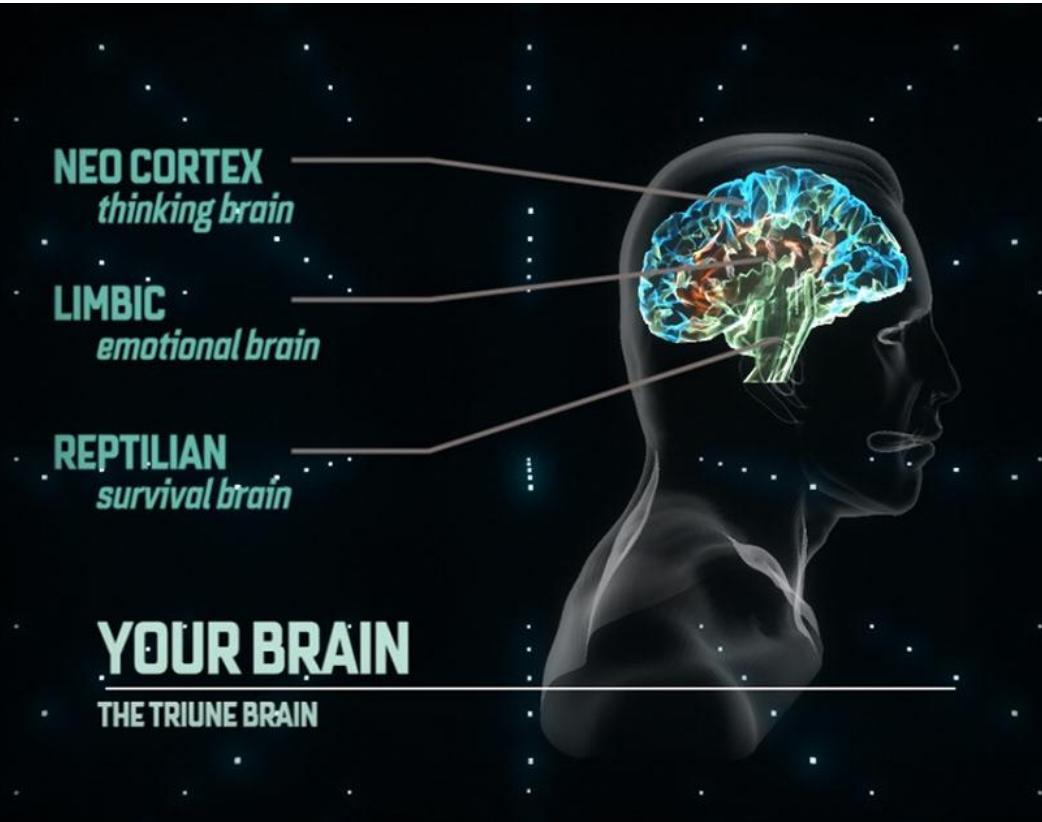
- REACTIVE, PROACTIVE (written above the main text)
- SCENE, IDEA, defined, study, teacher, research, understood, investigating, explain, understand, studying, connote, terms, conditions, investigate, situation, factors, define, definition, significance, content, affairs, mean, help, substance, researcher, state, subject, explanation, setting, setting, investigating



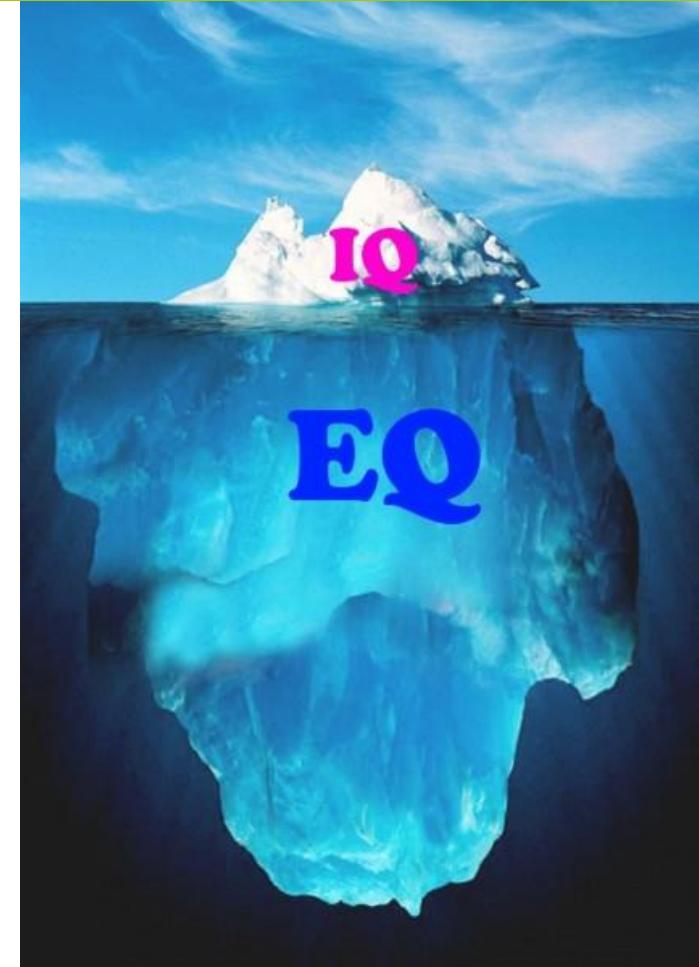
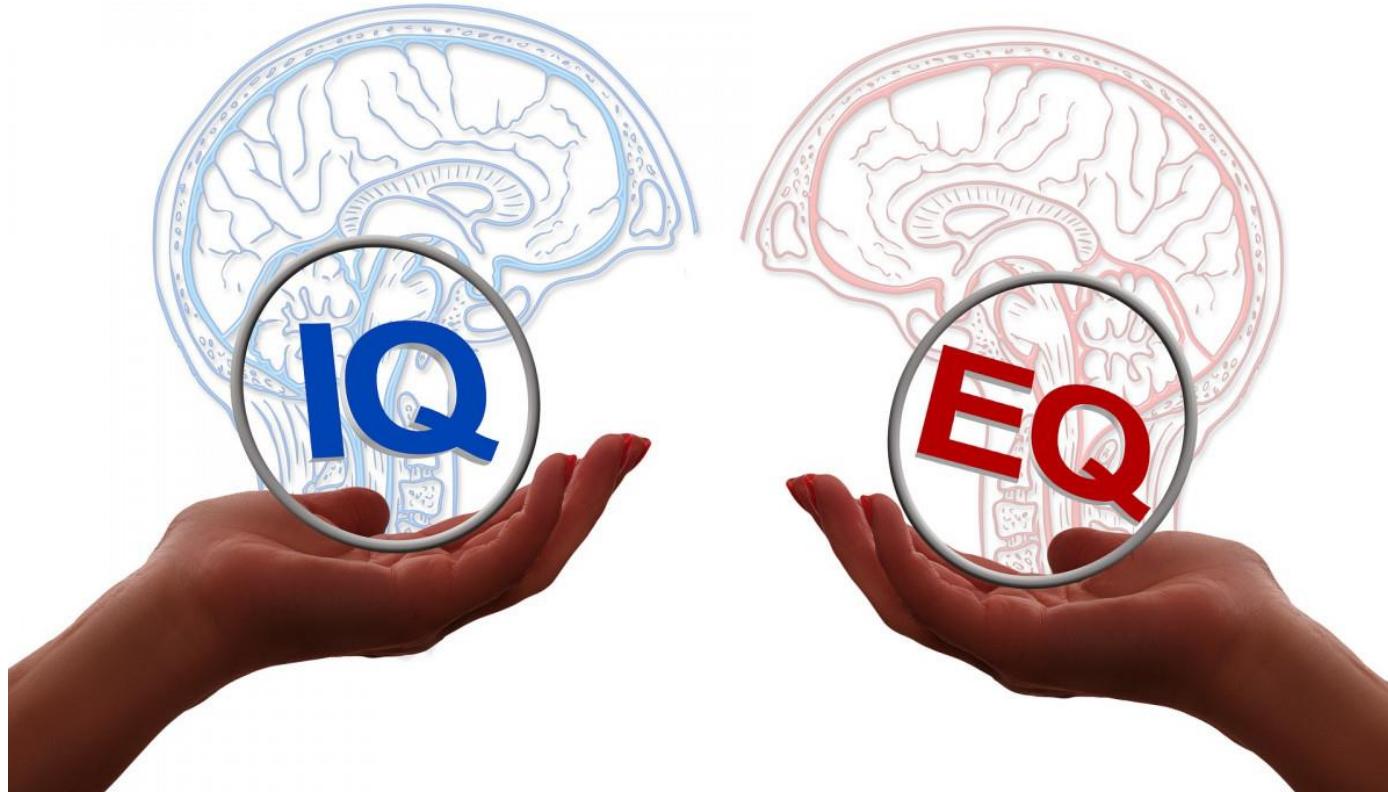
WHAT IS EMOTIONAL INTELLIGENCE?



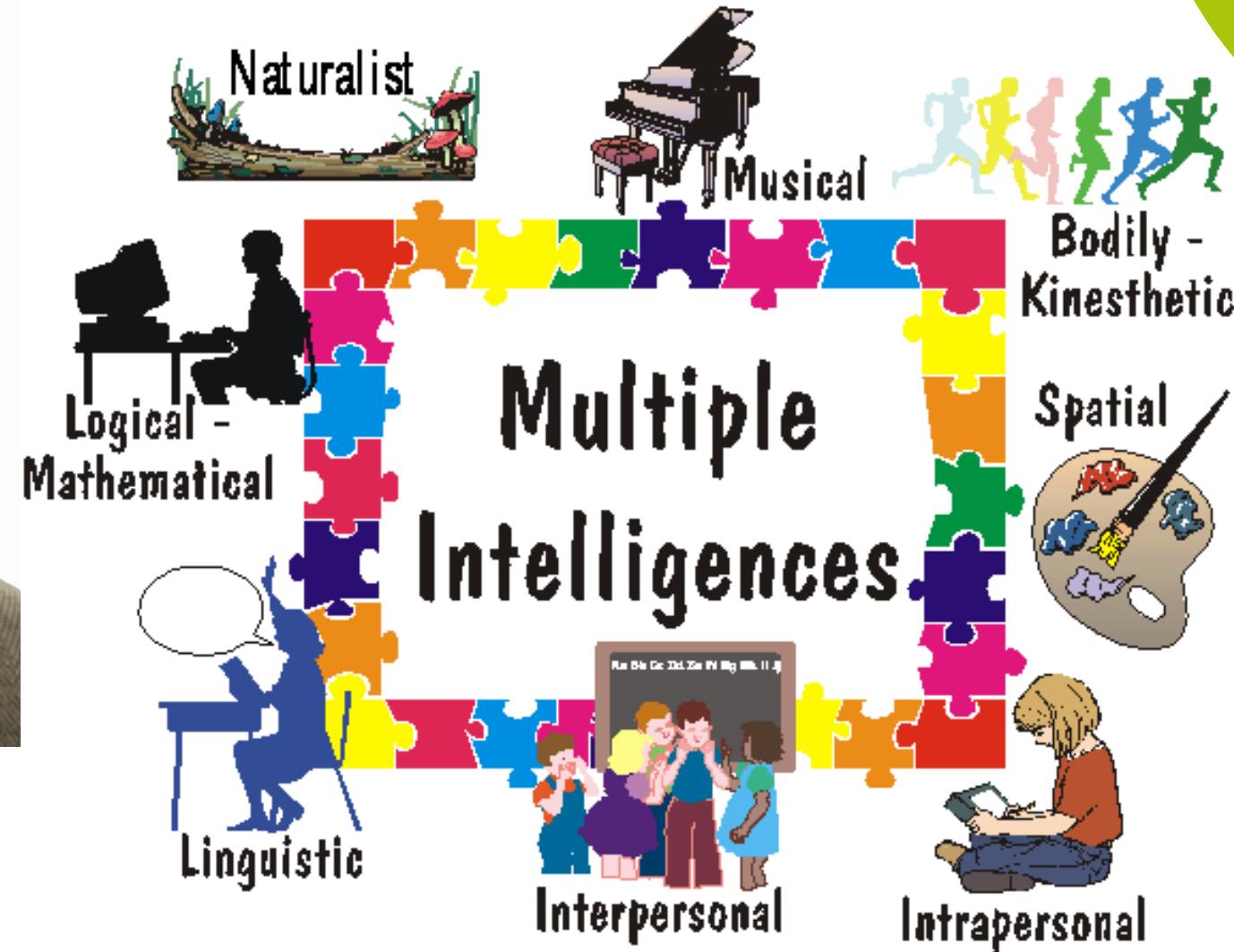
Emotions



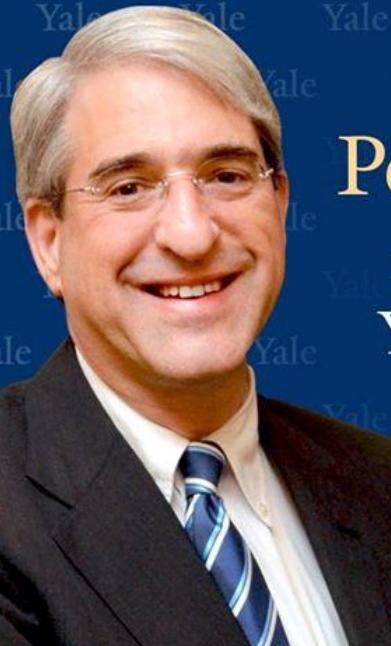
EQ



Where comes from?



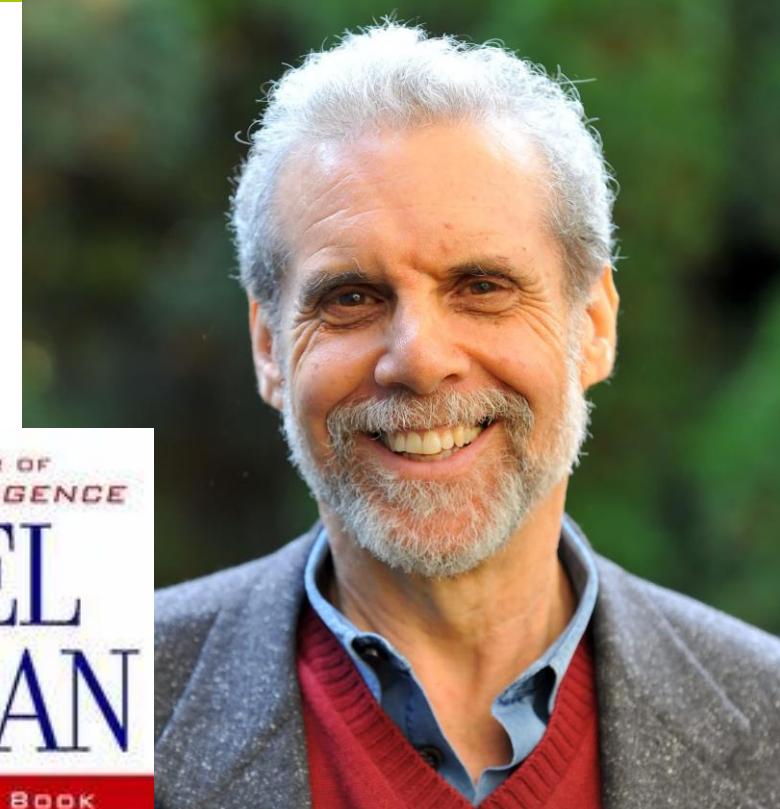
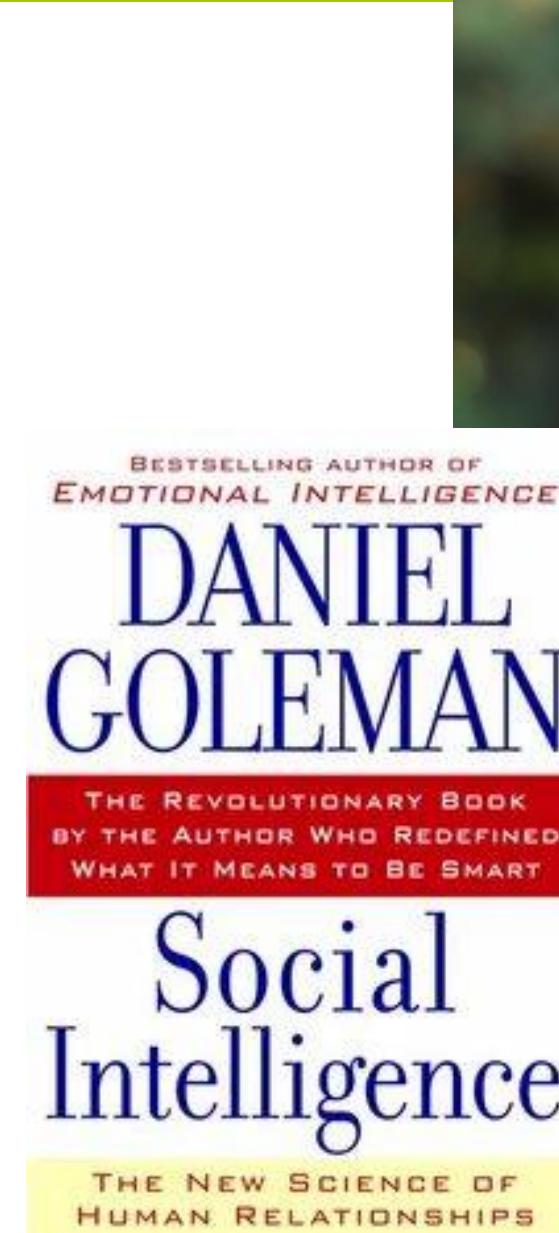
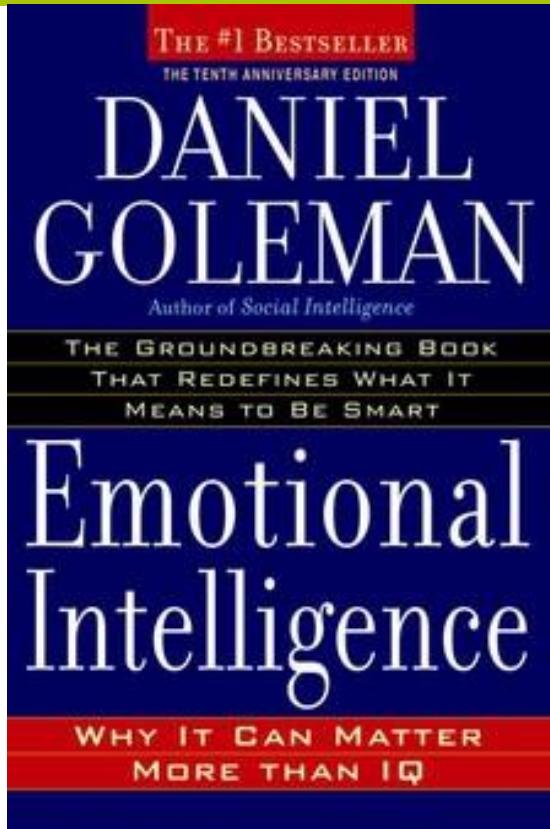
Where comes from?



Peter Salovey
23rd President
Yale University



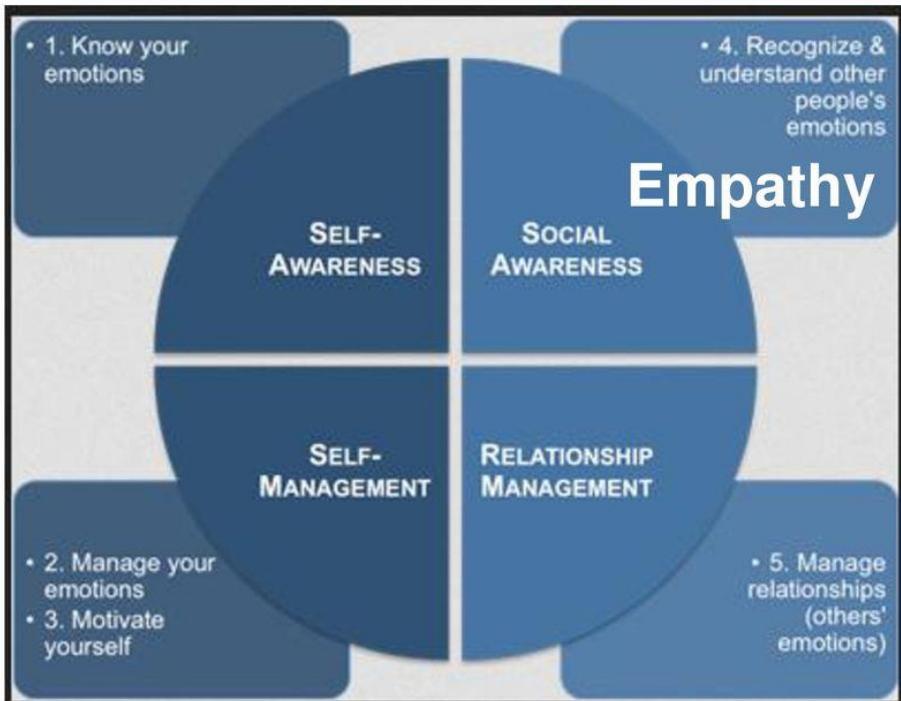
Daniel Goleman



EQ Model



Goleman's EQ Model



Emotional Intelligence

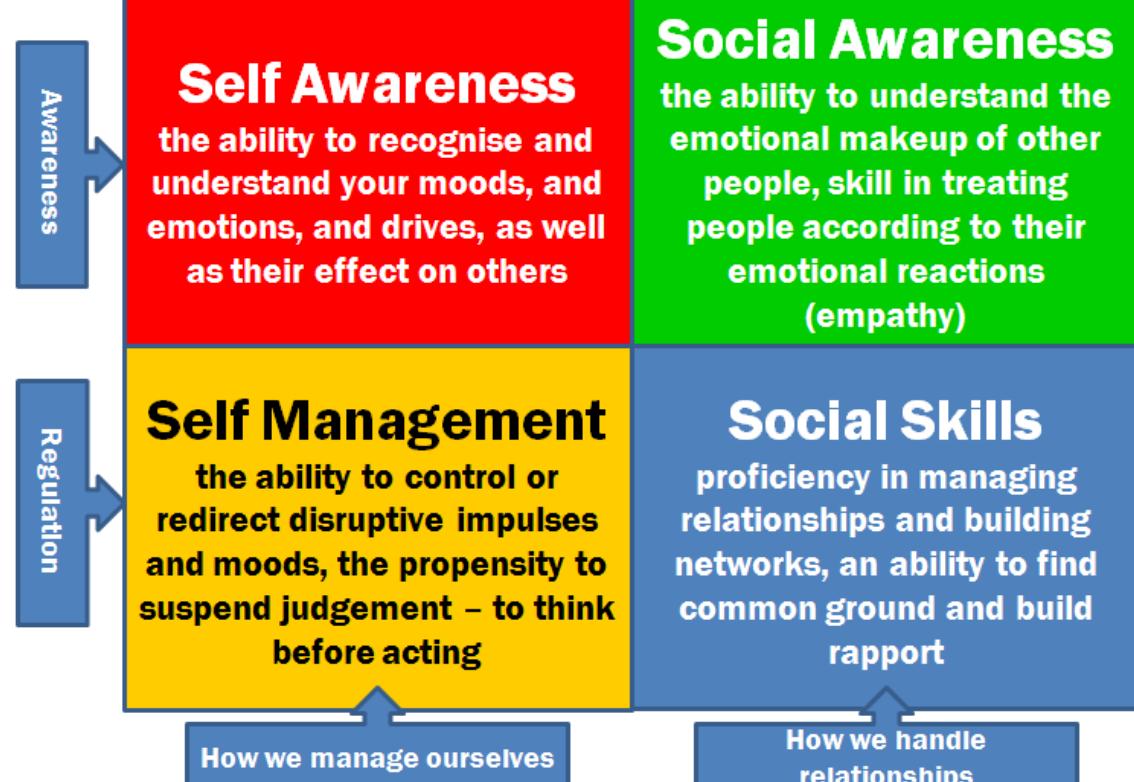
RECOGNITION

Who I am

REGULATION

What I do

SELF

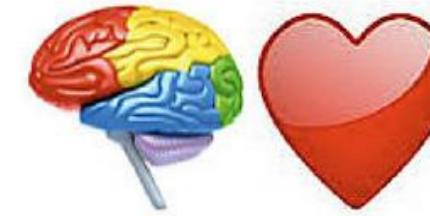


EQ: What for?



Leaders

- Enhance ability to influence & engage teams



Head + Heart



For you

- Less stress
- Better health
- Success
- Work - life balance



Organization

- High EQ staff will be high-performance staff & bring success to the organization



Team

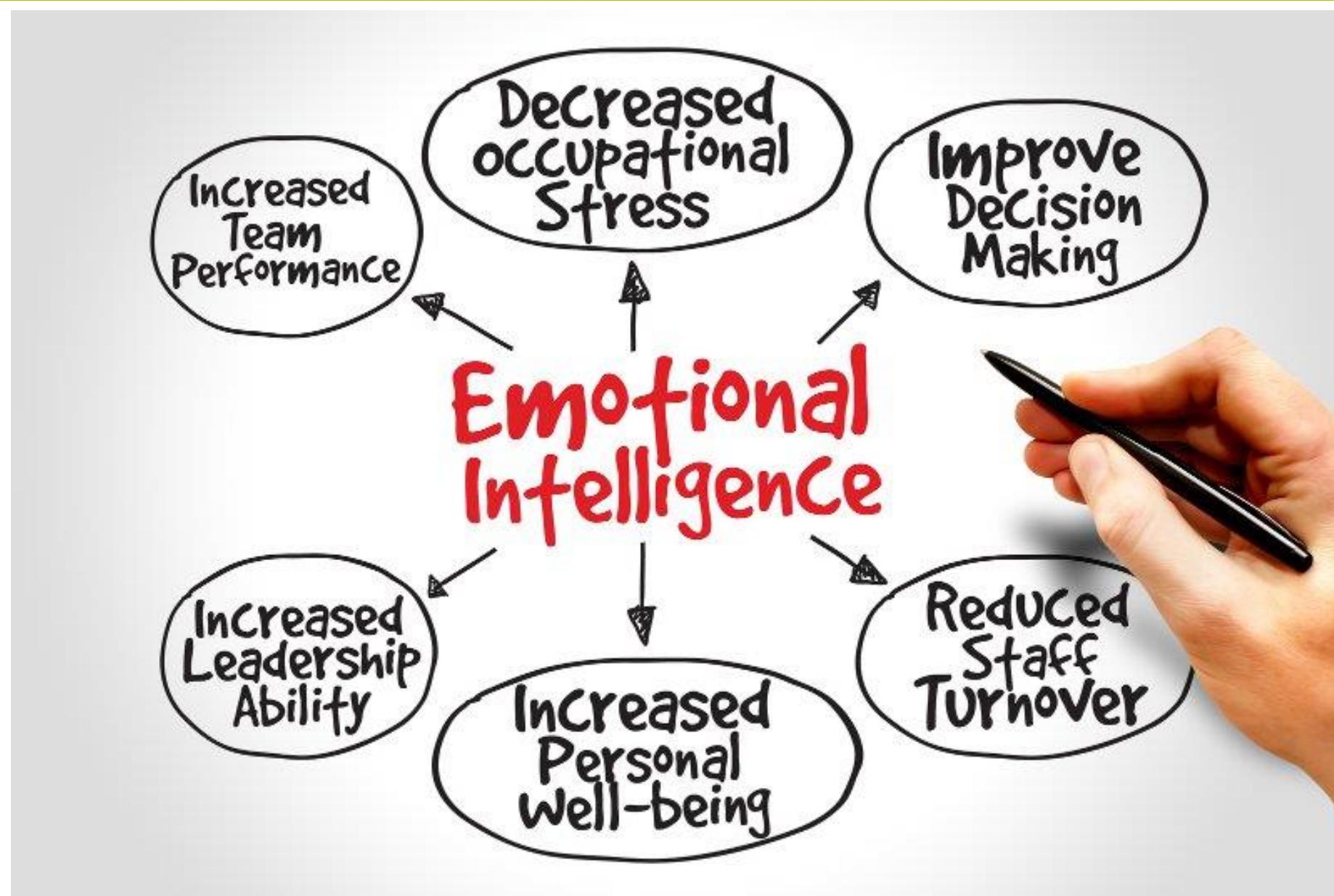
- More cohesive
- More efficient



Family

- Understand each other and live happily

Benefits



Evidence

EMOTIONAL INTELLIGENCE

71% OF HIRING MANAGERS SAID EI IS MORE IMPORTANT THAN IQ.

EQ IS RESPONSIBLE FOR:

58%

OF YOUR JOB PERFORMANCE

90%

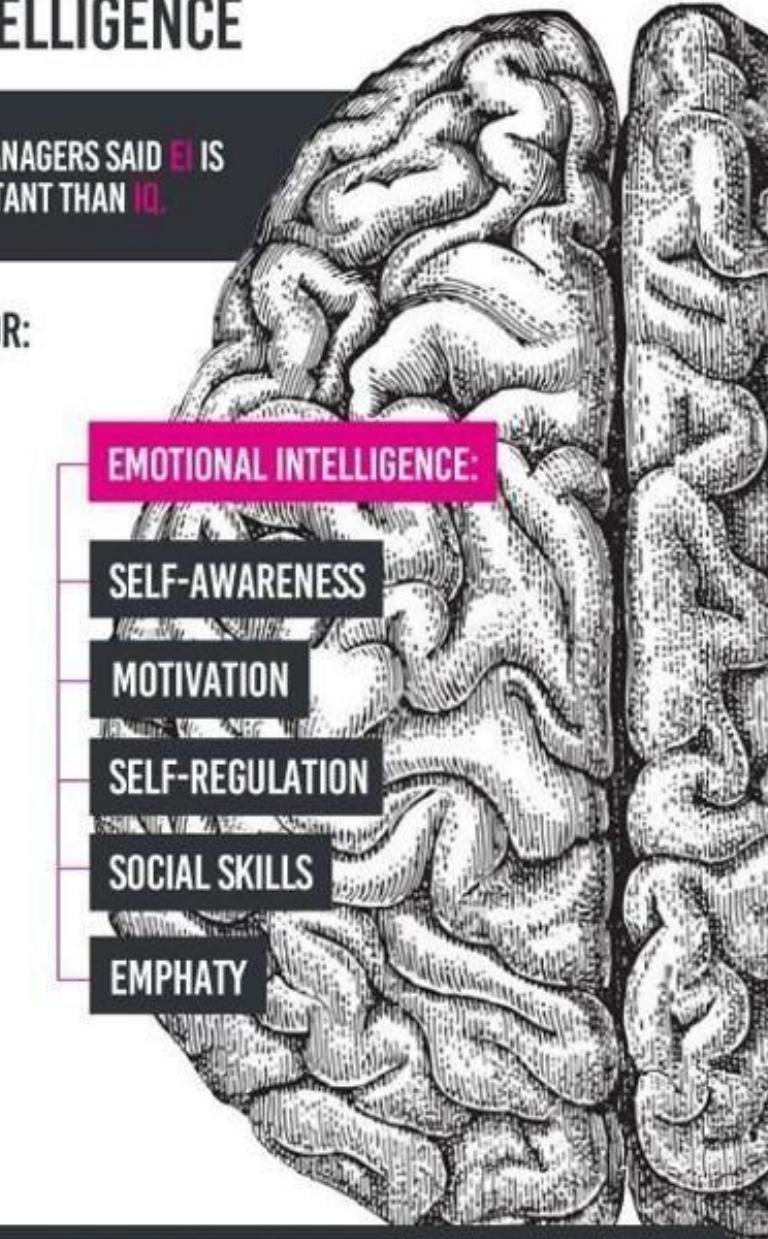
OF TOP PERFORMERS HAVE HIGH EQ

29,000

PEOPLE WITH HIGH EQ MAKE 29,000 MORE ANNUALLY THAN THEIR LOW EQ COUNTERPARTS

70%

OF FORTUNE 500 COMPANIES ARE SETTING ASIDE BUDGETS TO TRAIN EI.



RECOGNIZING EMOTIONS: YOURS

Look at the pictures and answer the questions

Which Emotion It Causes in YOU?



Hint



RECOGNIZING EMOTIONS

DISGUST

1. In which situations do you feel this?
2. What do you think about yourself and about other people at that moment?
3. What your body feels?
4. How do you behave that moment?
5. What is this emotion for?

Which Emotion It Causes in YOU?



Hint



RECOGNIZING EMOTIONS

FEAR

1. In which situations do you feel this?
2. What do you think about yourself and about other people at that moment?
3. What your body feels?
4. How do you behave that moment?
5. What is this emotion for?

Which Emotion It Causes In YOU?



Hint

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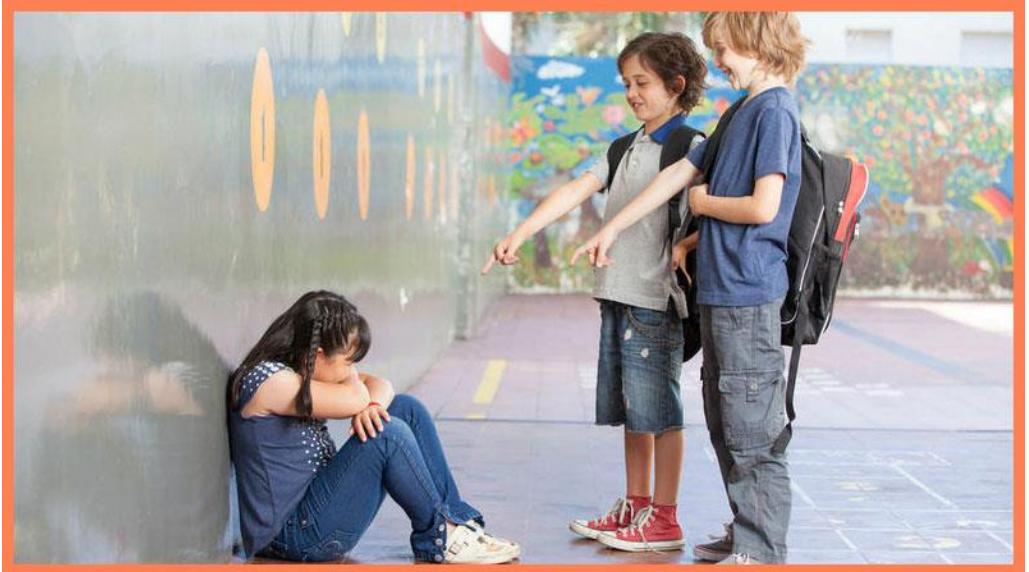


RECOGNIZING EMOTIONS

SADNESS

1. In which situations do you feel this?
2. What do you think about yourself and about other people at that moment?
3. What your body feels?
4. How do you behave that moment?
5. What is this emotion for?

Which Emotion It Causes in YOU?



Hint

Skoltech



RECOGNIZING EMOTIONS

MALICE

1. In which situations do you feel this?
2. What do you think about yourself and about other people at that moment?
3. What your body feels?
4. How do you behave that moment?
5. What is this emotion for?

Which Emotion It Causes in YOU?



Hint

Skoltech



RECOGNIZING EMOTIONS

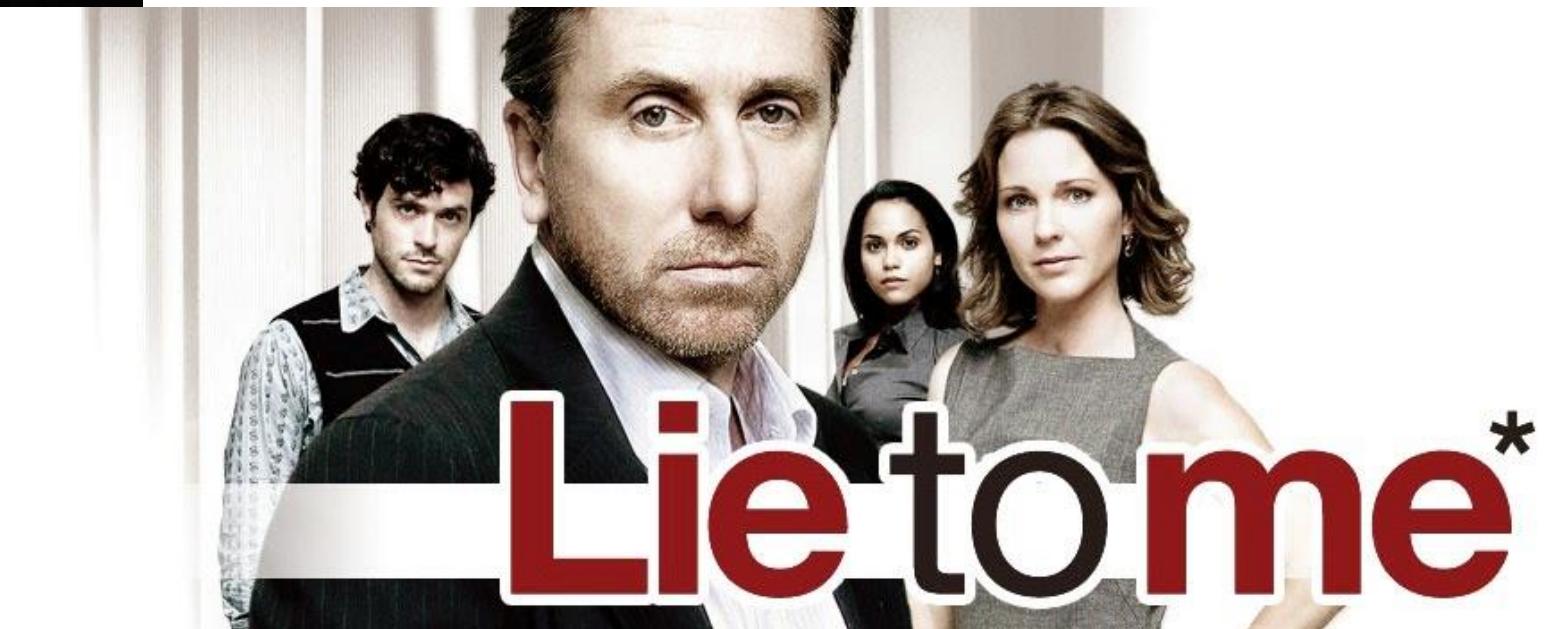
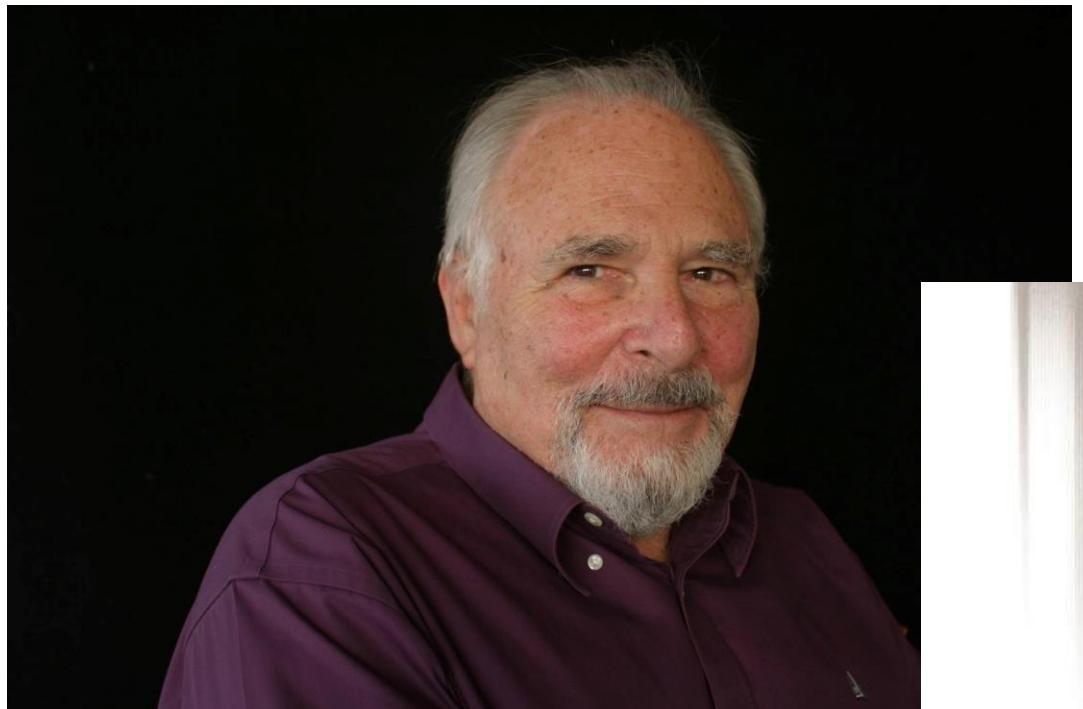
JOY

1. In which situations do you feel this?
2. What do you think about yourself and about other people at that moment?
3. What your body feels?
4. How do you behave that moment?
5. What is this emotion for?

RECOGNIZING EMOTIONS: OTHER'S



RECOGNIZING EMOTIONS: OTHER'S



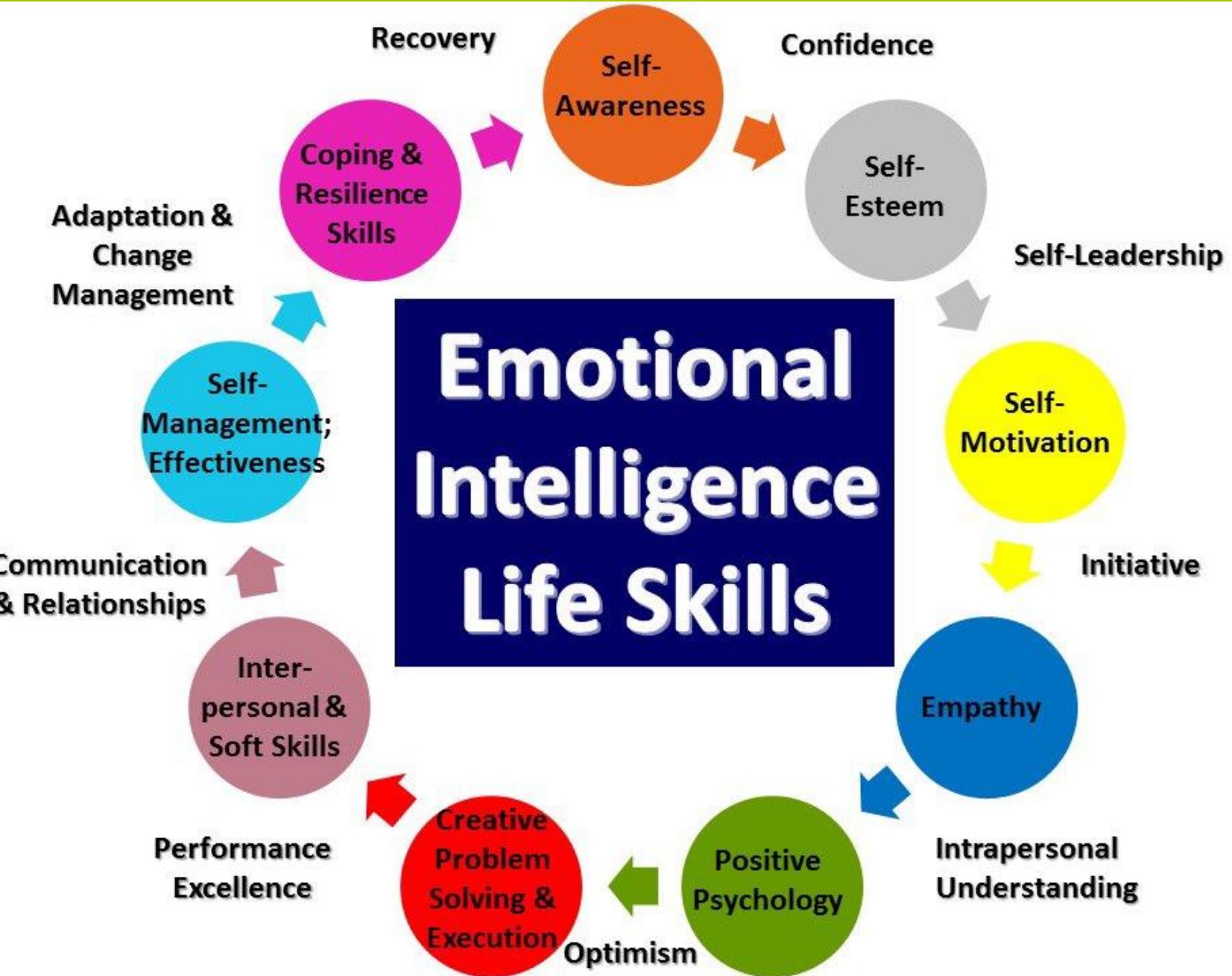
RECOGNIZING EMOTIONS: OTHER'S

Mirror Game
Working in pairs

RECOGNIZING EMOTIONS: OTHER'S

Truth or Lie
Working in pairs

EQ Life Skills



Empathy



What Empathy Is About?



THERE'S AN OLD CHEROKEE INDIAN SAYING:

Walk a mile in another's moccasin...

The Empathy Triad by Goleman

- **Cognitive empathy:** the ability to understand another person's perspective
- **Emotional empathy:** the ability to feel what someone else feels
- **Empathic concern:** the ability to sense what another person needs from you



<https://www.youtube.com/watch?v=IJyNoJCAuzA> EMPATHY - BEST SPEECH OF ALL TIME By Simon Sinek
| Inspiritory (14'18")

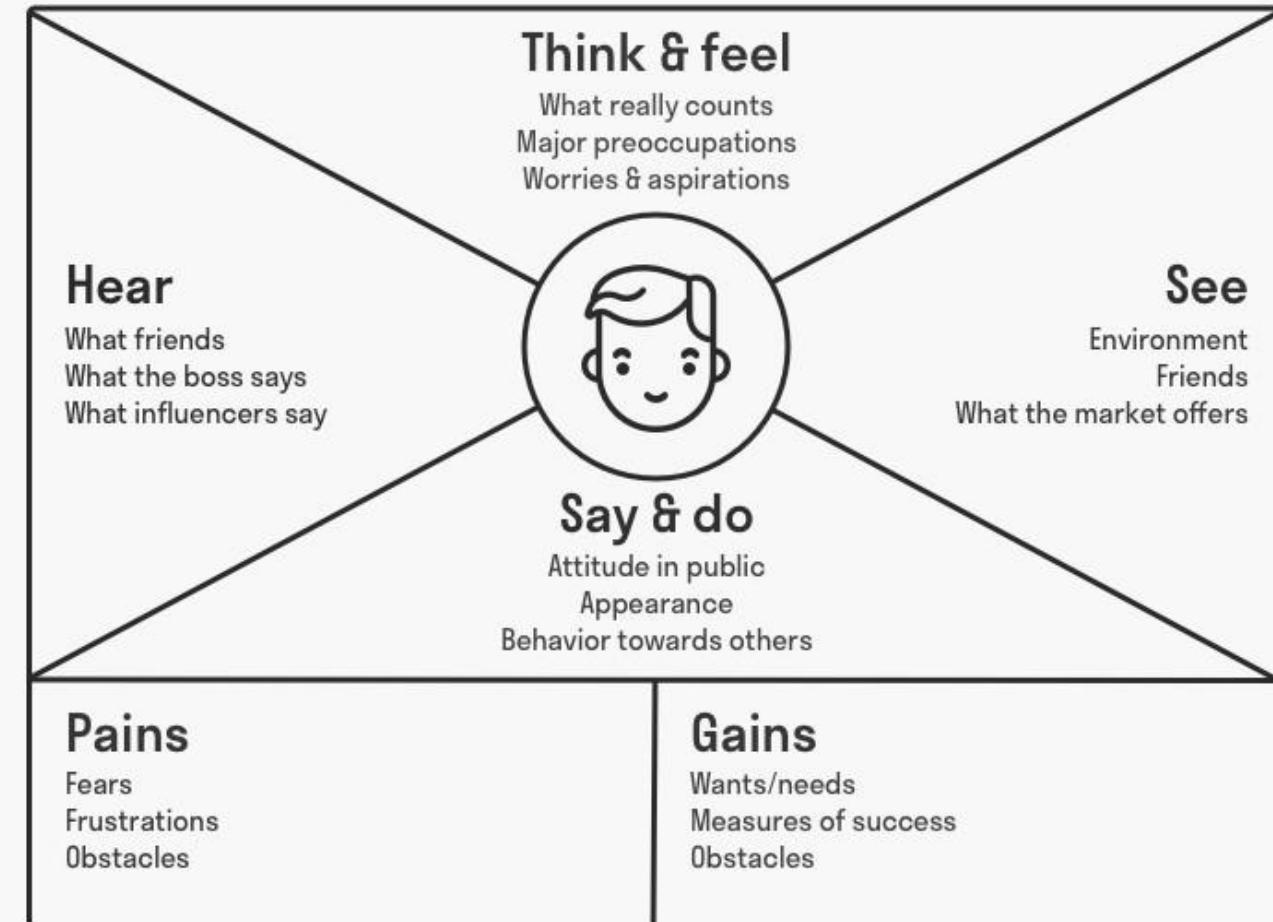
Components of Empathy

- PROVIDE THE SPEAKER WITH YOUR UNDIVIDED ATTENTION - PRESENCE
- BE NON-JUDGMENTAL
- READ THE SPEAKER. OBSERVE THE EMOTIONS BEHIND THE WORDS
- FOCUS ON REFLECTING BACK WHAT THE PERSON SAYS USING THEIR FEELINGS AND NEEDS UNTIL YOU SEE A PHYSICAL SHIFT

Empathy Map

Empathy Map

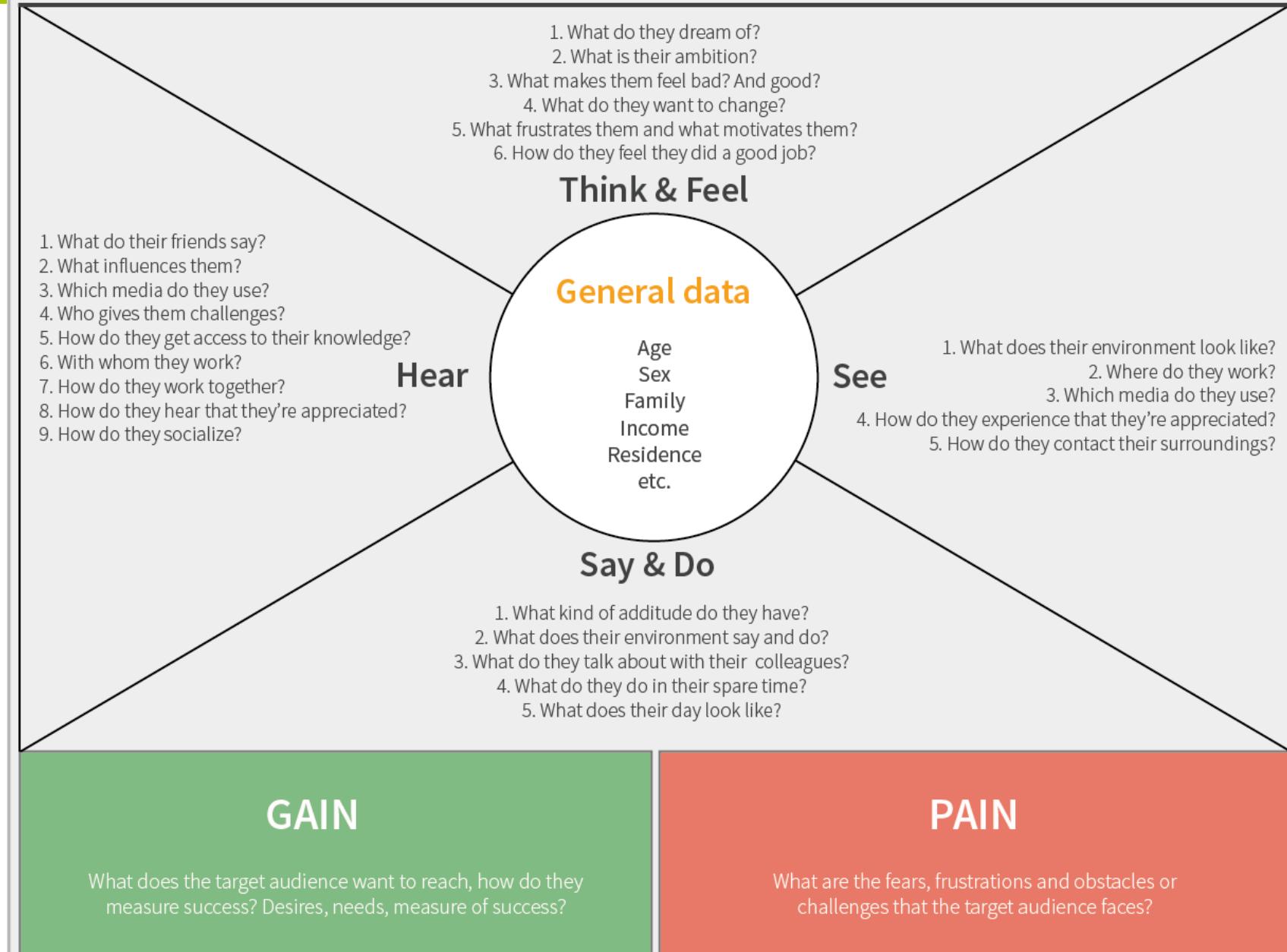
toolhero



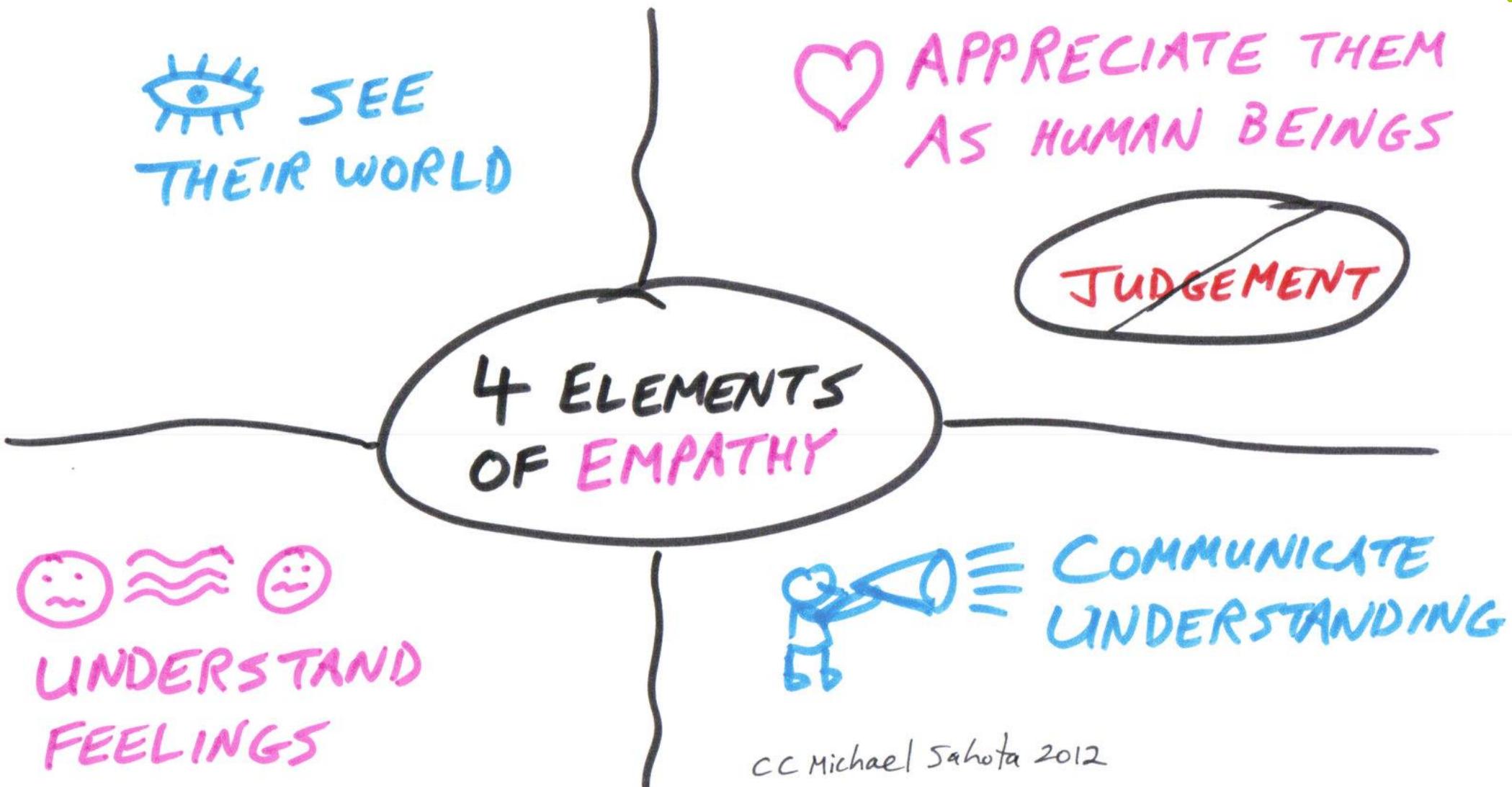
Empathy Map

The Empathy Map

Map your target audience properly



EMPATHY



What Stops Empathy?

Fix it: “What will help is....”

Advise: “I think you should.....”

Being Right - Correcting: “That’s not how it was.....”

Taking the Blame: “Sorry, I wish...

Interrogate: “How did it happen?”

Explain: “She said that because...”

Shut Down: “Don’t worry about it.”

Sympathize: “You poor thing. I feel awful for you.”

Evaluate: “If you hadn’t been so rude...”

Console: “It wasn’t your fault”

One Up: “You should hear what happened to....”

Educate: “You can learn from this...”

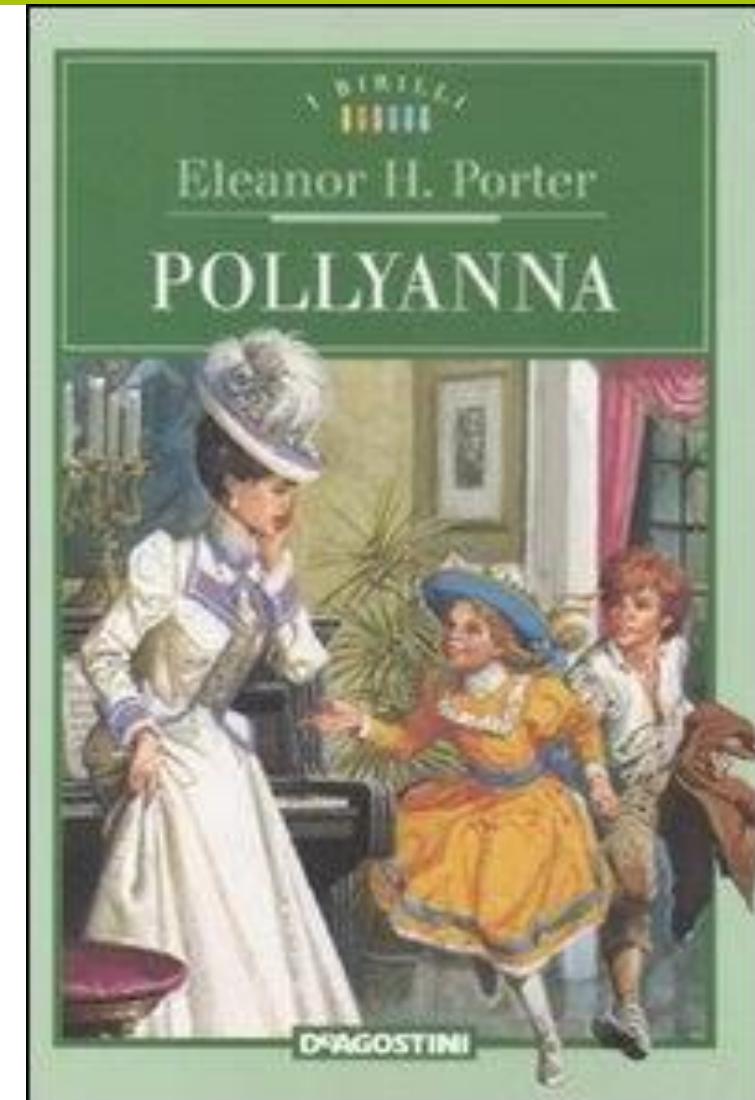
Why Important?



Positive Psychology



What Is Optimism?



Emotional Self-Control

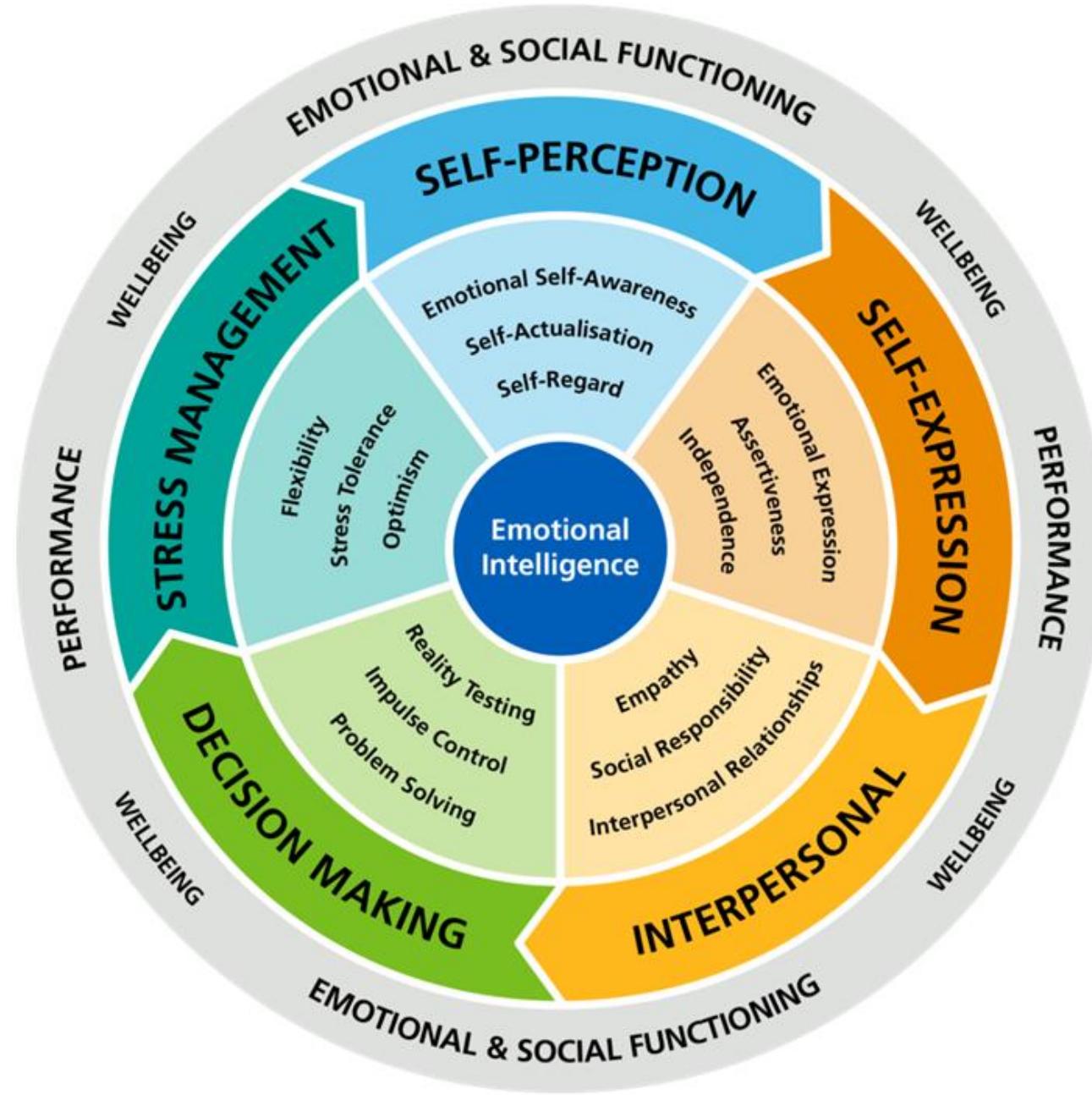
3-Step process to improve
Self-control

Identify what you are feeling

Make an honest determination of the
underlying cause

Take action to break the cycle of negative
emotion

Summing Up



EQ Comm



thx.



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