



15th–19th November

EU Connect 2021

The Clinical Data
Science Conference

Business Outcomes: **What's Love Got to Do with It?**

Marcus Plating

Associate Director, Project Management Office

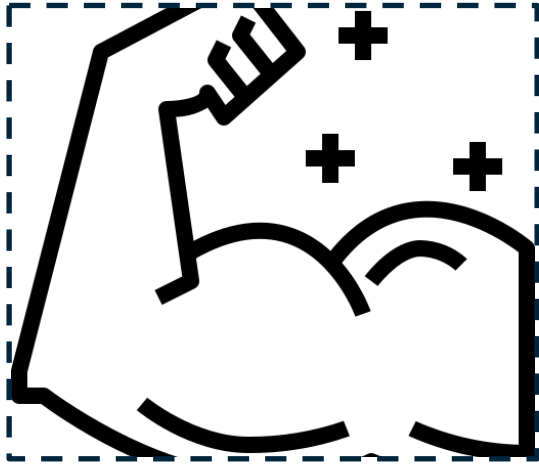
d-wise, an Instem Company

marcus.plating@d-wise.com

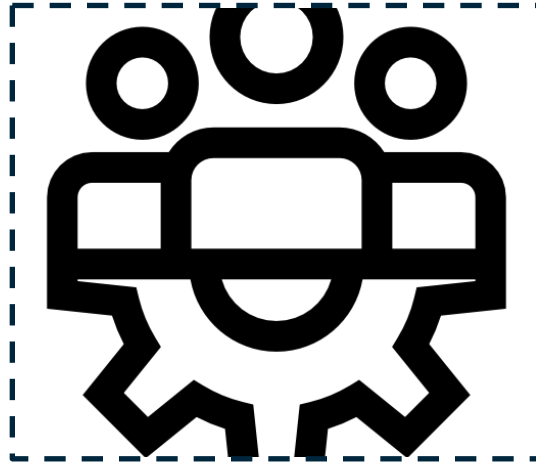
Introduction



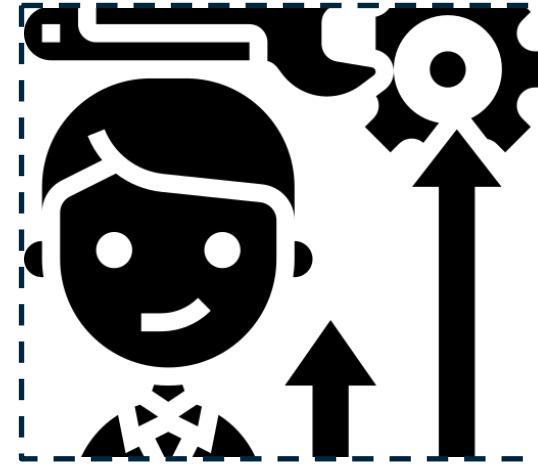
Our Purpose Today



Knowledge is
power

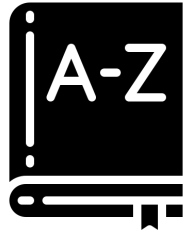


Share
practical
examples

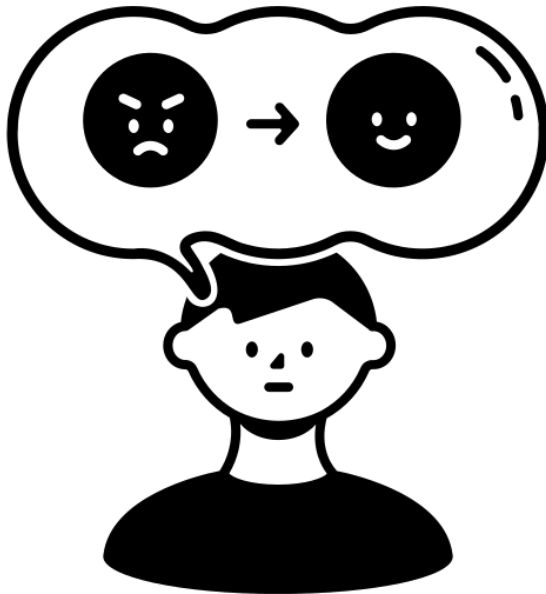


Inspire your
development
journey

Emotional Intelligence Defined

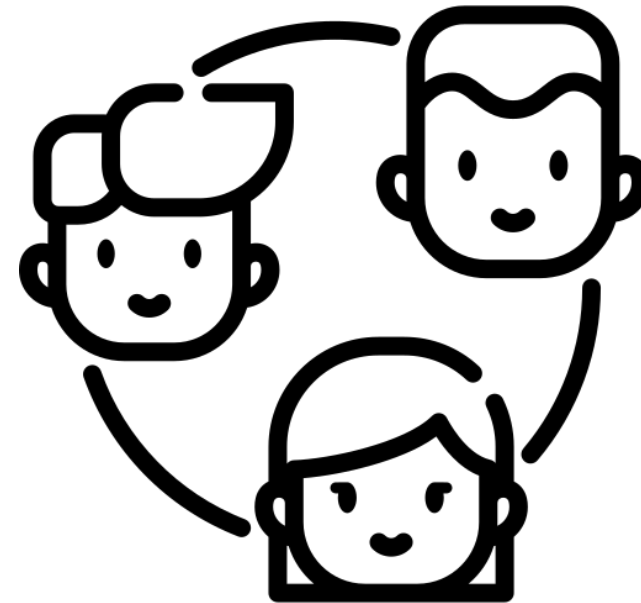


Recognize and understanding our own emotions



Relationship with myself

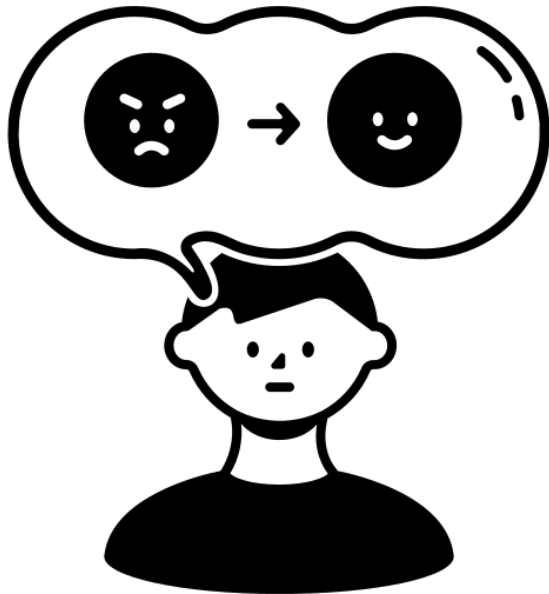
Recognize, understand and influence the emotions of others



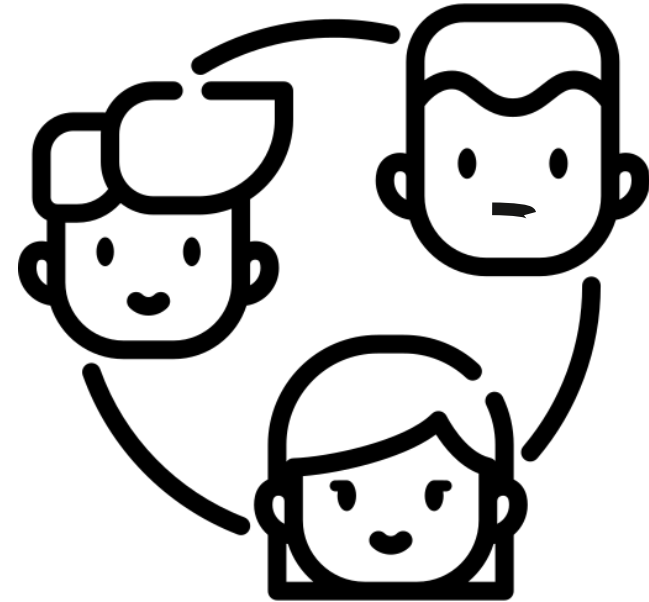
Relationship with others

How Important Is...

Recognizing and understanding our own emotions?



The ability to recognize, understand and influence the emotions of others?



Did You Know?

*Emotional intelligence
(EI or EQ) is a greater
predictor of success
than IQ?*



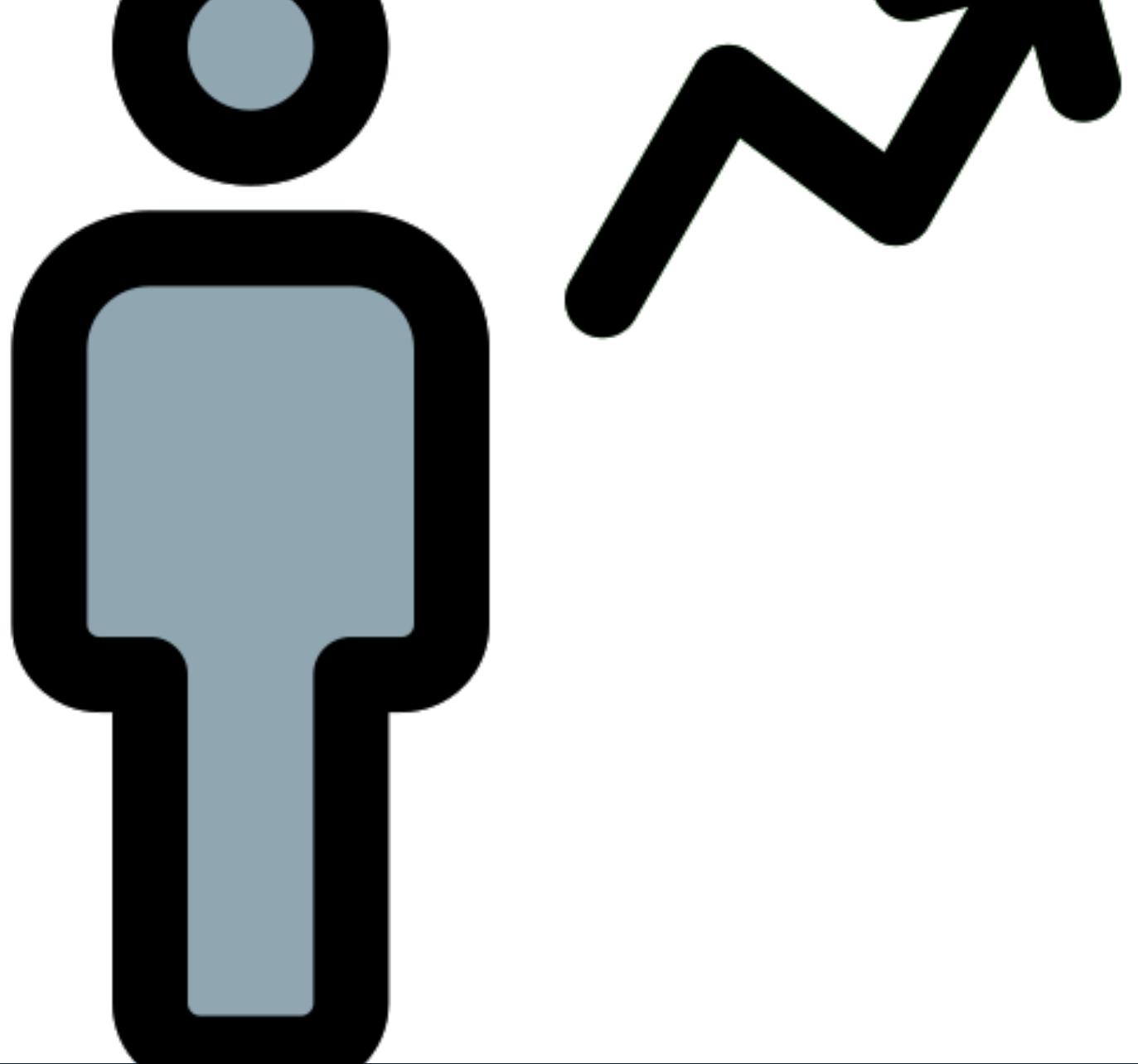
Worth the Investment?

IQ is generally
fixed

EQ is not fixed

People with high
EI make \$29K
more than people
with average EI

Every point
increase in EI
adds \$1,300 to
annual salary



Bio & Overview

Marcus Plating

Associate Director, Project Manager Office
d-wise, an Instem Company

d-wise™

An Instem Company



Background & Overview

Background

Technology Delivery

Management Consulting

Business Operations

Industries:

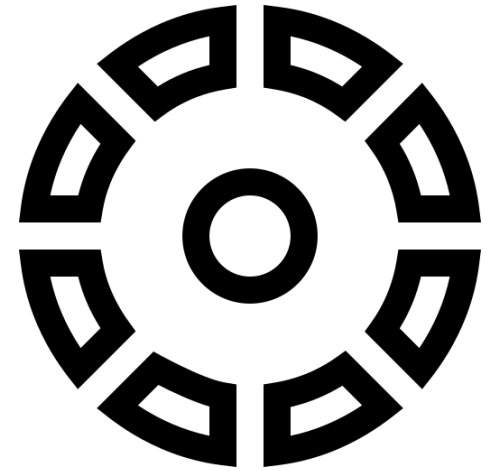
Technology (Hardware & Software)

Manufacturing

Logistics

Public Sector

Pharmaceuticals



Why Emotional Intelligence

Short Story

Status quo

Global pandemic introduced new workplace **and** personal stressors

We (Pharma) are in the spotlight

People produce business outcomes

Background & Overview

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Technology Delivery

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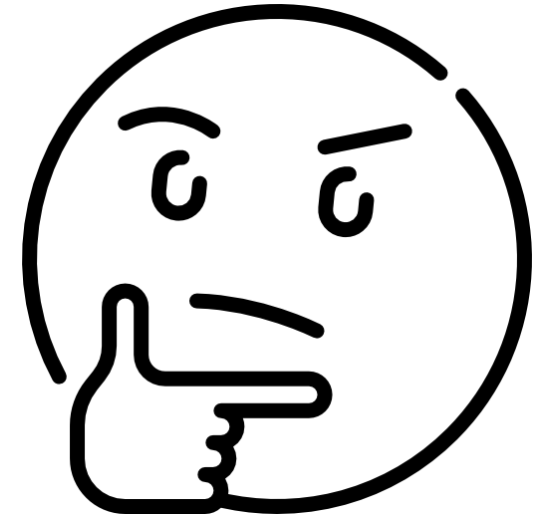
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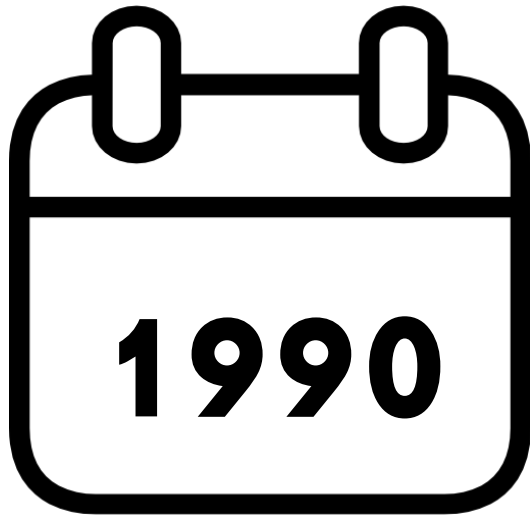
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People produce business outcomes

Emotional Intelligence

History – Disruptor – Relevance

History



"EI' Originally Coined by Salovey & Mayer:

The ability to monitor one's own feelings and emotions, to discriminate among them, and to use this information to guide one's thinking and actions

FRAMEWORK

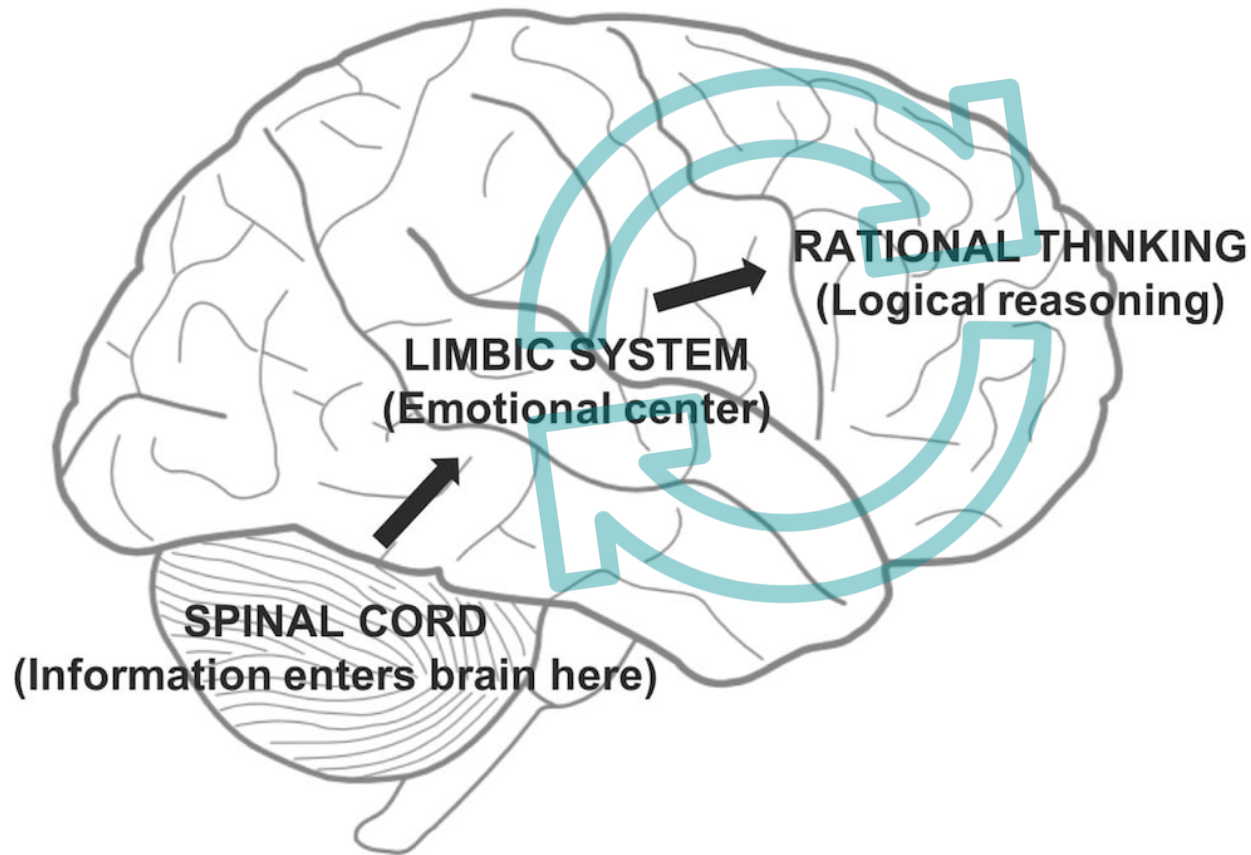
1. Accurate Appraisal Of Emotion In Oneself And Others
2. Effective Regulation Of Emotions In Oneself And Others
3. Use Of Feelings To Motivate, Plan, And Achieve In One's Life

Disrupted Traditional Thinking

***IQ**
dethroned
as the #1
predictor of
success*



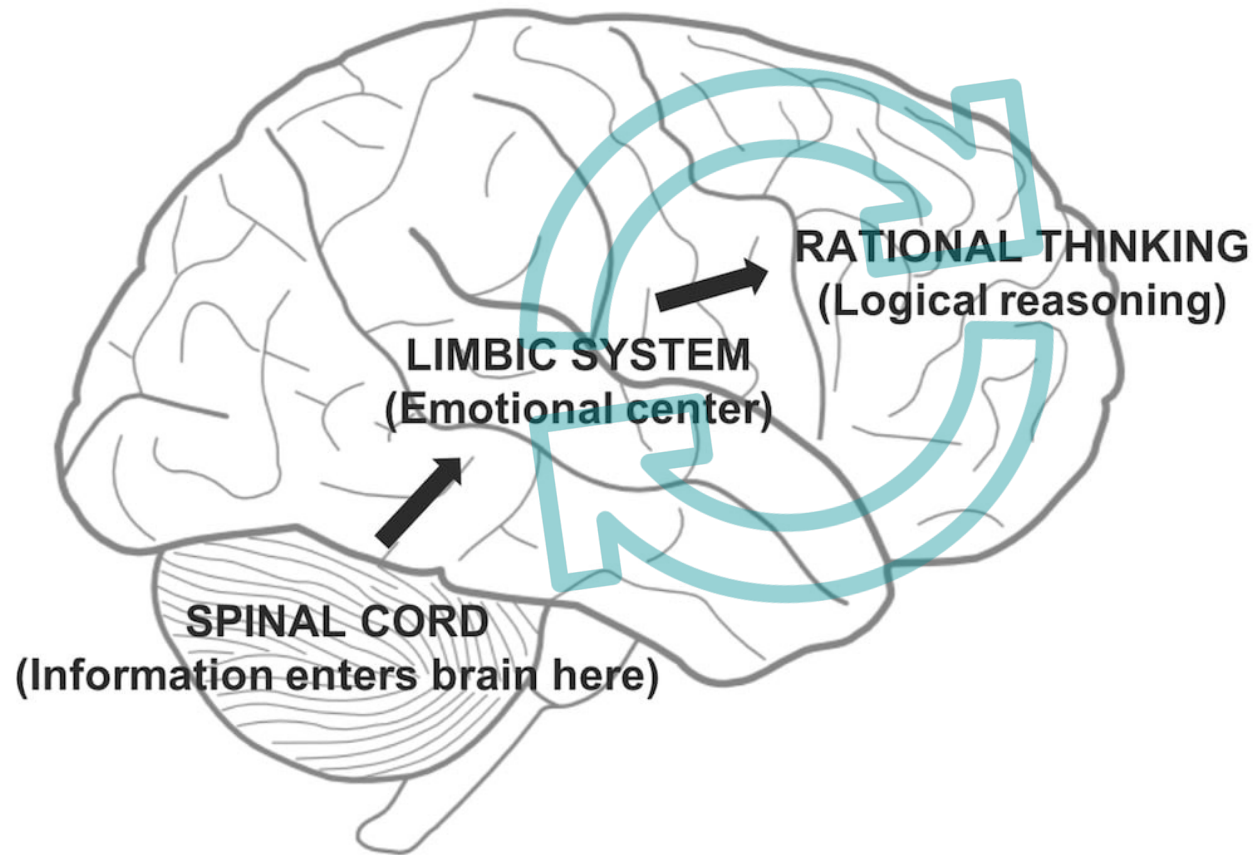
How we are Wired



Function in the Brain

1. everything we see, smell, hear, and touch runs through your body in the form of electrical signals to our spinal cord to our brain
2. signals first pass through your emotional centres of the limbic system
3. ultimately reaching the executive system of the brain responsible for encoding complex logic and rational information
4. ongoing communication takes place b/w these parts of our brains

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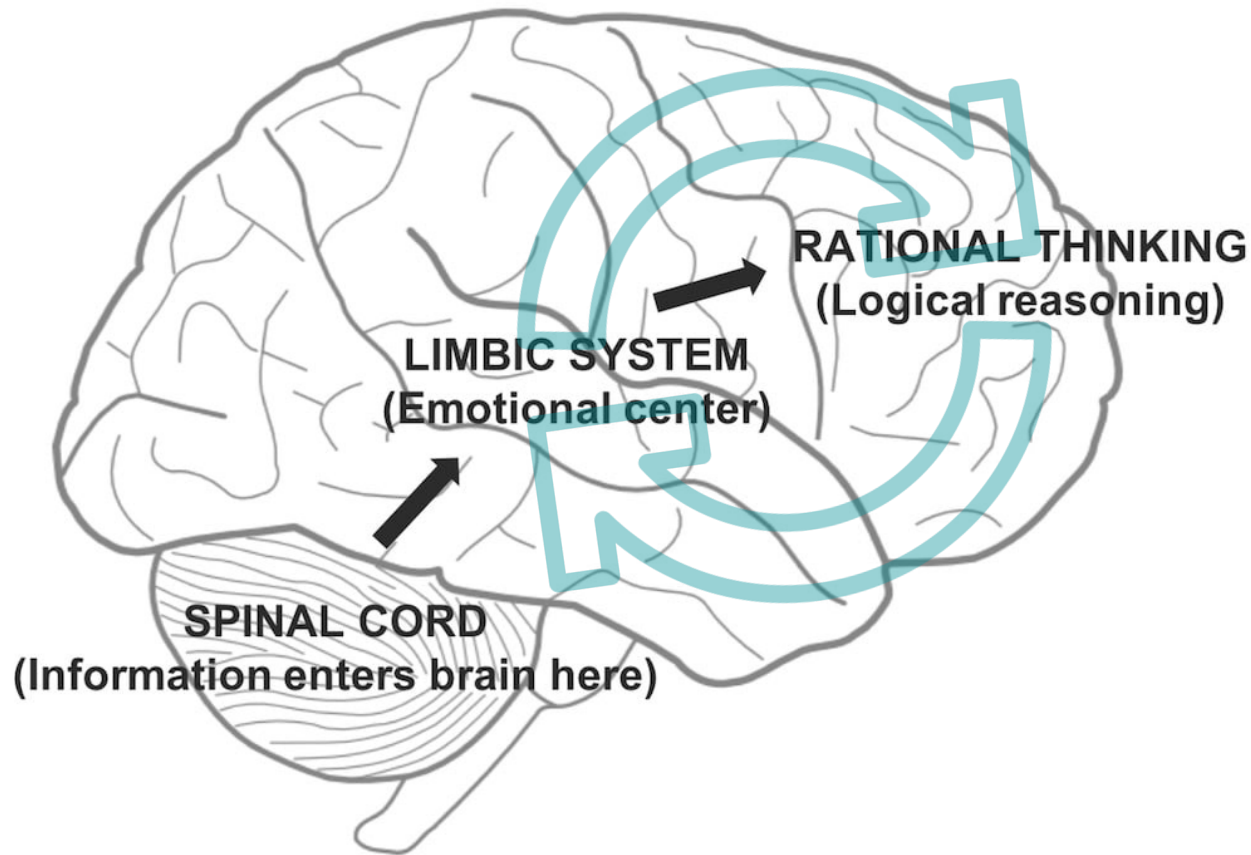


8 Core Emotions

1. Anticipation
2. Joy
3. Trust
4. Fear
5. Surprise
6. Sadness
7. Disgust
8. Anger

Plutchik's Wheel of Emotions,
https://en.wikipedia.org/wiki/Robert_Plutchik

How we are Wired



Summary

The communication b/w the rational and emotional part of our brains is the *physical source* of emotional intelligence.

People produce business outcomes

Breaking it down – Real word – Moving forward

Breaking it Down: Four Factors of Emotional Intelligence

	What You Feel	What You Do
Personal Competence	Self Awareness	Self Management
Social Competence	Social Awareness	Relationship Management

Personal Competence

Self Awareness: Ability to accurately read your emotions and recognize their impact.

Self management: Ability to regulate one's emotions, thoughts, and behaviors effectively in different situations.

Social Competence

Social Awareness: Ability to accurately detect emotions from other people in order to fully understand what is going on in the situation

Relationship Management: Ability to use your awareness of others' emotions as well as your own, in order to manage your relationships effectively.

Breaking it Down: Four Factors of Emotional Intelligence

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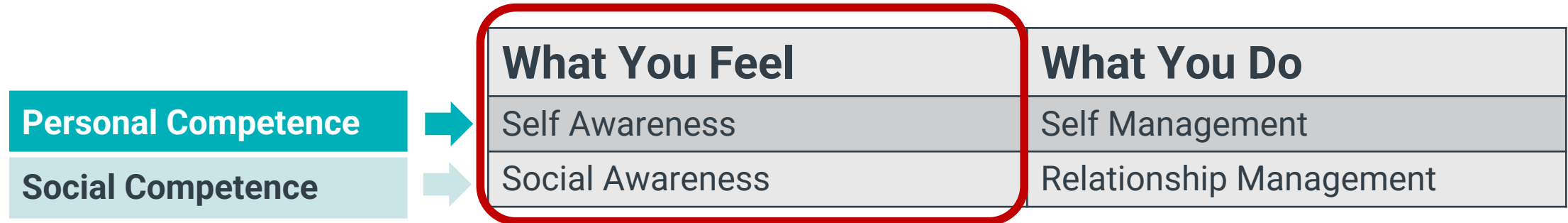
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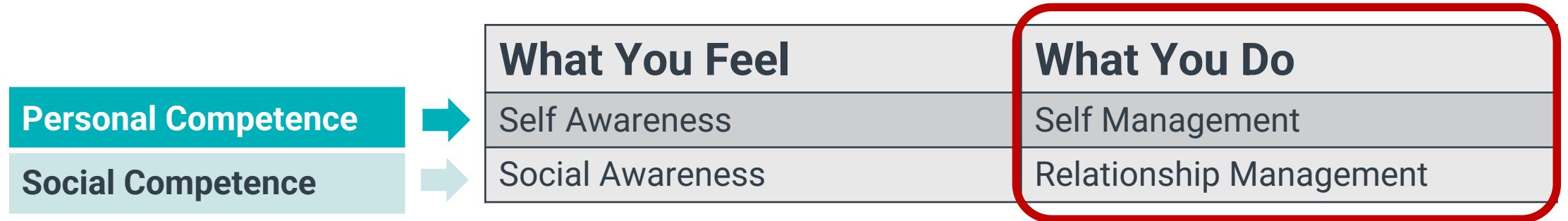
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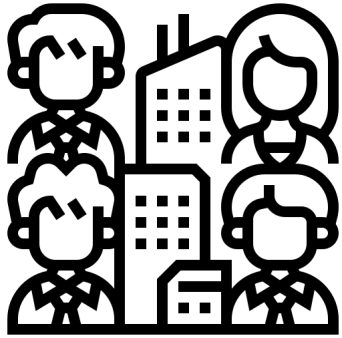
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*“Culture eats strategy for
breakfast”*

-Peter Drucker

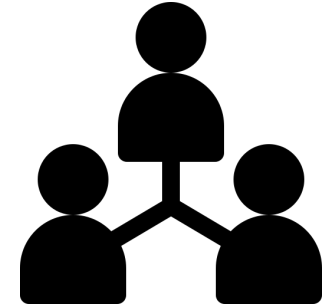
Real World Scenario



**CliftonStrengths®
Strengths-based
Culture**



**A Culture
of Feedback**



**Relationship
Connection Culture**

Real World Scenario



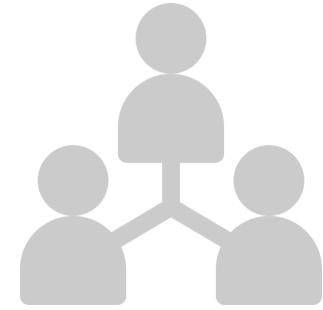
CliftonStrengths® Strengths-based Culture

- Increases self-awareness
- Recognizes key attributes of team
- Provides organizational communication context



A Culture of Feedback

- Do you have any coaching for me?
- What are you doing well?
- What could you be doing better?



Relationship Connection Culture

- Create Connection to Counter COVID Consequences
- Adding a Personal Touch

Real World Scenario



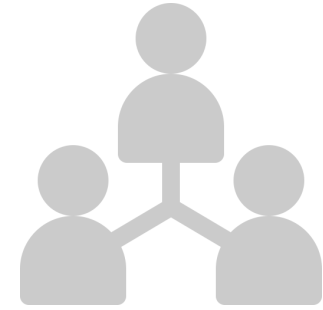
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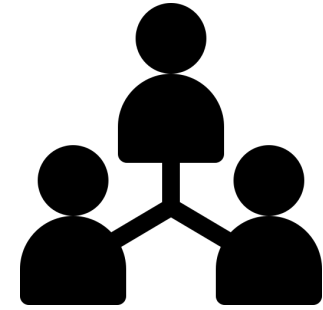
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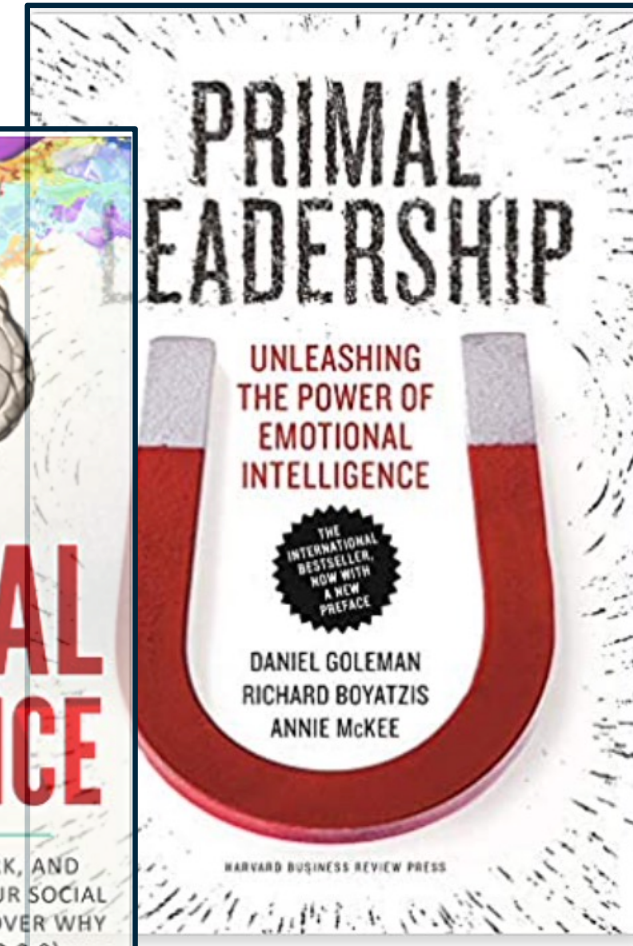
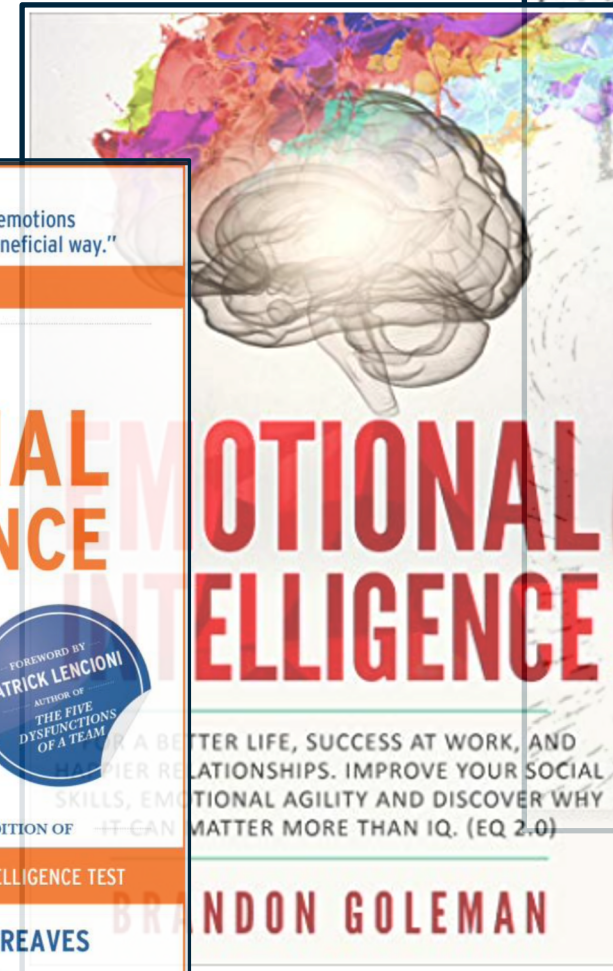
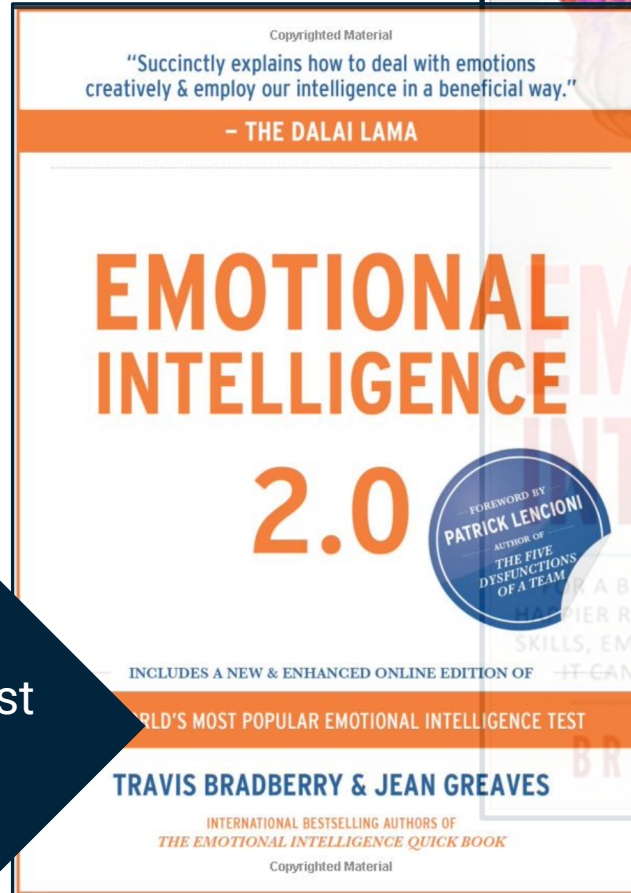
Moving Forward



Moving Forward: Integrate EI into Your Development Journey

- People produce business outcomes
- EI is not fixed...it can be developed and increased.
- Emotional intelligence (EI or EQ) is a greater predictor of success than IQ
- Every point increase in EI adds \$1,300 to annual salary

This specific resource includes an online test and development tactics and plans





Notes

- Bradberry, Travis, and Jean Greaves. *Emotional Intelligence 2.0*. TalentSmart, 2009.
- Goleman, Brandon. *Emotional Intelligence: For a Better Life, Success at Work, and Happier Relationships. Improve Your Social Skills, Emotional Agility and Discover Why It Can Matter More than Iq. (Eq 2.0)*. Brandon Goleman, 2019.
- What is emotional intelligence and 4 ways to improve it;
<https://psychologycompass.com/blog/what-is-emotional-intelligence/>
- CliftonStrengths®,
<https://www.gallup.com/cliftonstrengths/en/269615/strengths-meta-analysis-2015.aspx>
- Robert Plutchik,
https://en.wikipedia.org/wiki/Robert_Plutchik



Notes

- Global Study: ROI for Strengths-Based Development, Brandon Rigoni and Jim Asplund, September 22, 2016, <https://www.landscapeprofessionals.org/images/nalpftp/annual-convention/Global%20Study%20ROI%20for%20Strengths-Based%20Development.pdf>
- Backlund, Steve and Backlund, Phil. *The Culture of Empowerment: Business and Organization Edition*. Steve Backlund, 2021.



Abstract

We find ourselves in unprecedented times as day-to-day stresses of keeping up with rapid technology transformation and global competition are compounded with the demands of addressing a global health concern with COVID-19. How can we upgrade our thinking about how to build and sustain high-performing teams and improve business outcomes? As we understand the importance of emotional intelligence (EI) in the workplace, and cultivate a healthy work environment, we can expect improved job performance, satisfaction, and decision making. EI is the ability to recognize, understand and manage our own emotions and recognize, understand, and influence the emotions of others. Studies have shown that leaders with high EI can influence a team's effectiveness. Another study indicates the differentiating factor between top performing software engineers was not IQ, but EI. How do we increase success and optimize the organizational and project culture of our teams by leveraging this people-first body of knowledge?