

Emotional Intelligence Handout			
Course Title	Emotional Intelligence		
Course Language	English	Hours	3 Hrs. Total

Description:

- As a freelancer, it helps a lot if you can identify components of emotional intelligence which will help you handle clients during your freelancing career.
- It also helps you to explore various techniques for managing emotions when dealing with a challenging person or challenging situations.
- Emotional Intelligence increases your confidence when handling different types of customers who have different needs and expectations.
- Your end goal as a freelancer is to exceed expectations using EQ and create customer delight.

Benefits of EQ Course:

- Identify components of emotional intelligence.
- Explore various techniques for managing emotions.
- Handle different types of customers.
- Achieve customer delight.

Table of Contents

Module 1 - Emotional Self-Awareness

Content of the Session:

- Wheel of Emotions

Module 2 - Self Regulation

Content of the Session:

- Emotion Regulation Strategies
- Tips for Self-Regulation

Module 3 – Self-Motivation

Content of the Session:

- Self-motivation vs Inspiration
- Techniques for Self-Motivation

Module 4 – Empathy

Content of the Session:

- Empathy & Handling Customers
- Empathy Phrases

Module 5 – Social Skills

Content of the Session:

- How can I develop my Social Skills for Better Freelancing?
- Communication Styles for Better Customer Delight
- How to Handle Customer Styles
- Achieving Customer Delight

Introduction to Emotional Intelligence

Emotional Intelligence Definition

Emotional intelligence is the ability to recognize your emotions, understand what they're telling you, and realize how your emotions affect people around you. It also involves your perception of others: when you understand how they feel, this allows you to manage relationships more effectively.

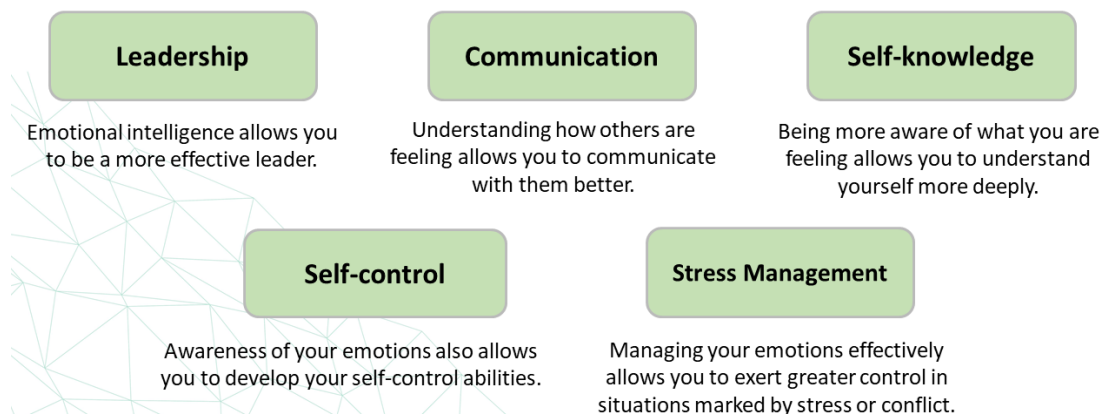
Why Emotional Intelligence?



EQ Vs. IQ

EQ	IQ
Emotional quotient	Intelligence quotient
Measure of emotional competency	Measure of cognitive abilities
Involves identifying, controlling, and using emotions	Involves processing, knowledge, memory, and reasoning
Affects motivation, empathy, relationships, self-awareness, and self-control	Affects academics, expertise, critical thinking, and logic

Importance of Emotional Intelligence

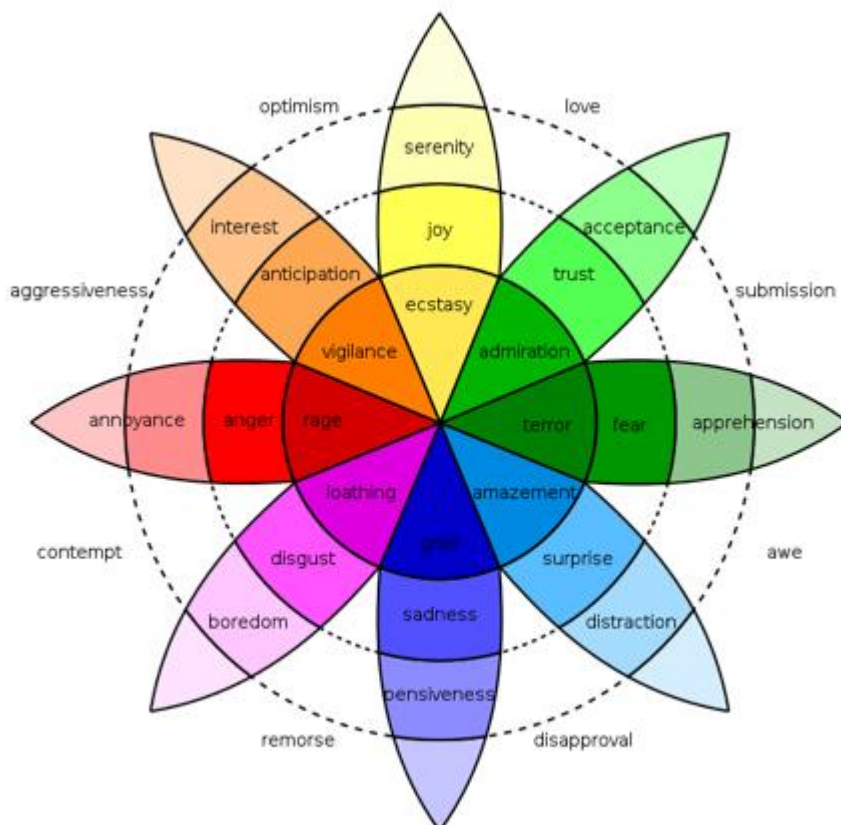


First Component: Emotional Self-Awareness

What is Emotional Self-Awareness?

- Self-awareness refers to the capacity to recognize and understand emotions and to have a sense of how one's actions, moods and the emotions of others take effect.
- It involves keeping track of emotions and noticing different emotional reactions, as well as being able to identify the emotions correctly.
- Self-awareness also includes recognizing that how we feel and what we do are related, and having awareness of one's own personal strengths and limitations.

Wheel of Emotions



Second Component: Self-Regulation

What is Self-Regulation?

- Self-regulation is the ability to control one's behavior, emotions, and thoughts in the pursuit of long-term goals. In other words, It is the ability to think before acting.
- It refers to diffusing difficult or tense situations and being aware of how one's actions affect others and take ownership of these actions.
- Self-regulation encompasses the **processes and components involved when we decide what to think, how to feel, and what to say and do.**
- Clients test this attribute at every stage of the process with freelancers.

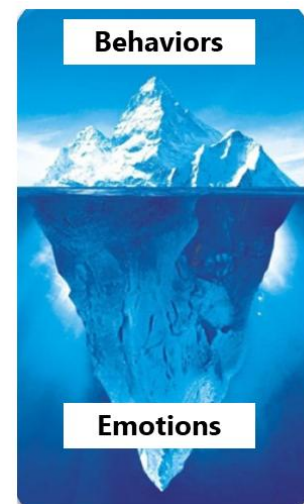
Emotional VS Behavioral

Emotional Self-Regulation

It focuses on managing our emotions. This involves recognizing emotions as they arise, understanding what triggers them, and developing healthy ways to cope with them.

Behavioral Self-Regulation

It is all about controlling our actions and directing our behaviour in a way that aligns with our goals and the situation.



How can we regulate our emotions?

Mindfulness

This is the practice of deliberately paying attention to one's thoughts and feelings and recognizing and accepting them

Positive Reappraisal

It involves changing the way you think about the event that caused your feelings, in order to reduce its emotional impact



Third Component: Self-Motivation

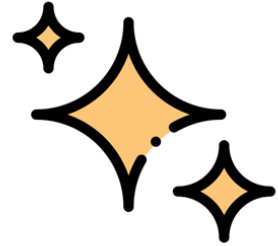
Motivation Versus Inspiration

Motivation

Motivation is what pushes us to achieve our goals, feel more fulfilled, and improve our overall quality of life. It is your why that keeps you moving.

Inspiration

Inspiration is the spark that ignites a new idea or goal. However, the thing about that spark is it doesn't last.



Fourth Component: Empathy

What is Empathy?

Empathy is the ability to understand and empathize with others' feelings and thoughts, fostering deeper understanding and compassion.

Empathy & Handling Customers

- Empathy is dealing with others in their “frame of reference,” not ours.
- Identify others' situations & feelings.
- When freelancing, you will notice that customer handling using empathy is required at every step of the way while dealing with your employer and their deadlines.

How to Practice Empathy

Empathy is all about understanding and sharing the feelings of others. It's like stepping into their shoes and seeing the world from their perspective.

Here are some tips to practice Empathy:

- Pay attention to nonverbal cues
- Understand where they are coming from
- Listen with your full attention
- Express understanding by asking questions instead of making assumptions

Module Five: Social Skills

Handling Clients as a Freelancer

'All price' clients

'I know it all' client

'Indecisive' client

'Result-based' client

'All price' clients

For this kind of client, price is everything. Saving money is the top priority, they want the cheapest option possible – even if that means compromising the quality, they mostly hire based on their budget.

How to deal with them?

To deal with these kinds of clients, refer them as fast as possible to someone else. Their priority isn't quality, it's the game of spending the least as possible. If the budget is £500 & your minimum level of engagement is £5000, there's little hope of negotiation so it's not the gig for you.

The 'I know it all' client

The one who always knows best

How to spot them?

- It's easy, I can do it myself or I did this in the past.
- It will just take one hour to create this.
- I'll storyboard the video you just need to shoot exactly that, then it will be easy.

How to deal with them?

Embrace what they say and turn around the conversation.

Client - This isn't difficult, I know you can do it in just one hour or so. Here's an idea, I'll write the script for the video and you just need to follow the script, then you can just knock it out.

How to deal with them?

Embrace what they say and turn around the conversation.

Freelancer - I appreciate the suggestion, from my years of experience, there's a process that involves understanding the script, conceptualizing this into a video/animation, rounds of amends, and a lot more that actually goes into this, to get to the final outcome. **[Show your understanding by educating and setting expectations]**

How to deal with them?

Embrace what they say and turn around the conversation.

Client - But it's a simple script, right?

How to deal with them?

Embrace what they say and turn around the conversation.

Freelancer - **[handle any objections head-on]** the script itself is fairly simple on paper, although there's X amount of time involved to understand, produce and refine your film and for this time and expertise, I charge a minimum engagement of £5000.

How to deal with them?

Embrace what they say and turn around the conversation.

Client - Can you just work with my script and give me a discount on the price because I'm writing the script for you?

How to deal with them?

Embrace what they say and turn around the conversation.

Freelancer - [keep your composure + position x2 outcomes] Your script writing skills are great, you can hire a storyboard artist, camera operator, and animator on a service like Fiverr, who can follow your script and do it for less, although I can't guarantee the quality of the final film and service will be what I can offer as an all-in-one service, which do you feel is the best solution?

How to deal with them?

Embrace what they say and turn around the conversation.

All you have to do is come from the stance of an experienced freelancer and consultant, and hold your ground on the value that you offer. If they're not budging on price or don't value what you do, politely decline or pay it forward by referring someone else for the gig that it may suit.

Indecisive clients

They do market research before they buy anything, a lot of market research. If you educate them in the right way, it could pay off.

How to spot them?

- Let me think about it.
- Let me check other freelancers.
- I'm not sure.
- I'm not ready to make the purchase but just asking.
- I'm waiting for the money.
- Let me check with my partner.
- I'll know when I see it.

How to deal with them?

Say this - That's totally fine that you'll compare quotes and shop around. To let you know, it will be best to contact me last, as I'm likely to be in the top 3 highest bids. I come with 7 years of experience in this field which is the reason I approached you, and may not even have the availability for when you decide that you need me. I don't want to get into pricing or the proposal just yet, until you're able to clarify what you want.

Here's what you need to let your client know:

- Ask your client to call you last, once they've shopped around.
- Say that you're likely to be the highest price, which will be in line with the value that you will bring.

Result-based clients

These are the clients you should aim for. The ones that favour ***value your time*** and value the ***outcome over price***. They make decisions on the basis of quality and progress at the forefront of their mind.

How to spot them?

- I don't care where it's going just get it done fast.
- I'm not going to bother you on each detail because I trust you get it done, just fix it.
- They have more requests than any other type of client.

How to deal with them?

Don't treat them like the rest of the clients – you can use value pricing here. Plus, you don't need to sell to them because they would've done a lot of research and had key decisions made on what they want before reaching out to you.

Creating Customer Delight



[illegible]