

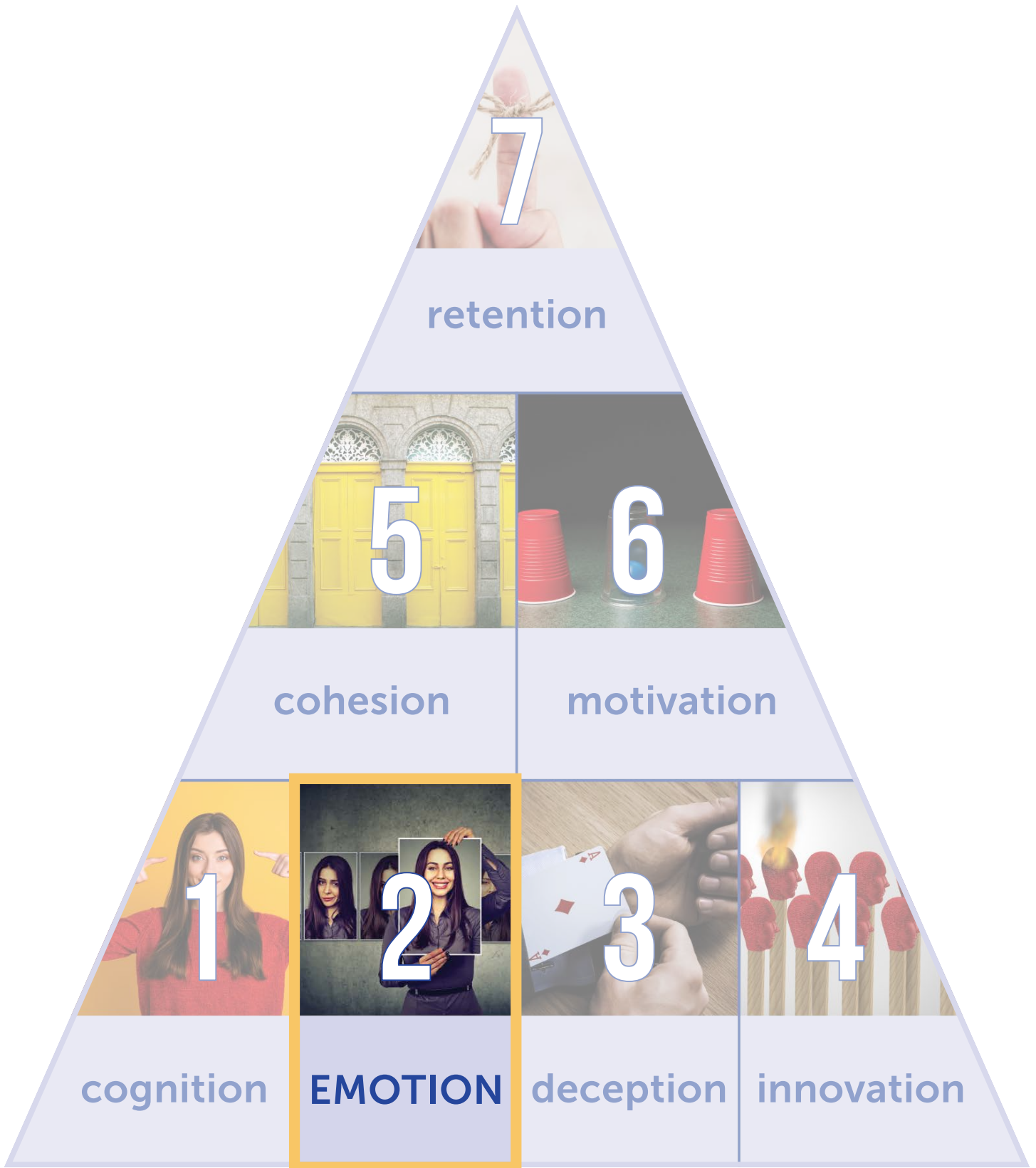
LEVEL #2:

EMOTION

FUN FACT:

According to a 2015 study, most people's "neutral" faces, aren't neutral after all. The expressionless faces are 97% percent neutral and 3% emotion and when that emotion is contempt, it's more like 6% emotion. So resting bitch face, aka RBF, does exist! And if you suffer from RBF, it's likely that people are afraid of you or feel judged by you.





BLI's NEW Competitive Advantage System **Level #2: Emotion**

*Unlock the Sales Secrets to the 7 Universal Emotions
and Turn a Good Salesperson into a Great One*

**"When dealing with people, remember
you are not dealing with creatures of
logic, but with creatures of emotion."**

— Dale Carnegie

Imagine you work in sales, during your online zoom meeting with two potential clients from the same company, Client A, Jill, is enthusiastically going on about their company's biggest challenge that they are actively looking to resolve and Client B, Jack, is listening attentively, but shaking his head no.

At first, your eyes zoom in on Jill whose eyes are wide open and gesturing a lot with her hands in the camera. As you turn your attention to the video of Jack you see a smirk on the right side of his face and he makes a lightning-fast eyebrow raise. It only takes a half of a second but because you've been trained to spot emotions, you know that Jack does not agree with something, perhaps it's Jill. You now know that it's possible that Jack believes their company's biggest problem is something completely different than what Jill thinks.

Jack didn't have to say a word; his distaste was shown through a micro-expression of surprise and contempt.

MICRO-EXPRESSIONS

The subtle involuntary muscle movements of the face that expresses an emotion that a person feels at that very second.

More on the value of micro-expressions in the following pages.



Congratulations!

You were able to spot Jack's subconscious facial expressions and now you know how he's authentically feeling. You know there's some type of stressor or hot spot that Jack may not be saying verbally, but he's leaking emotionally. Although you don't know the true catalyst behind Jack's subtle emotional display, when the time is right, you'll ask the perfect questions to unpack the secrets behind what caused those tiny facial fluctuations. At that point you'll be one step closer to building stronger rapport and trust with Jack because he is going to immediately feel "seen" and likely feel that you "get him."

As you might imagine, this ability to read and understand how Jack is feeling will affect the decisions he's going to make. In fact, scientists have discovered that without emotions we would make terrible decisions all the time.

Now let's bring Jill back into the equation.

Emotions also come into play with teamwork.

Later in your program, "**7 Levels of Reading & Influencing Human Behavior**," in **Level # 6: Collaboration** and **Level #7: Motivation**, you'll learn that all human beings are motivated to spend our time and energy in different ways when it comes to making decisions.

As a matter of fact, there are approximately 7 billion people on the planet and there are approximately 36 billion different combinations of decision-making DNA.

As you might imagine, this means when a team is made up of people who make decisions differently (i.e. one person may be motivated by research, the other seizing opportunities, another prioritizing what matters most, while yet another person is focused on anticipating consequences, etc...) and see the world in a differently, conflict is likely to arise.

high emotions + different decision-making motivations = CONFLICT

This is why decades of research point to "emotional intelligence" as one of the strongest predictors of success at work. Emotional intelligence affects how we manage behavior, navigate social hurdles, and make personal decisions that lead to positive results.

Before you read any further, you better go grab one of your kid's superhero capes or cut a trash bag into one, because reading and decoding micro-expressions accurately is not only going to boost your emotional intelligence, it's about to become your new reading people superpower.



✓ Ready to test your emotional intelligence?
Check

✓ Excited to learn how reading emotions can give you a better life?
Check

✓ Cape on? Check



Let's do this....

- » When you woke up this morning, did you recognize the emotion you were feeling?
- » Do you know what you were feeling during that first Zoom meeting after the stay-at-home order took effect because of COVID-19?
- » When you first wore gloves and a mask to get groceries or open a package, do you know how you felt?
- » Are you able to manage or reset those feelings to be the best version of you?
- » Can you motivate yourself to get stuff you don't want to do done?
- » Do you sense the emotions of others and respond in a way that brings out the best in them?

If you answered yes to these questions, it is likely that at some point in your life you shaped the basis of emotional intelligence.

Emotional intelligence, often dubbed EQ (short for "emotional quotient"), refers to your ability to spot, grasp, manage, and reason with emotions – yours and others.

The idea of emotional intelligence became a hot topic, in the business world, back in 1995 when Daniel Goleman wrote his now super-famous book "Emotional Intelligence: Why It Can Matter More Than IQ." Goleman suggests that when it comes to predicated success — in life — both your IQ and EQ are super important and valuable.



BASIS FOR COMPARISON	IQ	EQ
Meaning	IQ is a number obtained from standardized intelligence test, which represents an individual's ability of logical reasoning.	EQ refers to an individual's level of emotional intelligence, which is represented by scores obtained in a standardized test.
Measures	General Intelligence	Emotional Intelligence
Acquisition	It is an inborn ability.	It is learned and improved ability.
Ability	Learn, understand and implement knowledge, logical reasoning and abstract thinking.	Recognize, control and express one's own emotions, perceive and assess other's emotions.
Ensures	Success in school.	Success in life.
Recognizes	People with high intellect, common sense, mental challenges, etc.	Leaders, captains, managers and people with social challenges.

Comparison Chart adapted from an article called, "Difference Between IQ and EQ" on www.keydifference.com

FUN FACT:

In a Time magazine article in 2011, Goleman wrote:

"Here are the facts.

There's no question IQ is by far the better determinant of career success, in the sense of predicting what kind of job you will be able to hold. It typically takes an IQ about 115 or above to be able to handle the cognitive complexity facing an accountant, a physician or a top executive.

But here's the paradox: once you're in a high-IQ position, intellect loses its power to determine who will emerge as a productive employee or an effective leader. For that, how you handle yourself and your relationships — in other words, the emotional intelligence skill set — matters more than your IQ.

In a high-IQ job pool, soft skills like discipline, drive, and empathy mark those who emerge as outstanding."

Bottom line: if you are successful at work, it's not just because you're smart, it's because you also have a high level of emotional intelligence. Who knew, right?

Since Goleman's internationally best-selling book first hit book store shelves, over 25-years ago, numerous studies have been done on the power and benefits of having a high EQ, the weaknesses of a business professional with low EQ, and how to increase your EQ — and teach others how to do the same.

This almost endless body of research has proved EQ impacts and influences:

- A leader's ability to navigate complex and challenging decisions, not just motivate and empower employees
- Ability to embrace change
- Appreciation of the importance of tasks
- Change management
- Communication skills
- Conflict resolution
- Cooperation
- Decision-making flexibility
- Development of deep meaningful human relationships
- Development of a collective sense of goals, and a strategic plan for achieving them
- Emotion management
- Empathy
- Employees' ability to be connected to the vision of your company
- Employees' interactions with their colleagues
- Establish and maintain a meaningful identity for your organization
- Interpersonal functioning
- Job satisfaction
- Leadership abilities
- Maintaining enthusiasm, confidence, and optimism
- Motivation
- Overall performance on the job
- Productivity
- Resilience
- Self-awareness
- Setting boundaries
- Social interactions with peers
- Stress management
- Teamwork
- Trust