The Importance of Emotional Awareness in Creating Value, Understanding and Inclusiveness for Customers

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Agenda

- Setting the stage
- What is Emotional Awareness?
- Why do change agents need it?
- Benefits of Emotional Awareness
- How do change agents it?
- Emotionally aware...now what?
- Leadership’s Role
- Conclusion, Q&A
Learning Objectives

- In this session, you will learn:
  - What is emotional awareness, benefits and how change agents use EA in creating customer value
  - Gain an understanding of how to identify situations where EA is needed and how to grow this skill
Connecting Sustainable Change Management to Customer Value
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Sustainable Change Management Initiative

Frontline Staff Implement Processes and Deliver Service

Customer Value Realized
Connecting Sustainable Change Management to Customer Value

Frontline Staff Implement Processes and Deliver Service

SME Buy-in?

Customer Value Realized
What does the change agent need to be a key influencer to gain buy-in?
The Importance of and Fundamentals in Change Agent’s Influence: “Cooking with Love”

Only when those administering programs have bought into the change management process, can customers experience the greatest value.

- Frontline Staff: Implement Processes and Deliver Service
- Change Agent: Influence

- Flexibility
- Technical Knowledge/Skills
- Responsibility
- Trustworthy
- Communication
- Active Listening → Understanding

EMOTIONAL AWARENESS
I feel...
Emotional Awareness and Intellect: can’t have one without the other!
Emotional Awareness and Intellect
Promotes Team Engagement

Emotion + Intellect

Improved Change Agent
Influence

Project Team Engagement

IQ

EQ

Engagement

Better delivery of high-value products and services for customer
What is Emotional Awareness?

Generally:

- Ability to recognize and make sense of not just your own emotions but those of others
- Using insight to gain deeper understanding of what others are going through

In the workplace, leverage this recognition in:

- Adapting and adjusting your approach to break down walls of resistance
- Better facilitating the learning process
- Identifying opportunities to re-direct/clarify discussions, and utilizing technical tools to get discussion back on track
- Identifying the disconnect ➔ eventually develop solutions to bridge the gap
Some Key Benefits of Emotional Awareness

Benefits to Change Agent
- Enhanced influence and buy-in
- Improved learning opportunities from teams
- Establishes trust; needed interaction/engagement

Benefits to the Business
- Heightened team ownership, accountability, and well-being
  - Improved business efficiencies and cost savings
  - Increased team performance, empowerment and leadership ability

Benefit to the End Customer...

Highly valuable product/service that directly meets customer need
When is Emotional Awareness Needed?

- In EVERY situation!
- Breaking down walls
- In heated or high-conflict situations
Creating the Connection to Gain Buy-in: how to Grow and Leverage Emotional Awareness
(1 of 2)

- Establish a “relationship” with your audience
  - Background

- Understand the audience and how they engage
  - Relatability
  - Sensitivity to different learning styles, learning levels and personality types

- Put audience’s needs before your own

- Stay open-minded and ask questions

- Don’t make assumptions → Educate before you Educate!
Creating the Connection to Gain Buy-in: how to Grow and Leverage Emotional Awareness
(2 of 2)

- Speak in simple, easy-to-understand terms
- Respect differences and opposing opinions
- Apply mindfulness practices → be present
- Tell audience what you are going to tell them
- Pay attention to YOUR mannerisms and behaviors
  - Inviting collaboration or creating more of a barrier?
I’m Emotionally Aware!...Now what?...

- Balance emotional awareness

- Continue to elevate EA and refine all other tools to enhance influence and decision-making
  - Self-awareness
  - Confirm situational reads
  - Other tools/strategies

- Identify ways to break barriers/resistance through feedback
Setting the tone: Leadership’s role

- Accept Emotional Awareness as a valuable part of the change management process
- Promote an environment where this type of bonding and communication are encouraged and valued
- Lead by example
Learning Objectives

In this session, you will learn:

- What is emotional awareness, benefits and how change agents use EA in creating customer value

- Gain an understanding of how to identify situations where EA is needed and how to grow this skill
Questions