

UNDERSTANDING YOUR CROWD: Part 1

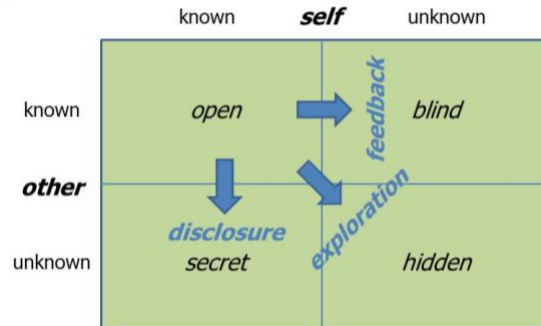
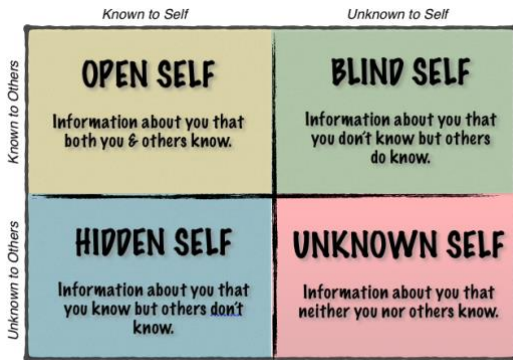
“Soft skills like discipline, drive, and empathy mark those who emerge as outstanding.”

EMOTIONAL INTELLIGENCE:

- Person’s ability to perceive, control, evaluate, and express emotions
- Measured using Emotional Quotient (EQ)
- 90% correlation with highly emotionally intelligent individuals and top performers

PERSONAL COMPETENCIES	SOCIAL COMPETENCIES
SELF-AWARENESS 1. Emotional awareness 2. Accurate self-assessment 3. Self-confidence SELF-REGULATION 4. Self-control 5. Trustworthiness 6. Conscientiousness 7. Adaptability 8. Innovativeness MOTIVATION 9. Achievement drive 10. Commitment 11. Initiative 12. Optimism	EMPATHY 13. Understanding Others 14. Developing Others 15. Service Orientation 16. Leveraging Diversity 17. Political Awareness SOCIAL SKILLS 18. Influence 19. Communication 20. Conflict Management 21. Leadership 22. Change Catalyst 23. Building Bonds 24. Collaboration and Cooperation 25. Team Capabilities

SELF-AWARENESS:



BUILD YOUR MOVEMENT:

- How has your emotional intelligence hindered your success?

ADDITIONAL RESOURCES:

1. Travis Bradberry and Jean Greaves, Emotional Intelligence 2.0

UNDERSTANDING YOUR CROWD: Part 2

Why are good people divided by politics and religion?

RIGHTEOUS MIND MORAL MATRIX FOUNDATION

- **CARE/HARM FOUNDATION: Empathy**, We're sensitive to signs of suffering and need.
- **LIBERTY/OPPRESSION FOUNDATION: Freedom**, The left wants liberty for the underdogs and victims, The right wants liberty from government intrusion.
- **FAIRNESS/CHEATING FOUNDATION: Equitable**, Equality vs. Proportionality, Left: Fairness=Equality, Right Fairness=Proportionality "you get what you put in, and that's not always equal."
- **LOYALTY/BETRAYAL FOUNDATION: Tribalism**, Universalism vs. Nationalism.
- **AUTHORITY/SUBVERSION FOUNDATION: Order**, fends off chaos; the right values this foundation, while the left defines itself by opposing hierarchy, inequality, and power.
- **SANCTITY/DEGRADATION FOUNDATION: Purity**, ideals such as environmentalism, or marriage.

LIBERAL VS CONSERVATIVE MORAL MATRIX:

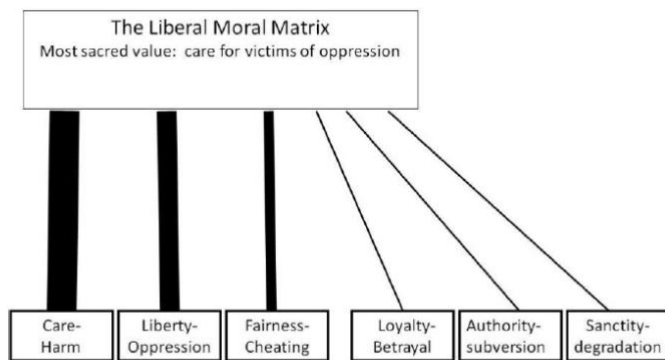


Figure 12.2. The moral matrix of American liberals.

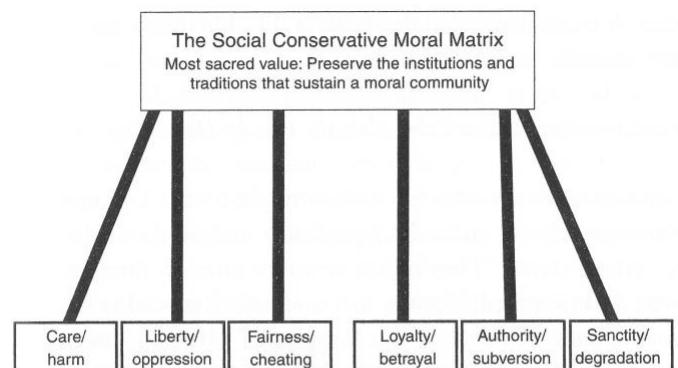


FIGURE 12.4. The moral matrix of American social conservatives.

BUILD YOUR MOVEMENT:

- Write a 30-second commercial using the moral matrix.

ADDITIONAL RESOURCES:

- "The Righteous Mind: Why Good People Are Divided by Politics and Religion" Jonathan Haidt
- "Conversational Intelligence: How Great Leaders Build Trust and Get Extraordinary Results" Judith E. Glaser