



# THE POWER OF EMOTIONAL INTELLIGENCE

**COMMUNICATE TO**

**MOTIVATE, ENGAGE AND INFLUENCE**

# BACK TO BASICS



**COMMUNICATE TO**

**MOTIVATE, ENGAGE AND INFLUENCE**

**YES**

- **COMMUNICATES ACCEPTANCE**
- **BE WILLING TO FIND THE FIRST 'YES'**
- **BUT DON'T BECOME A 'YES' PERSON**



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# BUT

- ERASES & ENHANCES
- 'BUT REVERSAL'
- 'AND' ELIMINATES 'BUT-EFFECT'

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**BC**

- **BRAIN'S NEED TO LINK CAUSE & EFFECT**
- **BELIEVE IN WHAT YOU SAY**
- **BROADCAST YOUR OWN 'BECAUSE'**



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# NAME

- **BREAKS INTO 2ND LISTENING LEVEL**
- **MAKES FEEL SIGNIFICANT & IMPORTANT**
- **FORGETTING IS POWERFULLY NEGATIVE**



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**IF**

- **ABILITY TO ENGAGE IMAGINATION**
- **OVERCOME PSYCHOLOGICAL RESISTANCE**
- **USE 'IF/THEN' WITH EXTREME CAUTION**

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# HELP

- **FOSTERS ENGAGEMENT**
- **BECOME PART OF SOMETHING BIGGER**
- **VULNERABILITY - POWERFUL CONNECTOR**







**THANK YOU!**

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# THANK YOU

- **DEEP PSYCHOLOGICAL DESIRE**
- **BALANCES POSITIVE RATIO**
- **5 COMPONENTS:**
  1. BE TIMELY
  2. COMPLIMENT THE ATTRIBUTES
  3. RECOGNIZE THE INTENT OF BENEFACTOR
  4. RECOGNIZE THE COST OF BENEFACTOR
  5. ARTICULATE BENEFITS YOU'VE RECEIVED



# EMOTIONAL INTELLIGENCE

LET'S SPREAD THE MAGIC WORDS

