

EQ STRATEGIES FOR THE CLASSROOM

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Agenda

1. Define EQ: Emotional Intelligence
2. Why EQ?
3. EQ Strategies for the classroom
4. Resources to further explore EQ



WHAT IS EQ?



EQ: Emotional Intelligence

Peter Salovey, John D. Mayer, and David R. Caruso

"Emotional Intelligence includes the ability to engage in sophisticated information processing *about one's own and others' emotions and the ability to use this information as a guide to thinking and behavior.*

That is, individuals high in emotional intelligence **pay attention to, use, understand, and manage emotions**, and these skills serve adaptive functions that potentially benefit themselves and others."

"Emotional Intelligence: New Ability or Eclectic Traits?" John D. Mayer, Peter Salovey and David R. Caruso. American Psychologist, September 2008, Vol. 63, No. 6, pages 503 - 517.

EQ: Emotional Intelligence

1995 Daniel Goleman: *Emotional Intelligence*

- *New York Times* bestseller
- 5,000,000 copies in print worldwide
- Translated into nearly 30 languages



EQ: Emotional Intelligence

“I think of emotional intelligence in terms of a profile of specific competencies that range across four different areas of personal ability:

- [self-awareness](#)
- self-management
- [empathy](#) and [social awareness](#)
- and [relationship management](#).

Nested within each of those four areas are specific, learned competencies that set the best leaders and performers apart from average.”

[Source:](http://www.danielgoleman.info/daniel-goleman-how-emotionally-intelligent-are-you/) <http://www.danielgoleman.info/daniel-goleman-how-emotionally-intelligent-are-you/>



EQ is Developed!

EQ is distinct from personality.

Introvert
Extrovert
Ambivert

WHY EQ?



As a professor, you wear many different hats:

Researcher

Coach

Teacher

Influencer

Colleague

Dad

Mom

Brother

Sister

Olympic Hopeful



Dr. Scott Cowley

@scottcowley



Roller coaster of a day.

Relative going on hospice. Another relative found work after long unemployment. A student left our program. A professor in Europe told me her class loved 3 of my class projects. A student cried in my office. Let myself get riled by another professor.



♡ 35 9:54 PM - Jan 16, 2020



Life's challenges and demands create emotional responses

There are challenges, setbacks, and opportunities you and your students face.

George Floyd Remembered At Houston Funeral Service | NBC Nightly News

 NBC News · Yesterday


- **George Floyd Funeral and Protests: Live Updates**
The New York Times · Yesterday

 [View Full Coverage](#)



Watch GOP senators dodge questions about Trump's tweet

 CNN · 52 minutes ago


- **Senate GOP dodges over Trump's baseless Buffalo protester tweet**
 CNN · Yesterday

 [View Full Coverage](#)



Democrats push to remove Confederate statues from US Capitol after George Floyd's death

ABC News · Yesterday

- **Confederate symbols face removal, graffiti and lawsuits**
 Reuters · Yesterday

 [View Full Coverage](#)



7 new COVID-19 cases in Dubuque County, 259 statewide in 24 hours

telegraphherald.com · Yesterday



Dubuque officials give flash flood tips

kwwl.com · Yesterday



Sinsinawa Mound To Remain Closed

Dubuque's Super Hits 106 · Yesterday



Documented determination | Tri-state News | telegraphherald.com

telegraphherald.com · 2 days ago



Tourism-reliant Galena copes with decrease in visitors because of COVID-19

KCRG · Yesterday

Field of Dreams Hosting First Responders Appreciation Day – Mix 94.7 KMCH

kmch.com · Yesterday



Local Issues





George Sizos

19 mins ·

This year especially, everything that's gone on has been extremely overwhelming. The world can really suck sometimes, and it feels like everything just kind of closes in, and you can't do a thing about it.

That being said, we're all in this together so;

If anybody needs to just talk about literally anything, vent, or whatever else, feel free to send a message or call. I can't promise I can help, but I can promise to listen to whatever you need to say.



Like

Comment

Send



Chronicle of Higher Education

13 hrs · 🌐

Among the programs eliminated on Friday was the system's only degree in sociology, along with programs in creative writing, environmental science, geography, and theater.



CHRONICLE.COM

U. of Alaska System to Eliminate Nearly 40 Academic Programs

😞😡😟 613

79 Comments 268 Shares

#ProfCon20

Industry
Shifts

@Rafic



2020 Microsoft Vision Report: Trends in marketing skills identified as important for the 2020s (based on our LinkedIn poll with 600 global senior marketer participants)

Soft skills:

1. Creativity
2. Humility
3. Empathy
4. Adaptability
5. Transparency

Hard skills:

1. SEO
2. Data analysis
3. Copywriting
4. Behavioral analysis
5. Automation



Industry
Shifts

“The Class of 2030, a new paper from Microsoft and McKinsey, found that, as manual occupations enter their death spiral, 30 to 40 per cent of future jobs will depend on social-emotional skills.

The curriculum of future schools will focus not so much on facts, which can easily be found on a phone, but on skills.”

Source: <https://educationblog.microsoft.com/en-us/2019/02/from-hard-facts-to-soft-skills/>

“And the most important skills will be the soft skills, the empathic, personal ways of interaction that set humans apart from digital entities.”

Source: <https://educationblog.microsoft.com/en-us/2019/02/from-hard-facts-to-soft-skills/>

EQ Strategies for the Classroom



EQ: Emotional Intelligence

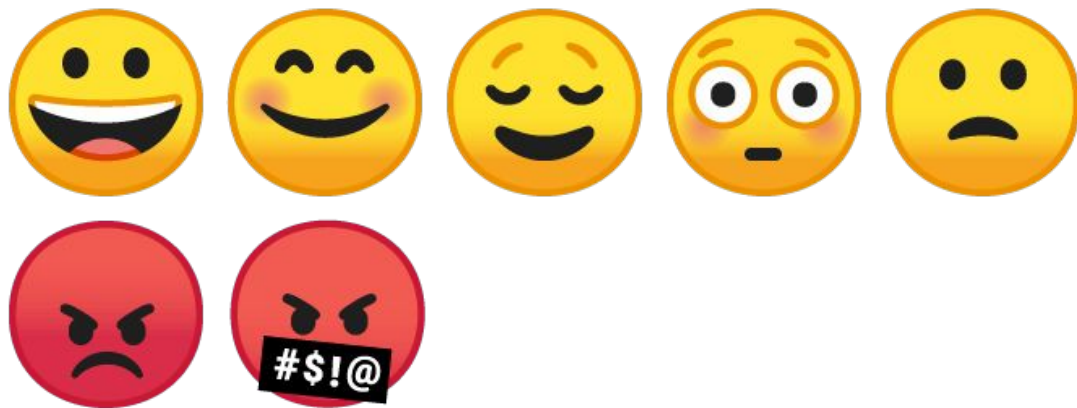


Self Awareness

The ability to recognize
and identify how you feel.



How do you feel?



We often respond with...

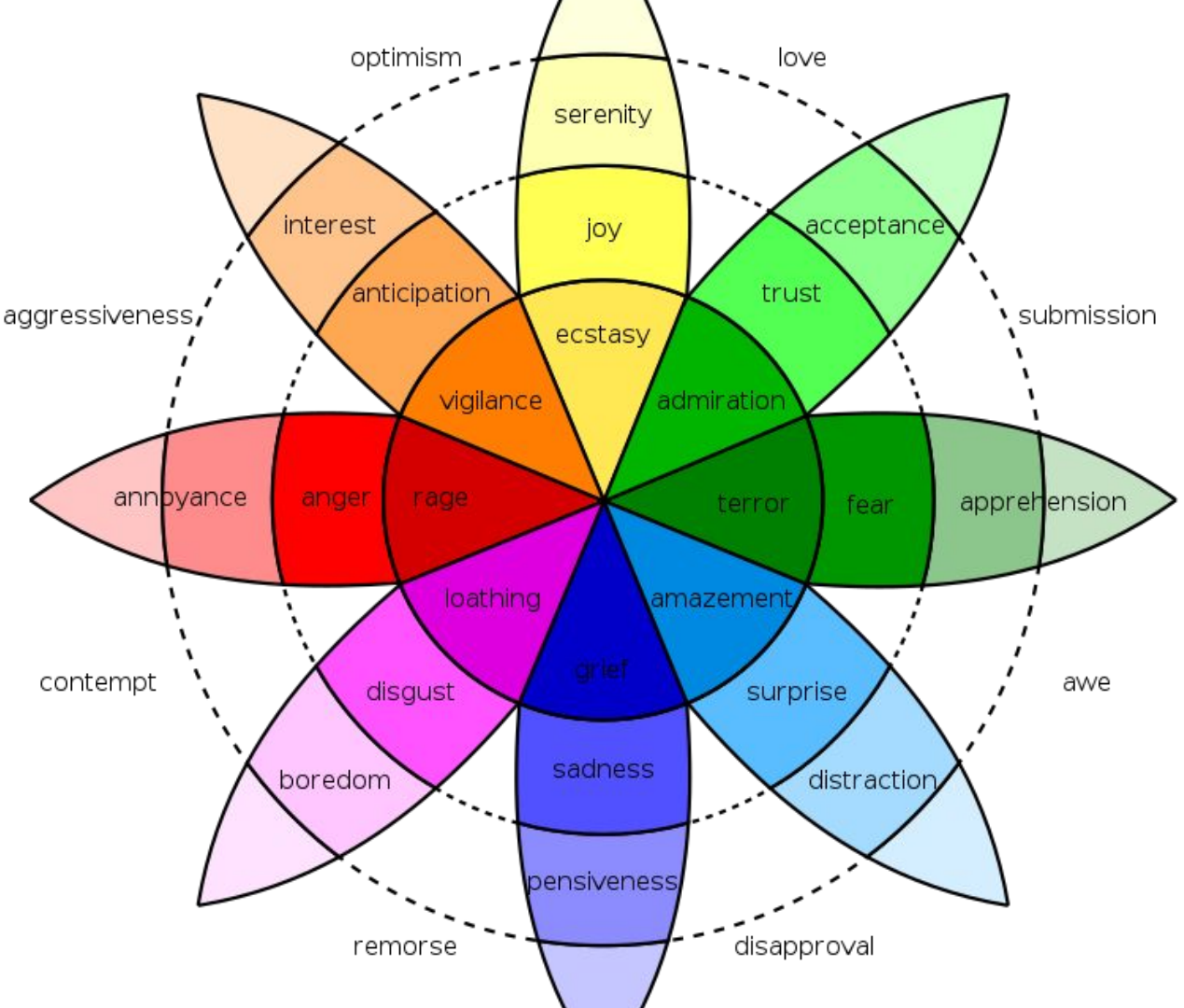
I am tired

I am hungry

Fine

Okay

Dr. Robert Plutchik's Wheel of Emotions



Activity: Check-In

What color represents your day?

Which songs would be on your playlist right now?

Check-In for the Classroom

Do you check-in with your students?

- Assignments
- Projects
- Hopes and Aspirations

Check-In for the Classroom

Reflection Assignments/Projects:

- How do students feel about the digital marketing field?
- What recent developments concern them?
- How do they feel as consumers of social platforms?
- Do you create a safe space to discuss how they truly feel?

Check-In for the classroom


DIGITAL SUMMIT



#StukentDS20

Unplugged:

Using a Digital Detox to Teach Digital Marketing



Stacy Smollin Schwartz
Rutgers Business School

  @smollinschwartz

Reaction



Reflection

Self Management

The ability to regulate
your emotions to achieve a
positive outcome



Emotional Regulation

Our ability to effectively manage and respond to an emotional experience

Are you a thermostat or a thermometer?



Emotional Regulation

Assignments/Projects:

- Ask students to respond to negative consumer reviews
- Simulate a sales or client proposal rejection in class. How will students respond?
- Rate presentations on enthusiasm and emotional expression not just the content presented

Social Awareness

The ability to recognize and identify emotions in others



Empathy

**Empathy is the ability to
relate to how a person feels**

Empathy is not Sympathy

Empathy: You feel with the person

Sympathy: You feel for the person

I am really nervous about this presentation

Empathetic Response:

You sound concerned and worried about this presentation.
What's making you nervous?

Sympathetic Response:

Hey, it's no problem.
You got this!
No need to worry.
You talk for a living!

Empathy

Assignments/Projects:

- Pair students up to discuss a horrible/delightful customer service experience. Have the students practice empathetic responses.
- Ask students to identify emotional statements in product reviews. What terms/emojis are customers using to relate how they feel about the products they purchased? Which reviews seem genuine?

Social Management

The ability to develop healthy relationships through self awareness, self management, and social awareness



Communication Styles

Particular ways we communicate verbal and non-verbal messages.

Communication Styles

Passive: Keep quiet

Aggressive: My way or the highway

Passive Aggressive: Keep quiet but spread gossip around the watercooler

Assertive: I get **annoyed** when you interrupt me while I am on the phone.

Social Management

Assignments/Projects:

- Have students analyze the communication styles of themselves and their teammates. What is the predominant style of communication used within the group?
- When should students emphasize certain communication styles?
- Provide an overview of team formation (Bruce Tuckman Model)
Forming, Storming, Norming, Performing, and Adjourning

EQ: Emotional Intelligence



“I would say that IQ is the strongest predictor of which field you can get into and hold a job in, whether you can be an accountant, lawyer or nurse, for example.

IQ can show whether you have the cognitive capacity to handle the information and complexities you face in a particular field.

But once you are in that field, emotional intelligence emerges as a much stronger predictor of who will be most successful, because it is how we handle ourselves in our relationships that determines how well we do once we are in a given job.”

[Daniel Goleman](#)

EQ: Emotional Intelligence



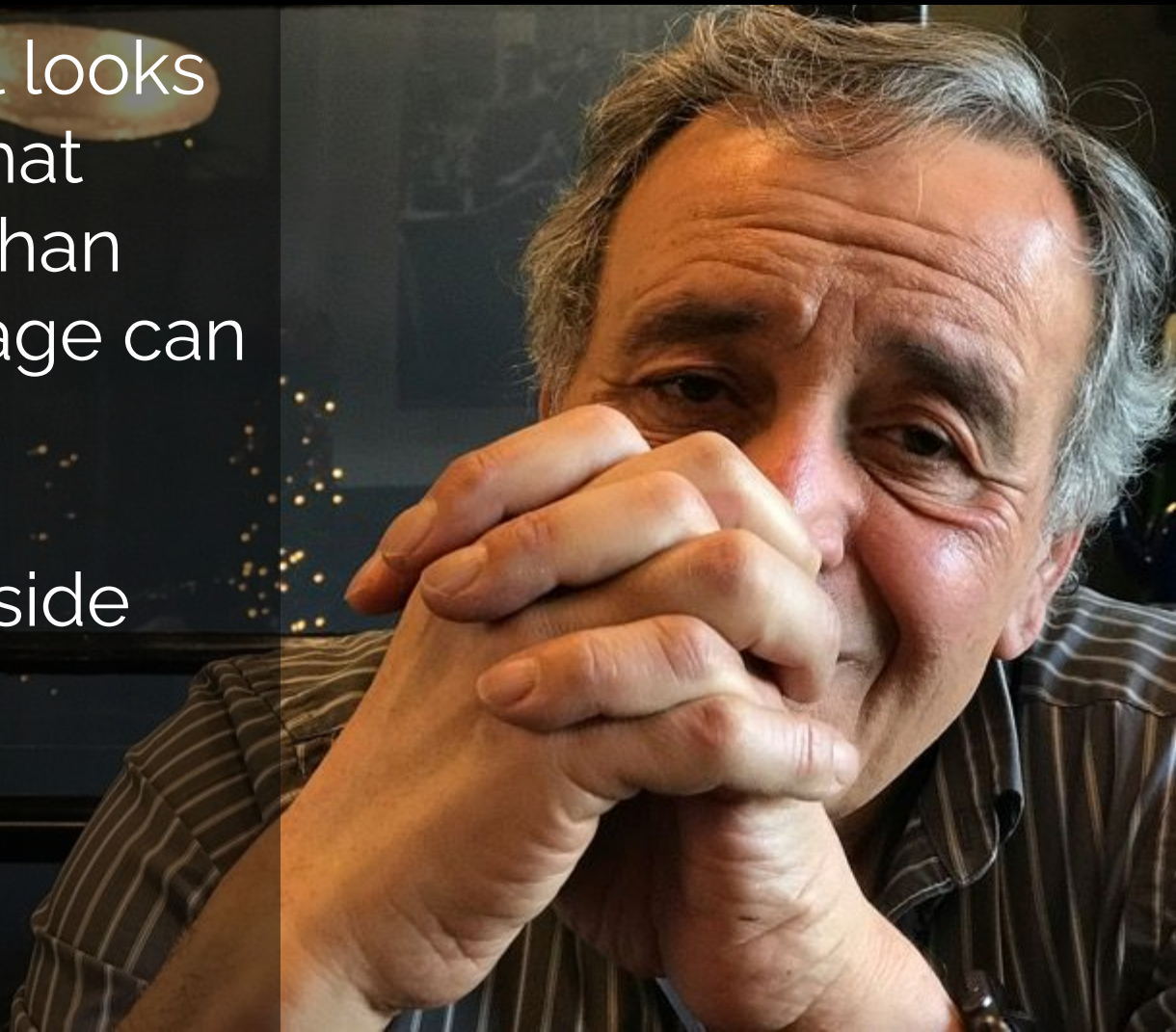
“**Anybody can become angry** – that is easy, but to be angry with the right person and to the right degree and at the right time and for the right purpose, and in the right way – that is not within everybody’s power and is not easy.”

[Aristotle](#)

“At times when all looks dark remember that hope is stronger than despair and courage can replace fear!

All of these are inside you, and they are switchable!”

Dr. Abdul K. Sinno



Resources

Origins of EQ:

1990: “Emotional Intelligence” by Peter Salovey and John “Jack” Mayer (Definition & Framework)

Free Test EQ Test:

<https://hbr.org/2015/06/quiz-yourself-do-you-lead-with-emotional-intelligence>

Measuring EQ:

<http://www.eiconsortium.org/measures/measures.html>

Collaborative for Academic, Social, and Emotional Learning

www.casel.org

Consortium for Research on Emotional Intelligence in Organizations

<http://www.eiconsortium.org/>