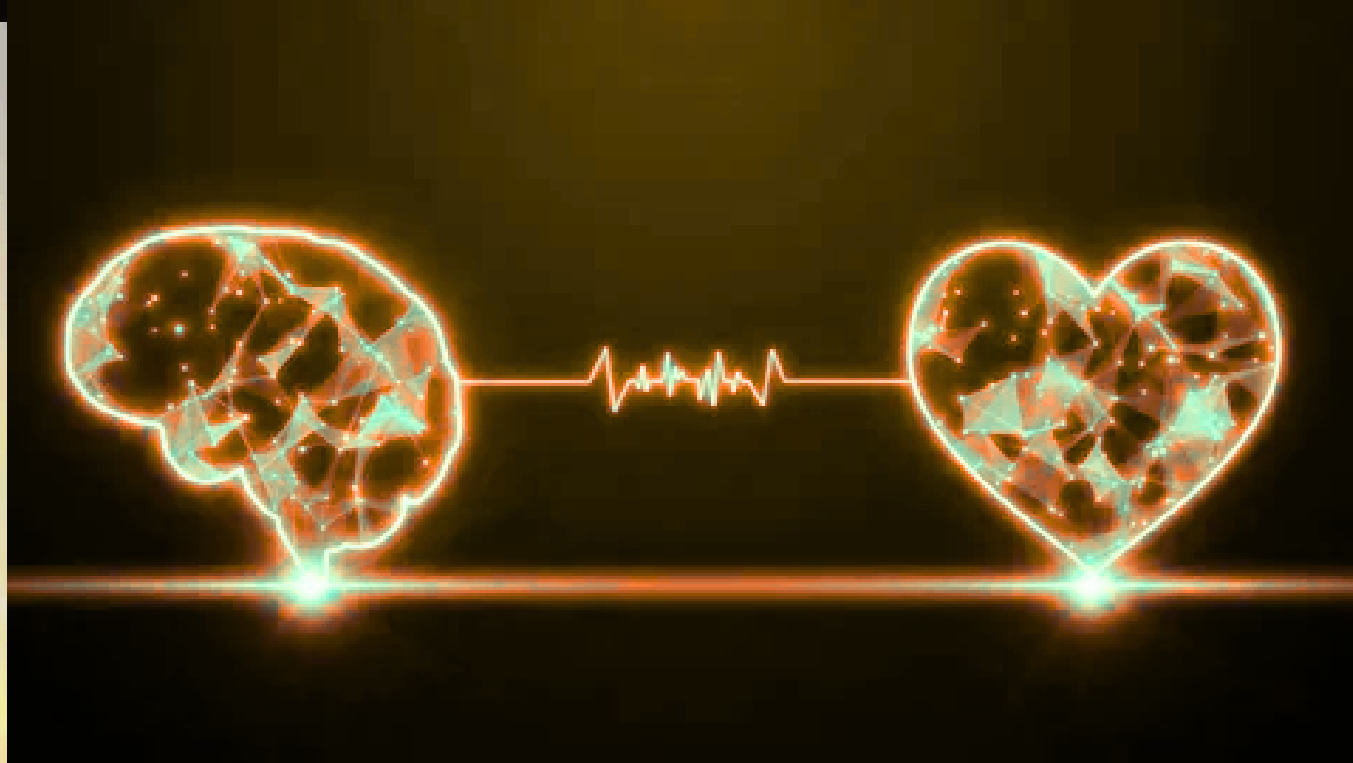


POWER OF EMOTIONAL INTELLIGENCE



"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.
-

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.

A man with a dark beard and mustache, wearing a dark suit jacket, is shown from the chest up. He is looking slightly to the right with a neutral expression. Above his head is a large, white speech bubble with a black outline and a grey drop shadow. The speech bubble contains the text "We need to talk!". The background is a solid yellow color with a vertical orange stripe on the right side.

We need to talk!

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?



AI 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

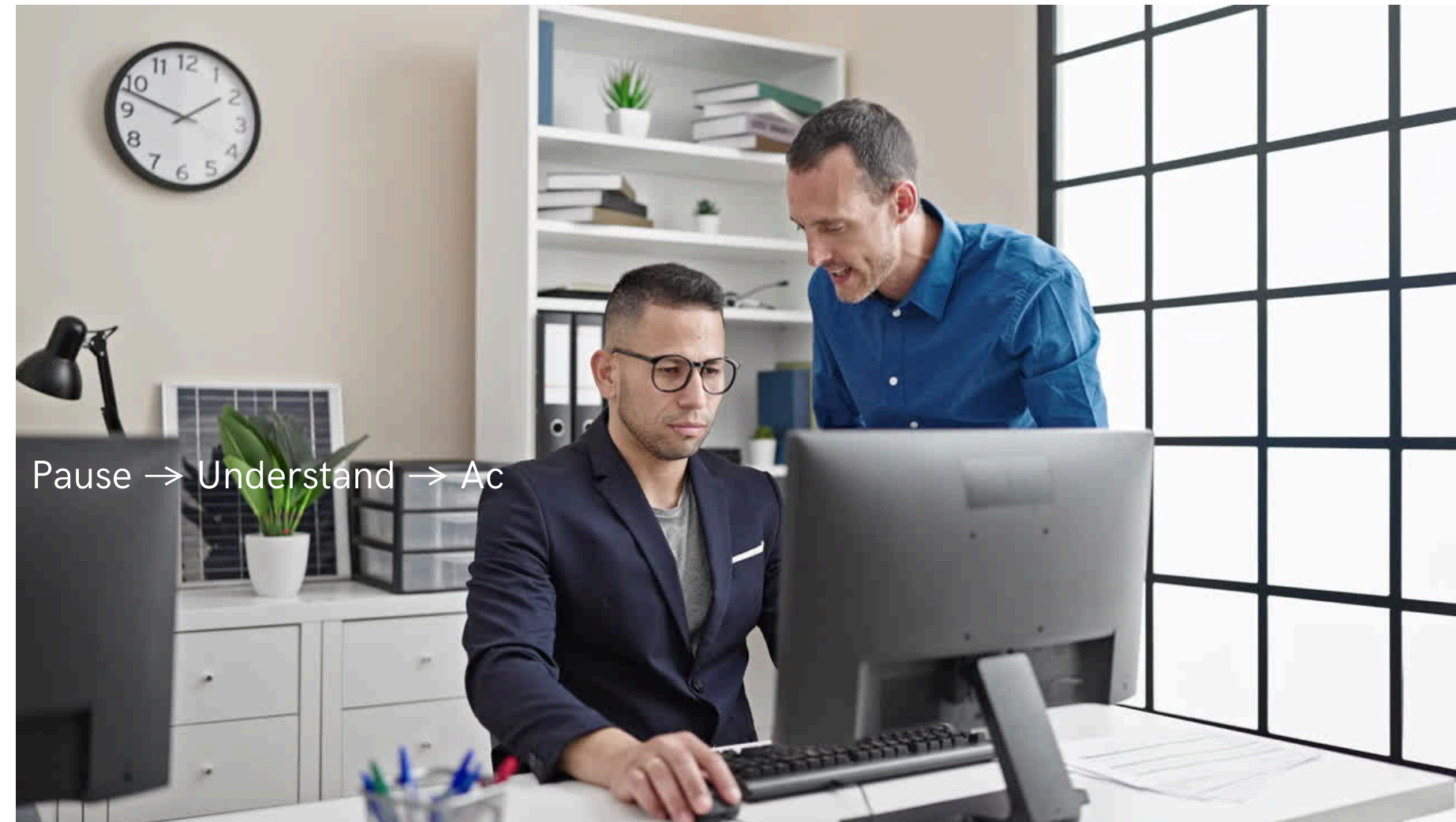


The digital industry runs on collaboration between developers, designers, product managers, marketers.

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

**Pause →
Understand
→ Act**

HANDLING CONFLICT WITH EMOTIONAL INTELLIGENCE



Pause → Understand → Act

- 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

