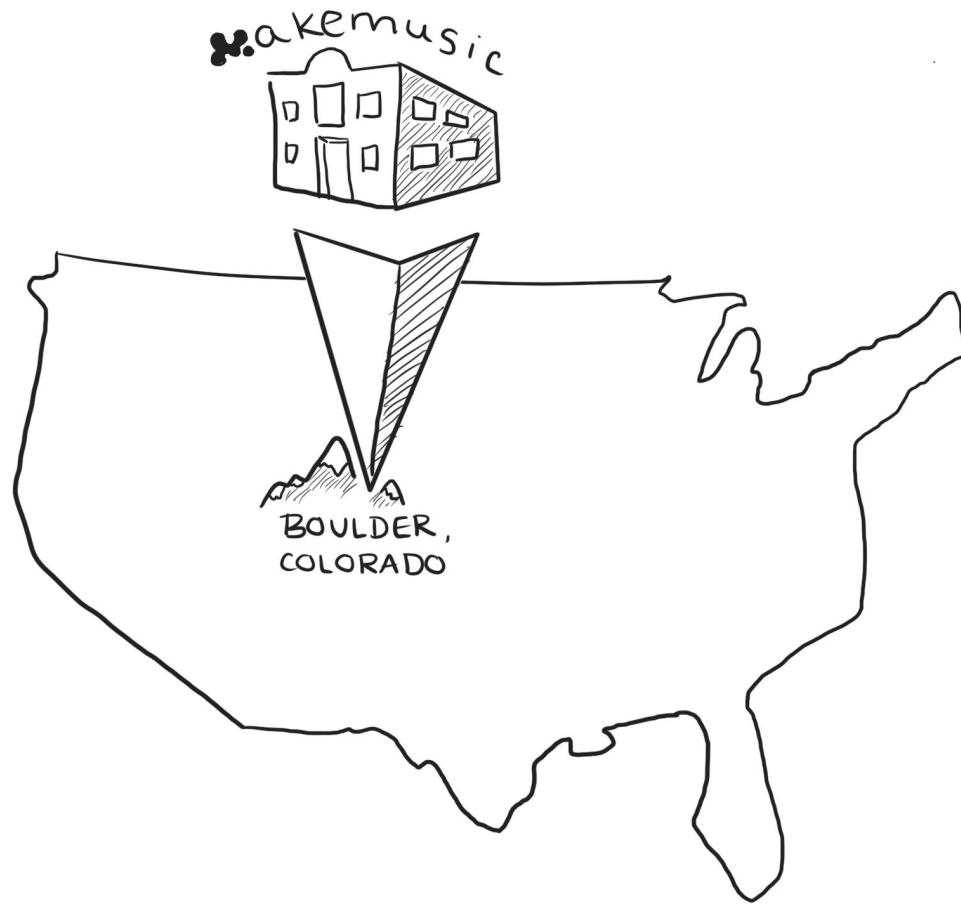


Using

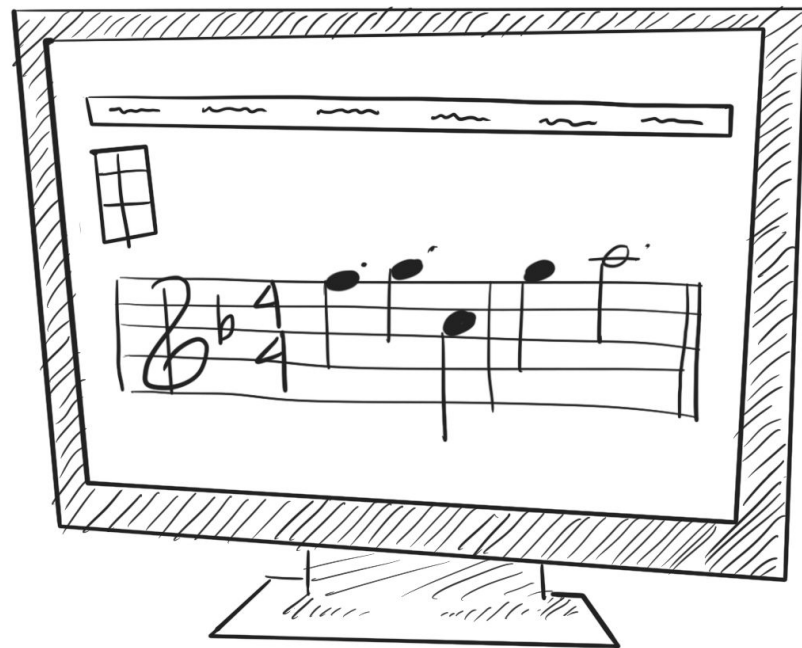
Emotional Intelligence

to Achieve Email Zen

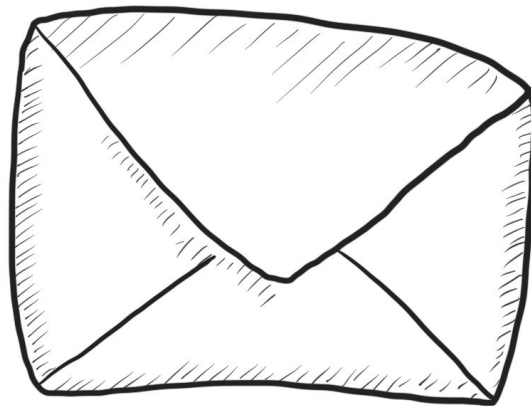
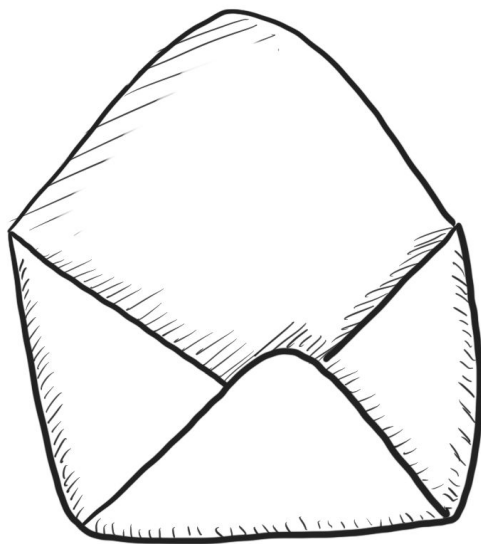










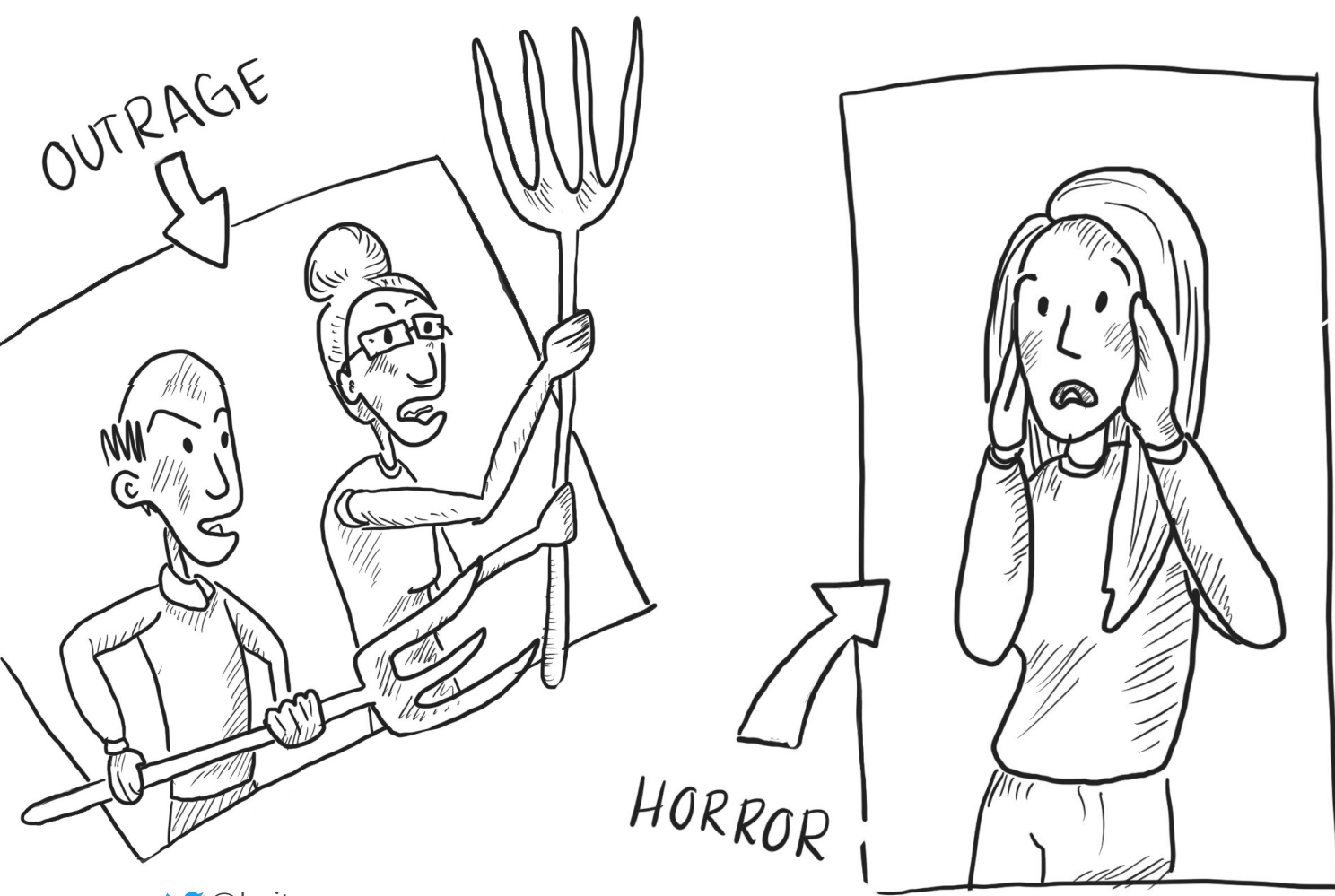


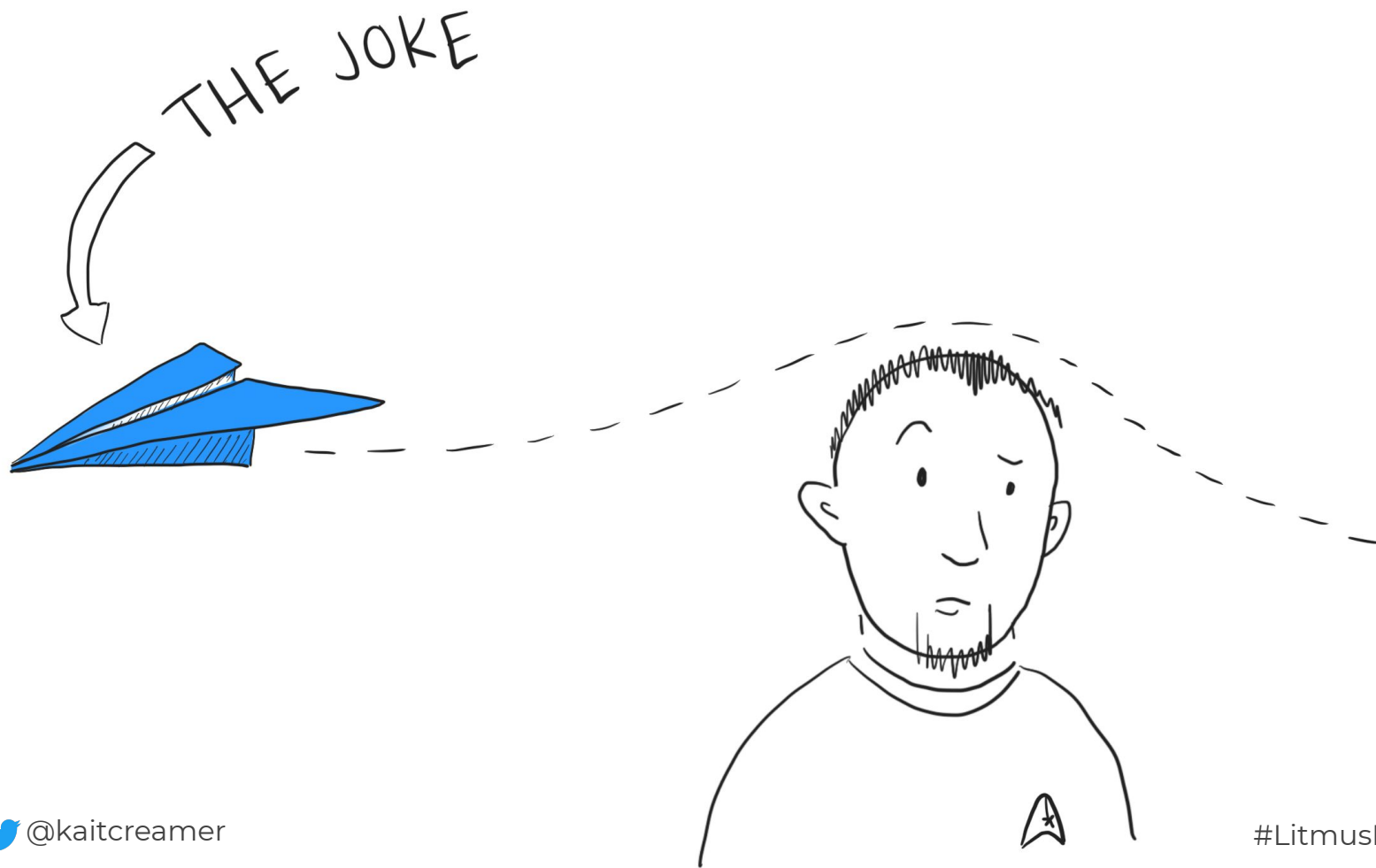






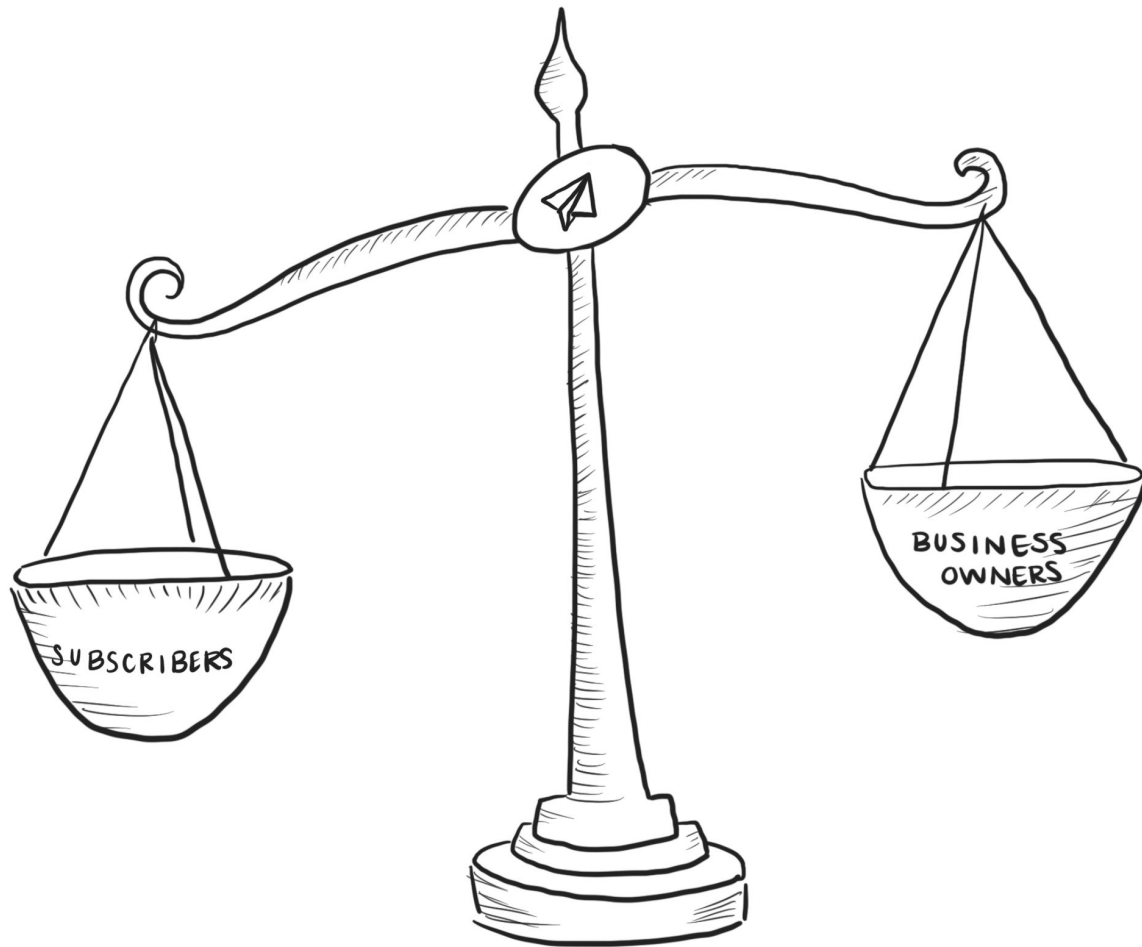






Good intent is
not enough.

Email is hard.



What is EQ?

Self-Awareness



Self-Regulation



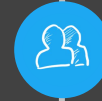
Motivation



Empathy



Social Skill



Which of your
teachers
made a
difference
?

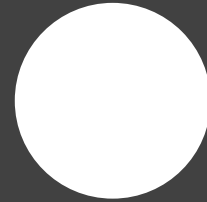


Mathematical Ability

Spatial Recognition

Analytical Thinking

Short-Term Memory



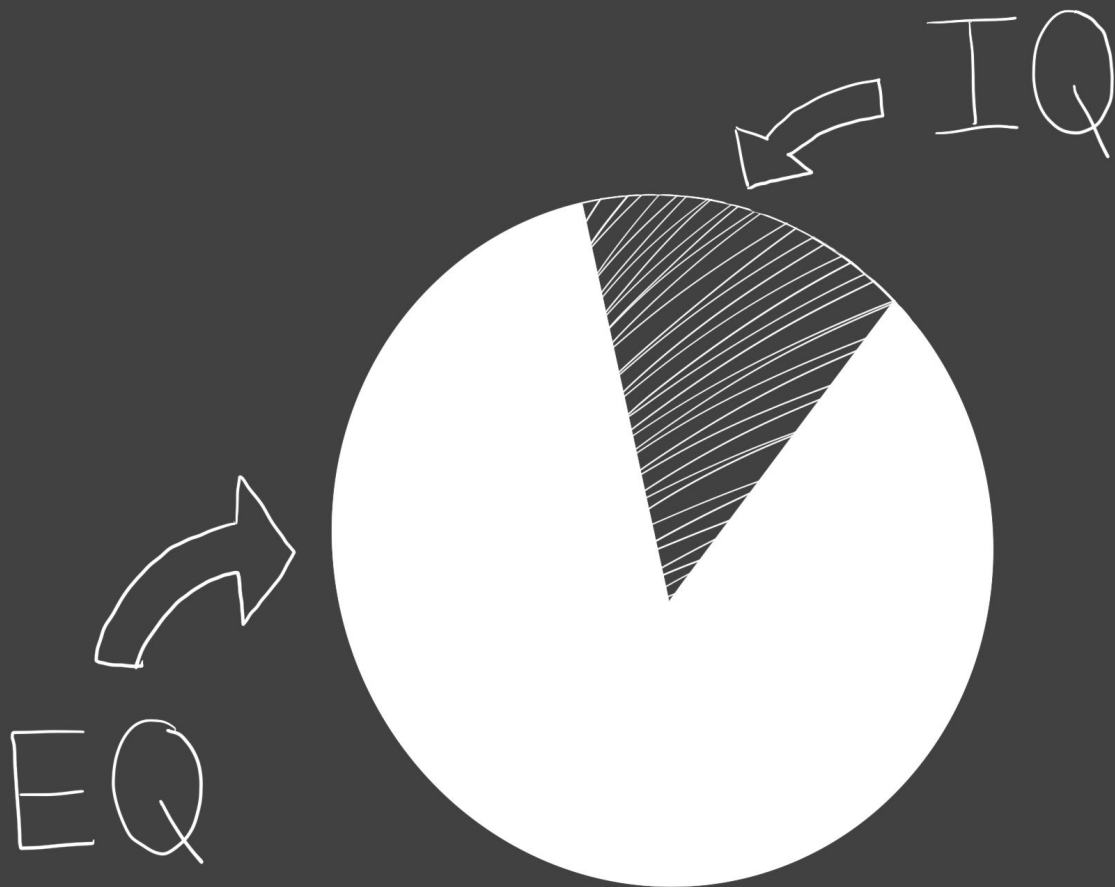
IQ



EQ



IQ



WHAT I
KNOW



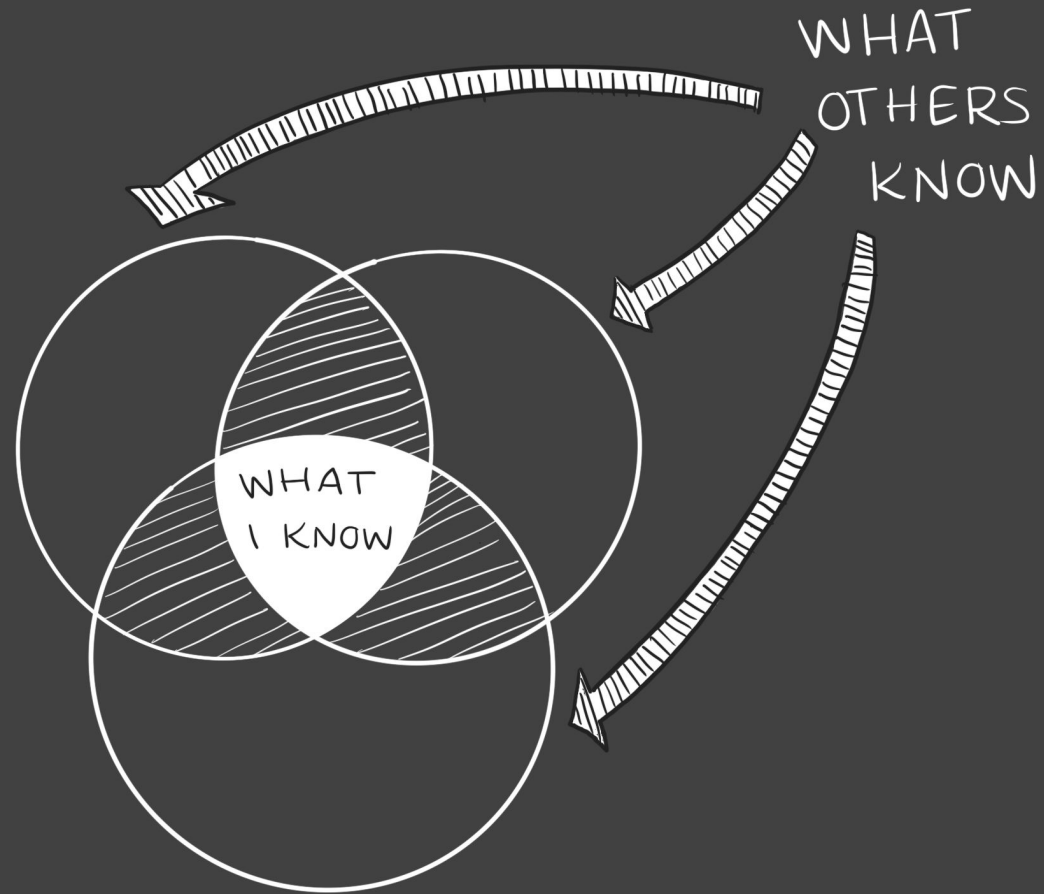
WHAT I THINK
OTHERS KNOW

WHAT I
KNOW

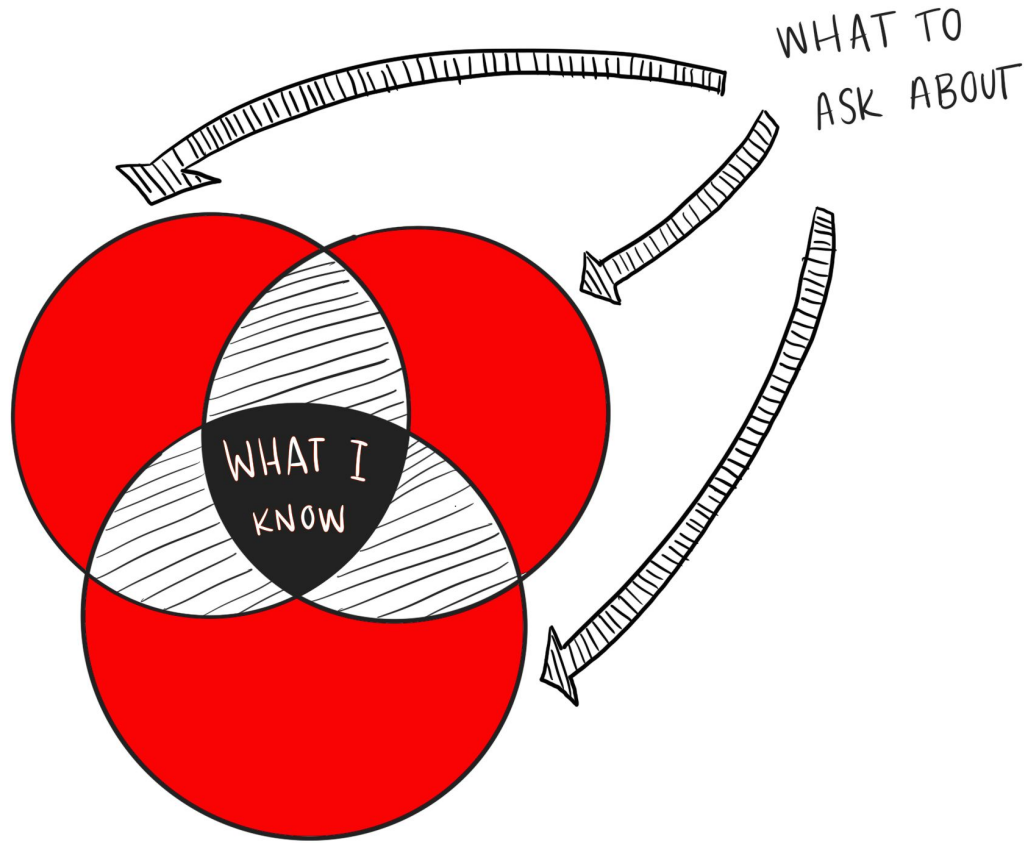


WHAT I THINK
OTHERS KNOW

(NOT THE DEATH STAR)



Ask + Listen







10 Ways to Have a Better Conversation

Celeste Headlee

“

There's no reason to learn
to show you're paying
attention **if you are in
fact paying attention.**

“

No man ever **listened** his
way out of a job.

Build Subscriber Relationships

Best practices are an
excellent **start**.

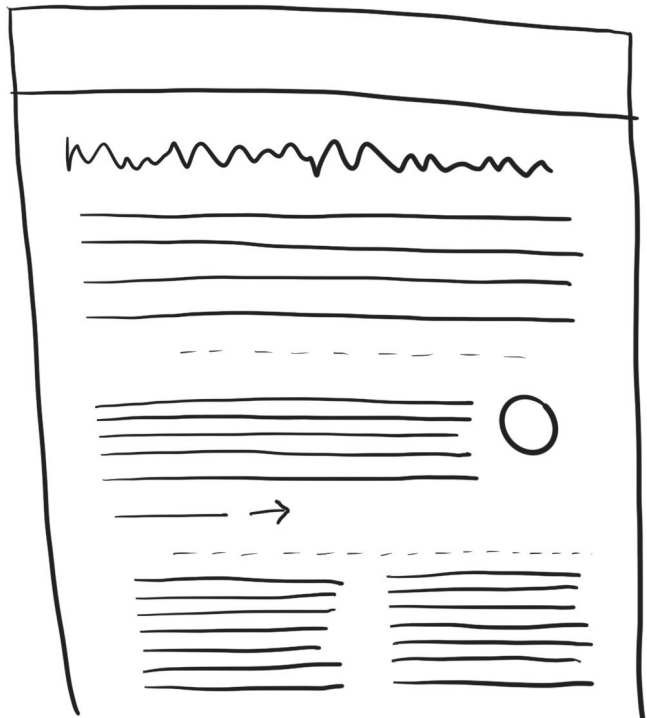




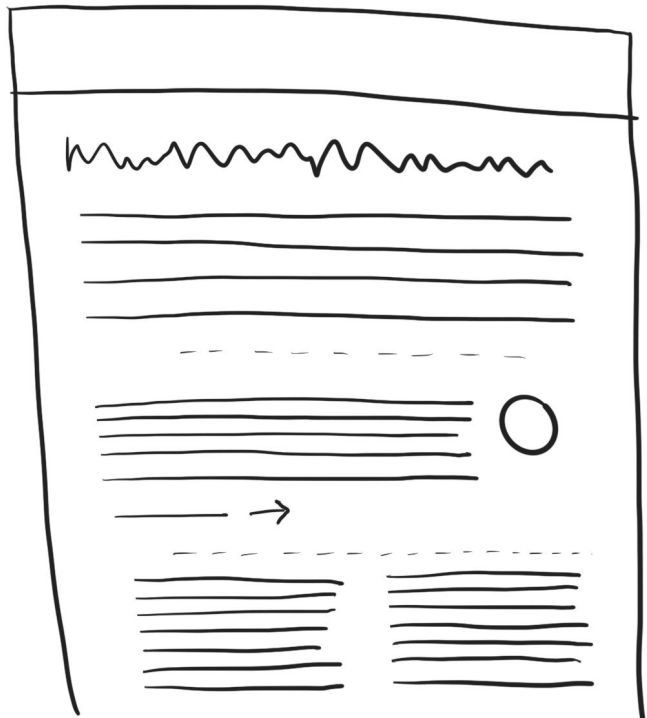
Short



Conversational



- ✓ Long
- ✓ Wordy
- ✓ Academic
- ✓ Hyperlink-Heavy



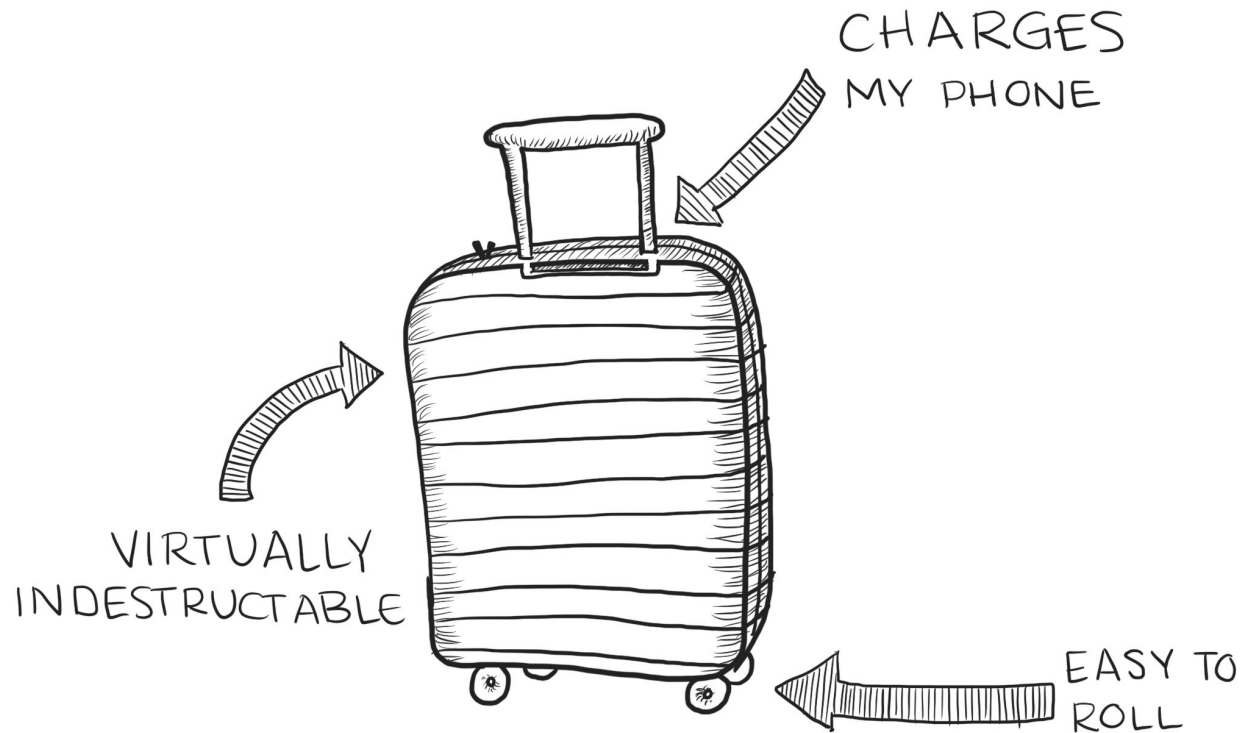
75%

of people spend
more than
10 seconds

Seek opportunities to
challenge assumptions.







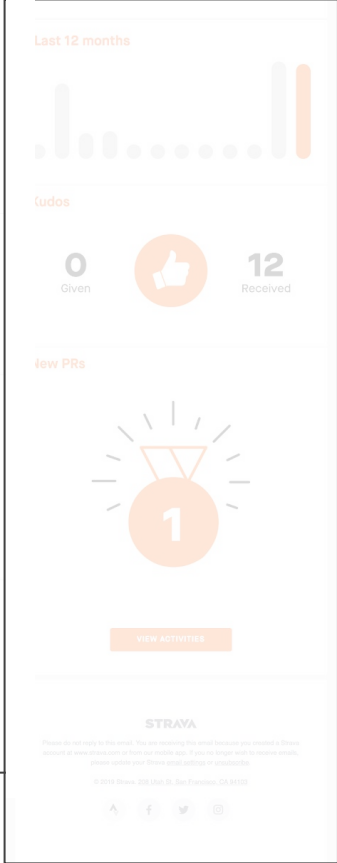
Look for ways to
offer value first.


 @kaitcreamers





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SHOP
ADVENTURES

CLASSES
JOURNAL


rethink your routine.

#optoutside

11.23.18

We're closed on Black Friday, because we think some things are more important than selling stuff. That's why for the fourth year in a row, we're inviting you to do something different on the day after Thanksgiving and join us outside. Because sometimes the same old same old just gets old.

JOIN US




Take a new path

Tired of taking the same trail? Let's switch things up this year. Start planning to #OptOutside by finding a new place to hike, bike or just hang outdoors.

FIND LOCAL PARKS AND TRAILS

EXPERT ADVICE



Looking for expert advice?



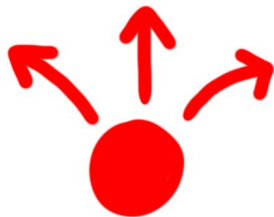
Return on Ethics (ROE)

is the impact that marketing and communicating to customers in an ethical and responsible way has on a business.

Fear tactics are bad for
dinner parties and bad for
the inbox.

Make it **dead easy**.

Reduce or eliminate...



Choice
Anxiety

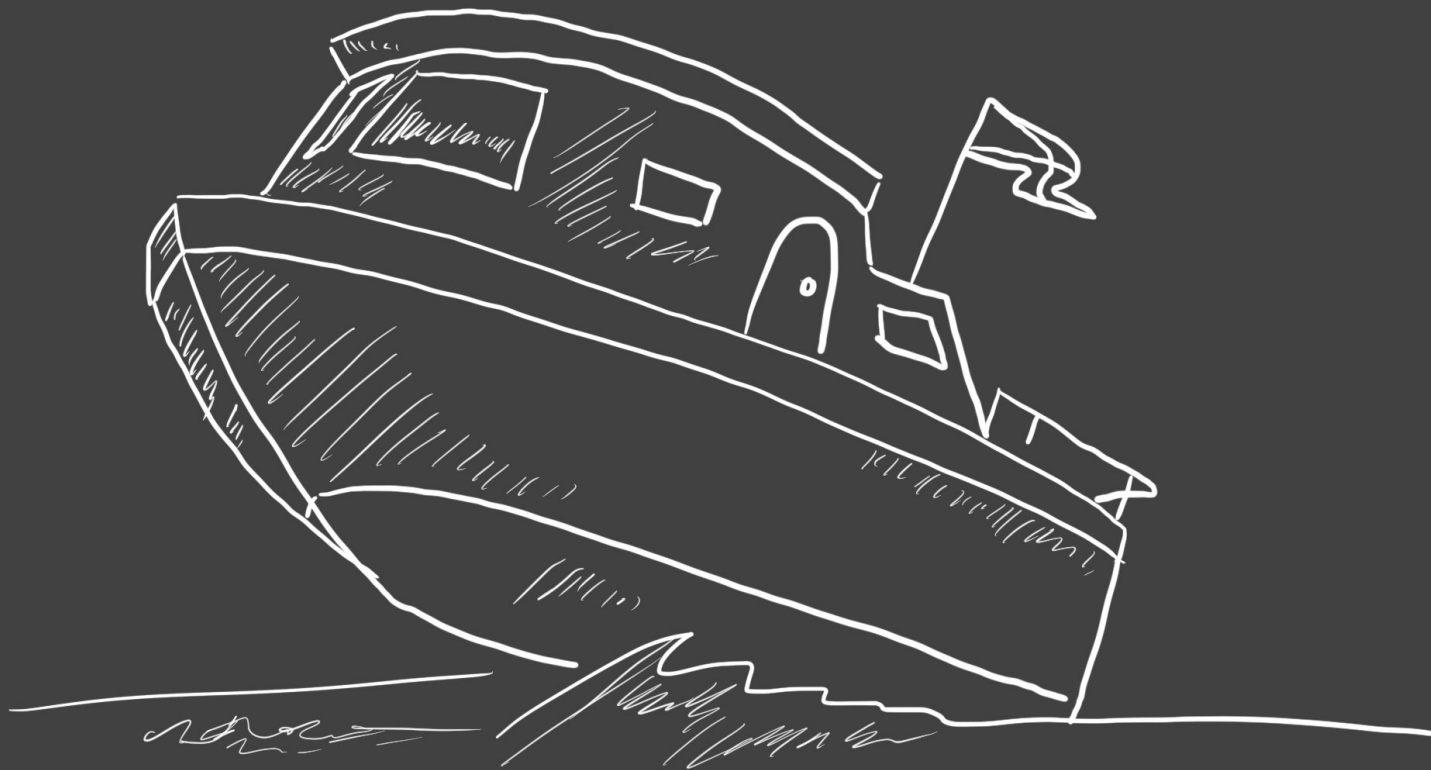


Total
Workload



Perceived
Complexity

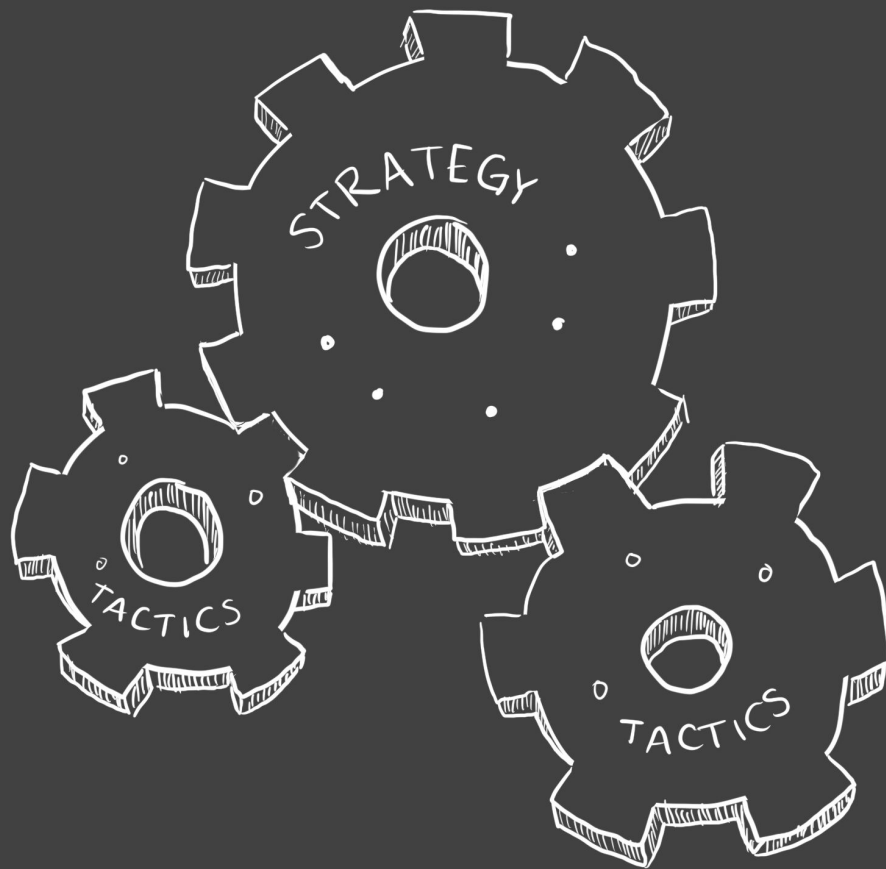
Define Strategy and Tactics





Why does
it matter
that you
show up?
Be curious.

Understand that you
always have something
to learn.





Impact + Confidence + Ease

Impact

Confidence

Ease

What kind of
impact will
this make?

How close will
it get me to
my goal?

Impact
Confidence
Ease

How sure am I
that it will
work?

Has a similar
tactic worked
well before?

Impact Confidence **Ease**

How quick is
this task?

Does it
depend on
other people
or systems?

Impact +
Confidence +
Ease =

Priority

Self-Awareness



Self-Regulation



Motivation



Empathy



Social Skill



Self-Awareness

Self-Regulation

Motivation

Empathy

Social Skill



What's my value proposition?



Is this message relevant to my audience?



Self-Awareness

Self-Regulation

Motivation

Empathy

Social Skill



How frequently am I reaching out?



Am I prioritizing proven tactics?



Too many exclamation points?!



Self-Awareness



What am I doing to improve?

Self-Regulation



Am I hypothesizing before I test?

Motivation



Empathy



How will I measure success?

Social Skill



Self-Awareness



What problem is this solving?

Self-Regulation



How will this make my audience feel?

Motivation



Empathy



Social Skill



Self-Awareness



Are my jokes funny to those from different backgrounds?

Self-Regulation



Motivation



Empathy



Does this message fit the context?

Social Skill



You need **influence** to act
on empathy.

Build Internal Relationships

Open the conversation
so others can invest in
your success.



Dear Santa,
All I want
for Christmas
is a new
ESP.

x Kait

People aren't **mind
readers**. Tell the whole
story.

Vanity Metrics

vs

Metrics That
Matter



We've always done it this way.



We've always done it this way.



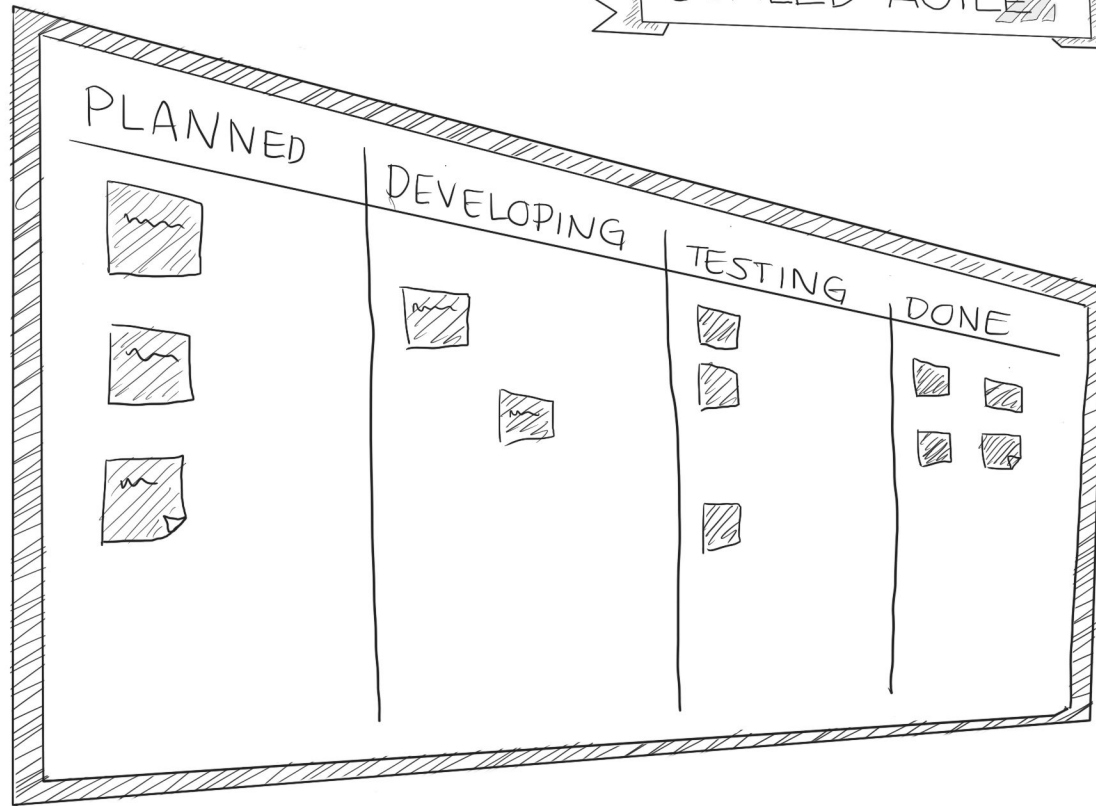


Data helps you **uninvite**
personal preference or
bias to the conversation.

**Objective is better than
subjective.**

Data is friendly.

SCALED AGILE

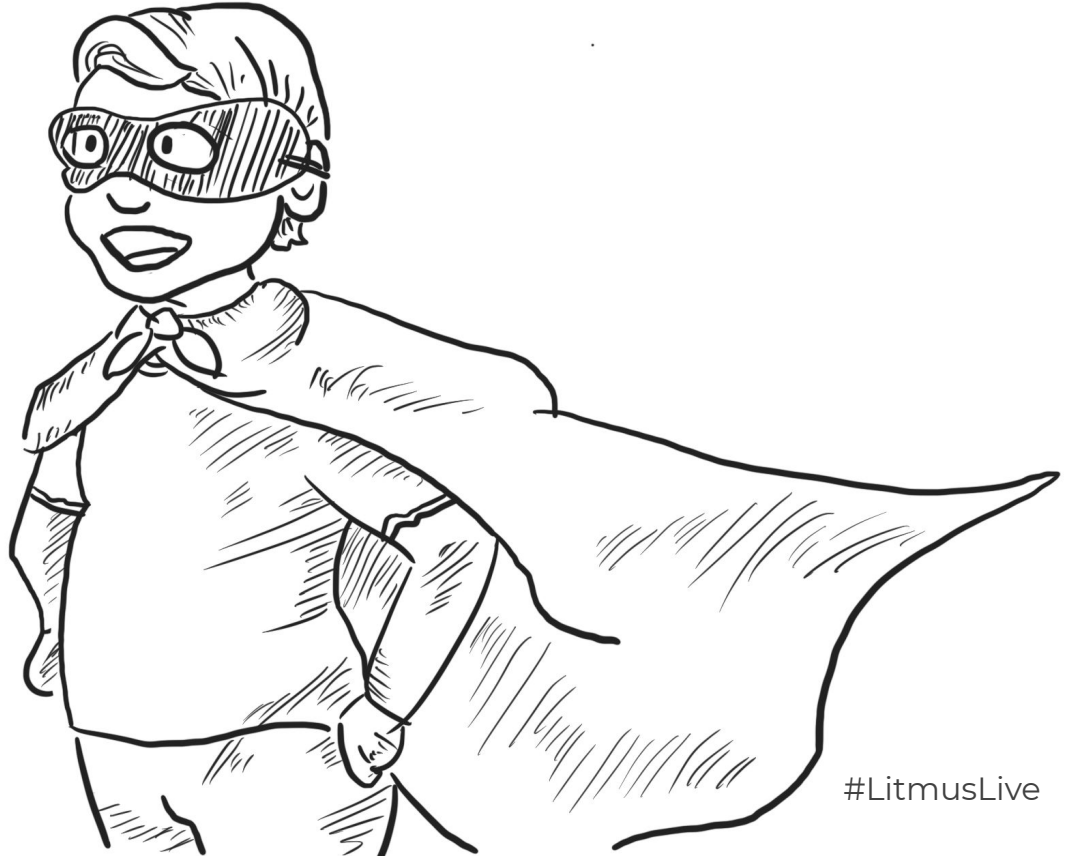


Assume positive intent.

“

The **story** I'm telling
myself is...

We are all **heroes** in
our own
stories.



“

How can anyone know
what you mean unless
you **tell them with your
mouth out loud?**

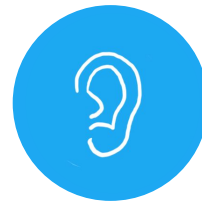
Help others to
understand.



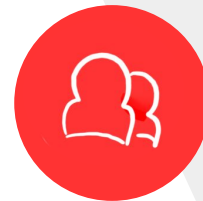
What + Why



Strategy + Tactics



Asking Questions +
Listening



Building
Relationships

Putting Your EQ to Work

1

Do you understand,
recognize, and express
emotions?

2

Do you tap into your
self-awareness and
vulnerabilities?

3

Can you manage these emotions?

4

Can you learn to alter
your behavior to make
the most of any given
situation?

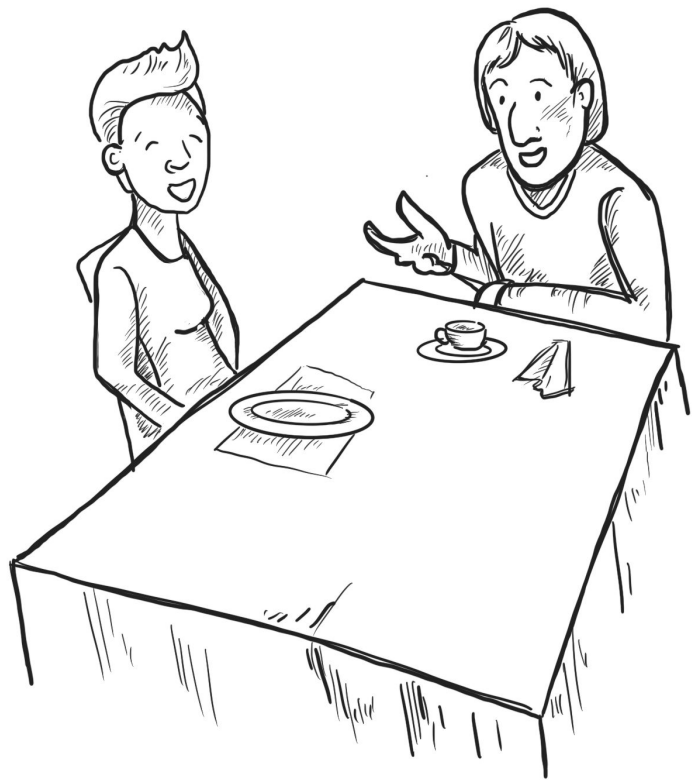
5

Are you empathetic?

6

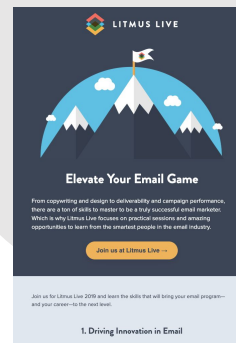
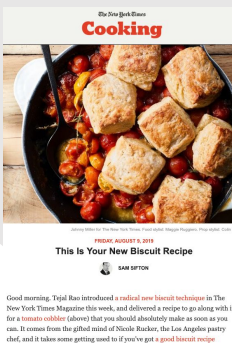
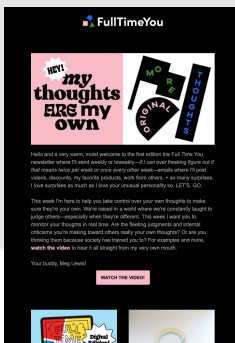
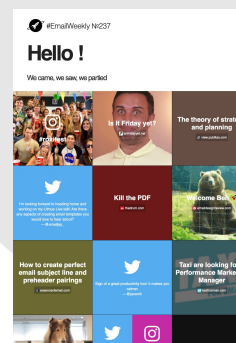
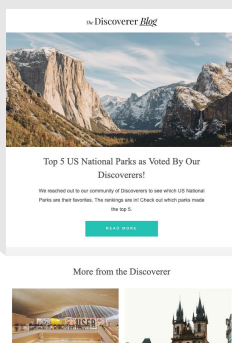
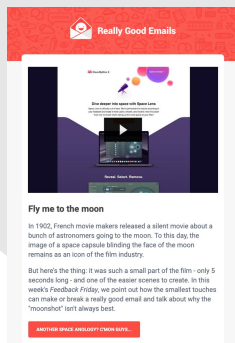
Do you practice being
an approachable leader
and someone who is not
feared?





Quality
relationships
start with
quality
conversation.

You have to **be**
interested before you
can be interesting.



The more you practice
emotional intelligence
anywhere, the easier it
becomes ***everywhere***.

Thank you.

Slides are available at

wanderingkait.com/EISConf