



**EMOTIONAL INTELLIGENCE  
QUICK REFERENCE GUIDE**



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## Emotional Intelligence

*Emotional self-awareness is the building block of the next fundamental emotional intelligence: being able to shake off a bad mood.*

-Daniel Goleman, **Emotional Intelligence: Why It Can Matter More Than IQ**

### What Is Emotional Intelligence and Why Should We Care About It?

- Emotional Intelligence (EI) is not about being emotional all the time. It's about being aware of our feelings and reacting calmly to tough situations.
- Emotional Intelligence is not about being touchy-feely. It is about choosing to be in a good mood and reacting to others with empathy and consideration.
- Emotional intelligence is not about being overly nice. It's about being tactfully honest, when necessary.
- The emotional brain is separate from the rational brain and we process information on the emotional side first. That is why we need to take a few seconds to think before reacting.
- EI (Emotional Intelligence) is a better indicator of potential success than IQ.
- Unlike IQ, EI is not fixed at birth. It can be developed and raised to higher levels.
- 70% of the reasons for losing clients/customers/guests (literally or figuratively) are related to poor emotional intelligence skills.

As you can see from the Daniel Goleman quote above, using emotional intelligence skills includes being able to "shake off a bad mood." To do so, you must be aware of the bad mood or negative feelings and make a decision to be pleasant. Consider the following examples:

- **Negative:** A server is frustrated with paperwork and putting off greeting a customer in front of him or her. The customer feels unappreciated and ignored.
- **Positive:** The frustrated service provider decides to put the paperwork and frustration aside to pleasantly greet the customer. The customer feels appreciated and the experience is not only

positive for the customer, but also for the service provider. After a pleasant interaction, the service provider will probably return to the frustrating paperwork better prepared to solve the issue.

- **Negative:** A family checks into a room and the TV isn't working. Within an hour, an aggravated service provider switches it out for a working TV.
- **Positive:** The service provider apologizes, shows empathy, and immediately switches out the TV. The pleasant service provider also offers the family popcorn and a free family movie.

### Displaying Emotional Intelligence Skills-----

The acronym CARES is a good way to remember the basic emotional intelligence skills.

- C**ollaboration - The customer and me against the problem or issue.
- A**wareness - Be aware of my feelings and their affect on my attitude.
- R**egulation - Regulate the way I react to tough situations.
- E**mpathy - Show empathy for every customer.
- S**elf-Motivation - I am responsible for my attitude.  
(Remember WIIFM – What's In It For Me?)