

# POWER OF EMOTIONAL INTELLIGENCE



*"Emotional intelligence is the ability to sense, understand, and effectively apply the power of emotions as a source of human energy, information, connection, and influence."*

*Travis Bradber*



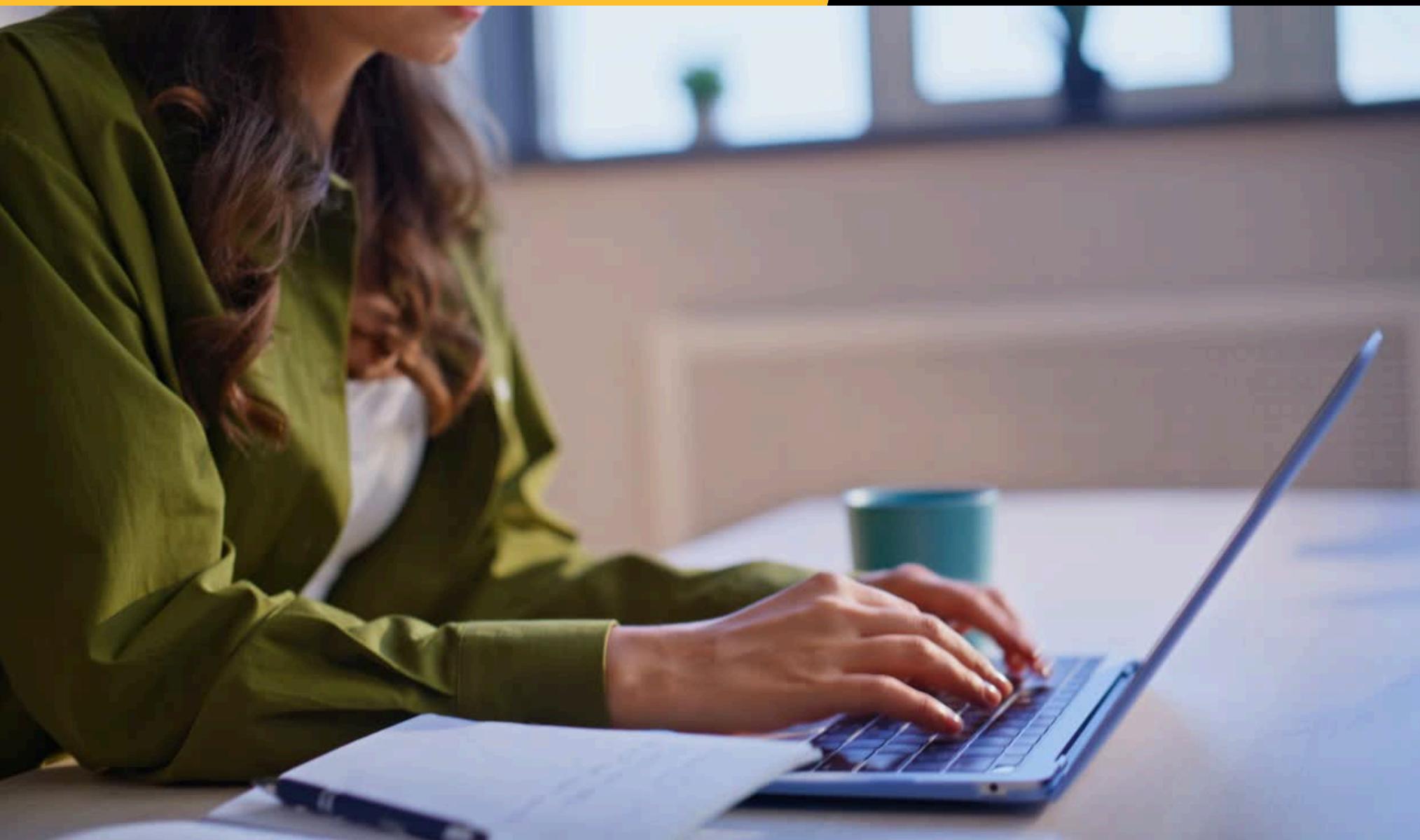
FEEL. UNDERSTAND. ELEVATE.



**EVERYONE KNOWS WHAT IQ IS.**  
IT TELLS YOU HOW INTELLIGENT YOU ARE ON PAPER.

**BUT EQ (EMOTIONAL INTELLIGENCE)**  
TELLS YOU HOW INTELLIGENT YOU ARE IN REAL LIFE.

# WHAT IS EMOTIONAL INTELLIGENCE



- Technology can replace many tasks, but not inner reflection or emotional insight.
- How you respond to your emotions and observations defines EQ.
- EQ includes: self-awareness, self-regulation, empathy, motivation, social skills.
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# AI & EQ

AI can often match or surpass humans in IQ tasks because they follow rules and patterns.

AI can mimic EQ, but it cannot genuinely experience or interpret emotions like humans do.



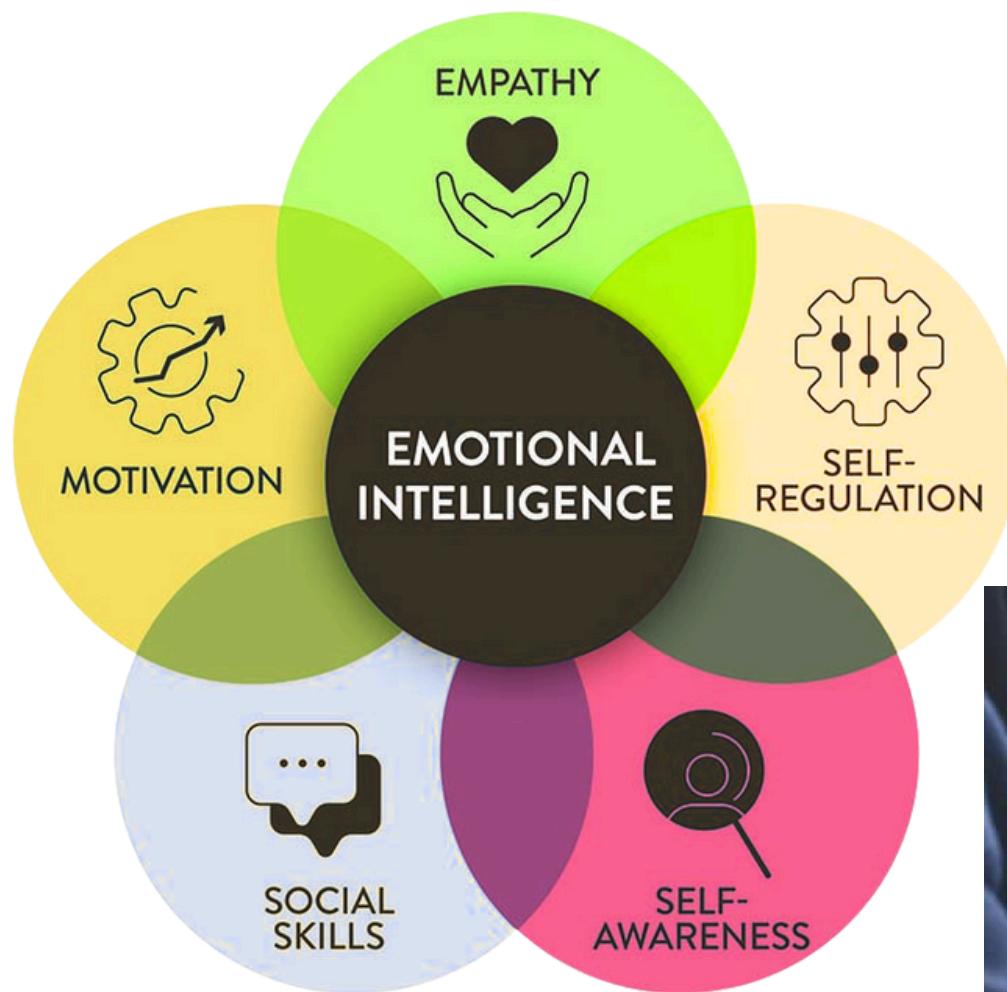
## EXAMPLE 1: THE CEO MESSAGE

A machine would interpret this as four words and generate predictable assumptions.

But a human?

- Feel Anxious?
- Feel Curious?
- Feel Happy?

# SELF-AWARENESS



- Control emotions instead of letting them control you
- Pause before reacting, consider the bigger picture
- Step away if needed, revisit when calm
- Take responsibility for mistakes → focus on growth





# SELF REGULATION

- Respond thoughtfully rather than react impulsively.
- Take responsibility for actions instead of blaming fate.
- Analyze situations, learn, and improve.

**Take Control of What  
You Can**

## TRUE OR FALSE?

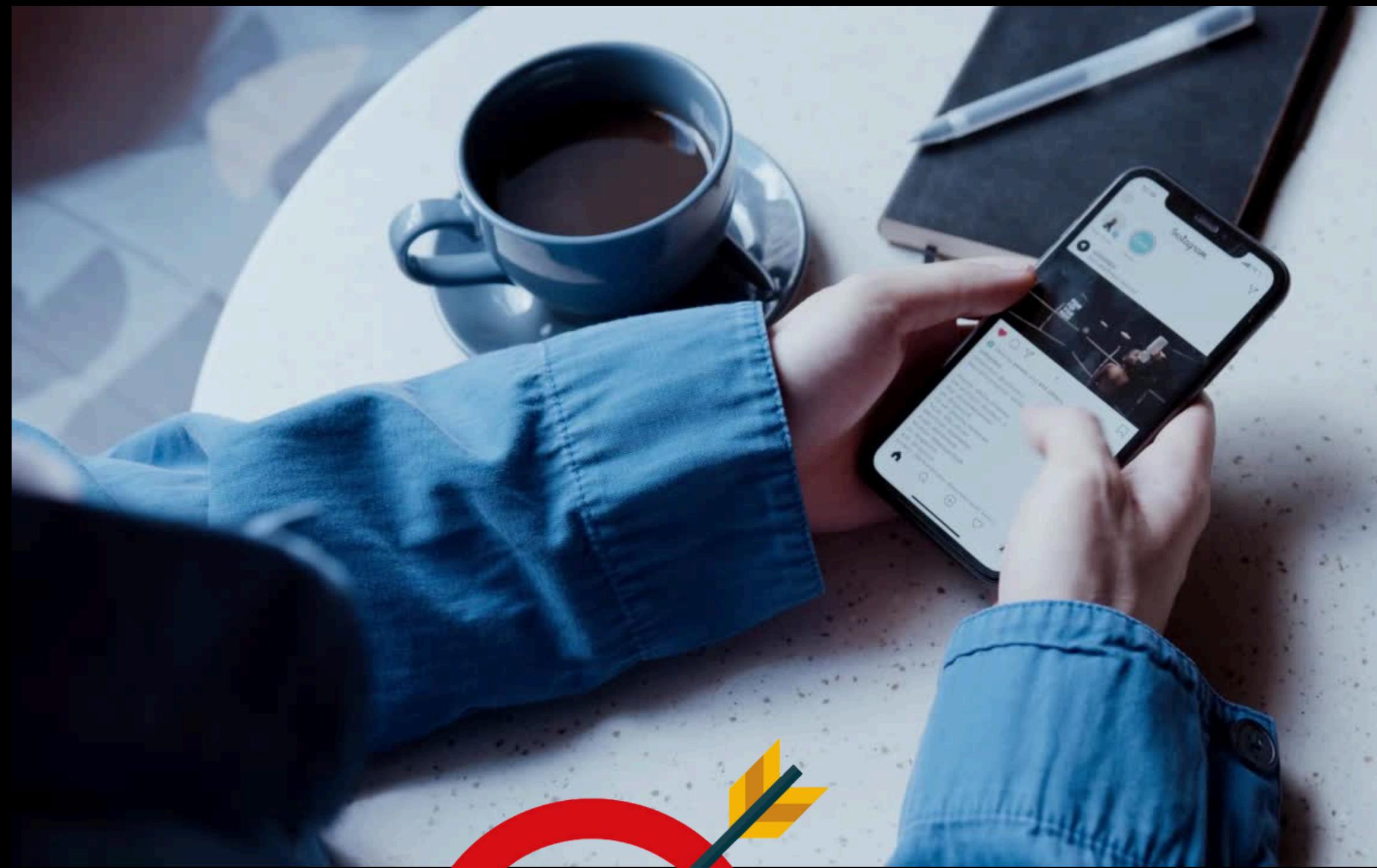
There is no emotion in business.

Business is about facts, figures and productivity

# HOW THIS CONNECTS TO OUR WORK

Our work is not only technical, it requires thinking from the user's perspective:

- How will they use what we're building?
- What will feel easy or difficult?
- What creates friction, and what creates delight?
- How do we make their experience smoother, simpler, and more human?



EI makes us **better creators**, not just better workers.

# EQ IN SOCIAL MEDIA & DIGITAL TARGETING

- Step into audience's shoes: think, feel, react like them
- Emotional resonance drives engagement and sharing
- Personalization and relevance matter



# PROJECT #SHOWUS BY DOVE

Instead of promoting unrealistic beauty ideals, Dove ran this campaign to showcase real people of diverse backgrounds, body-types, and genders, challenging norms and promoting inclusion.

- Changed Beauty Norms & Built Emotional Connection
- Massive Reach & Viral Engagement
- Business Success: Strong Growth in Sales & Loyalty



“Why It Worked” Emotional Intelligence & Empathy in Action

# EI IN TEAMWORK & COLLABORATION

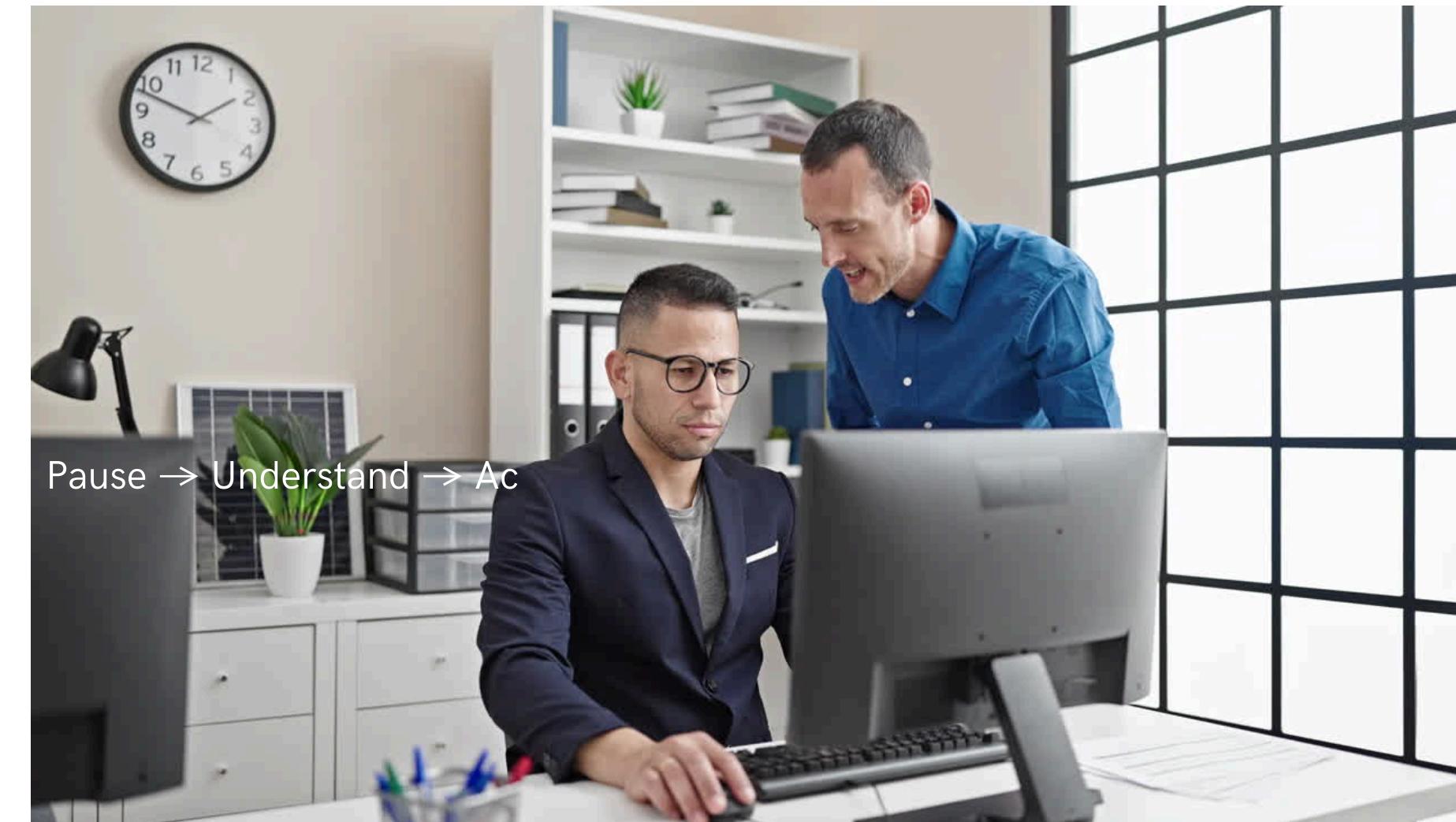


The digital industry runs on collaboration between developers, designers, product managers, marketers.

Misunderstandings often arise not from technical errors, but emotional blind spots.

**Pause →  
Understand  
→ Act**

# **HANDLING CONFLICT WITH EMOTIONAL INTELLIGENCE**



- Recognize real issues behind emotions
- Seek clarity
- Solve the problem, not just the visible tension
- Emotional intelligence = smart handling of human emotions

EQ ISN'T JUST A  
SOFT SKILL  
**IT'S WHAT KEEPS  
TEAMS  
CONNECTED,  
PRODUCTIVE  
& UNITED**



**“Until you make the unconscious conscious, it  
will direct your life and you will call it fate.”**

# THANK YOU

SUMMAYA REHMAN

