



Building Client Relationships with Emotional Intelligence

Presenter: Patricia Conlin – President, Global Consulting Group Inc.

Patricia Conlin is the founder and President of Global Consulting Group Inc. located in Ontario Canada. For over 20 years, she has led recruitment teams in the areas of Technology & ERP, Real Estate, Health Care, Mobile, and GIS sectors. Patricia is a recruitment trainer, black belt martial artist, Certified Holistic Nutritionist and is an energetic and engaging public speaker on Boosting your Health and Productivity with the Power of Nutrition. She is the author of “ABCs of Food-Boost Your Energy, Confidence and Success with the Power of Nutrition.”

In this presentation, Patricia will teach you better communications techniques with emotional intelligence tools to connect emotionally to clients and candidates for more success.

Meeting: “Building Client Relationships with Emotional Intelligence” by Patricia Conlin

If you are reviewing this episode with a team, follow the prompts to pause the video and complete the following exercises.

Facilitator (start from the beginning and pause at 9:18): Emotional intelligence is the “something” in each of us that is a bit intangible. It affects how we manage behavior, navigate social complexities, and make personal decisions that achieve positive results. Is it slightly ironic that in a business such as recruitment, a pure people business, that we don’t spend more time talking about the skill of successful interactions?

We all know individuals, either in a professional setting or in our personal lives, who are masters at managing emotions. They don't get angry in stressful situations, but evaluate problems and calmly find solutions. They are excellent decision makers, and take criticism well. If you want to look at this through the lens of a pure financial benefit, Nobel Prize winning Israeli-American psychologist Daniel Kahneman found that people would rather do business with a person they like and trust rather than someone they don't, even if that that person is offering a better product at a lower price. What does this mean to us? It is essential to have a high level of self-awareness as to our own EI, and how we can continue to improve – both for the health of our business, the benefit of those with whom we interact, and a more enjoyable life overall.

Let’s do a short exercise now to get a sense of our own emotional awareness. First, describe how you do in each of the following scenarios, and how you feel you could improve:

I do not become defensive when criticized: _____

I can stay calm under pressure: _____

I handle setbacks effectively: _____

I manage anxiety, stress, anger, and fear in pursuit of a goal: _____



NEXT LEVEL Exchange

I utilize criticism and other feedback for growth: _____

I am positive: _____

I maintain a sense of humor: _____

I try to see things from another's perspective: _____

I recognize how his or her behavior affects others: _____

I air grievances skillfully: _____

I can listen without jumping to judgment: _____

I can freely admit to making a mistake: _____

Do you experience distinct feelings and emotions, such as anger, sadness, fear, joy, frustration, etc.? _____

Can you experience intense feelings that are strong enough to capture both your attention and that of others? _____

Do you pay attention to your emotions? Do they factor into your decision making? _____

Are you able to recognize subtle emotional cues from others and adjust your language or gestures accordingly? _____

(Facilitator): That's a lot of work to think through each of those areas! Another great exercise is to ask each of these questions to someone you trust; sometimes, others are able to see things in us that we are not able to see in ourselves. How we feel we come across to others might not always be the case!

The next step in our process of heightening our Emotional Intelligence is to consciously work towards improvement. Select one or two of the following are key areas that you'd like to focus on over the next several weeks; once a stronger habit, revisit this list for more!

- Focus on the other person; stay fully present. If you are planning what you're going to say next, daydreaming, or thinking about something else, you are almost certain to miss nonverbal cues and other subtleties in the conversation.
- Make eye contact. Eye contact can communicate interest, maintain the flow of a conversation, and help gauge the other person's response.

- Pay attention to nonverbal cues you're sending and receiving, such as facial expression, tone of voice, posture and gestures, touch, and the timing and pace of the conversation.
- When you feel adversely about someone's behavior, try to avoid jumping to a negative conclusion right away. Rather, come up with multiple ways of viewing the situation before reacting. If you can avoid personalizing other people's behaviors, you are likely able to perceive their expressions more objectively. People do what they do because of *them* more than because of *us*.
- When you feel as though you might respond in an abrupt or angry manner, take a deep breath and count slowly to ten. In most circumstances, by the time you reach ten, you would have figured out a better way of communicating the issue, so that you can reduce, instead of complicate the problem. If you're still upset after counting to ten, take a time out if possible, and revisit the issue after you calm down.
- Life is not always easy; how we choose the way we think, feel, and act in relation to life's challenges can often make the difference between optimism versus frustration. With every challenging situation, ask questions such as *"What can I learn from this experience?"* *"What is most important now?"* and *"If I think creatively, what are some better answers?"* The higher the quality of questions we ask, the better the quality of answers we will receive.
- Focus on creating a positive environment; take time to notice what is going well and things for which you feel grateful. This not only improves your quality of life, but it can be contagious to people around you too.
- Stay focused in the present. When you are not holding on to old hurts and resentments, you can recognize the reality of a current situation and view it as a new opportunity for resolving old feelings about conflicts.
- Incorporate humor and play into communications. Using gentle humor often helps you say things that might be otherwise difficult to express without creating a flap. When you loosen up, you free yourself of rigid ways of thinking and being, allowing you to get creative and see things in new ways.
- Choose your arguments. Arguments take time and energy, especially if you want to resolve them in a positive way. Consider what is worth arguing about and what is not.
- End conflicts that can't be resolved. It takes two people to keep an argument going. You can choose to disengage from a conflict, even if you still disagree.

(Facilitator – resume video and watch through end): Patricia shifts gears and gives us the opportunity to think about the concept of Attraction Marketing. Keep in mind the bottom line:

"Brand is not what you tell you customers; brand is what your customers tell their friends."

She gives us four key categories to consider. Let's go through each and discuss how well we fare currently, and what else we can do to cultivate an attraction marketing strategy and campaign.



NEXT LEVEL Exchange

Create Interest: Develop a winning value proposition. What is our 30 second commercial? What are some of the things that you do that are so different from your competitors that it makes you the only solutions to the problems your clients face?

Give something away. What can we give to our clients and candidates? Patricia gave examples ranging from industry information, items of personal or common interest, tickets to sporting events, relevant publications or literature, etc.

Get them on your list and stay in touch. What is the plan to stay in touch, how often, and via what methods?

Focus on their problem instead of your solution. Develop great questions to ask to find their pain points; list some questions you could begin to ask that go beyond the current standard questions that are a part of your typical conversations:

- _____
- _____
- _____
- _____
- _____