

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

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# Agenda

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- ▶ Setting the stage
- ▶ What is Emotional Awareness?
- ▶ Why do change agents need it?
- ▶ Benefits of Emotional Awareness
- ▶ How do change agents do 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



Sustainable Change Management Initiative



Customer Value Realized



# 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



What does the change agent need to be a key influencer to gain buy-in?

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# 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



Change Agent Influence



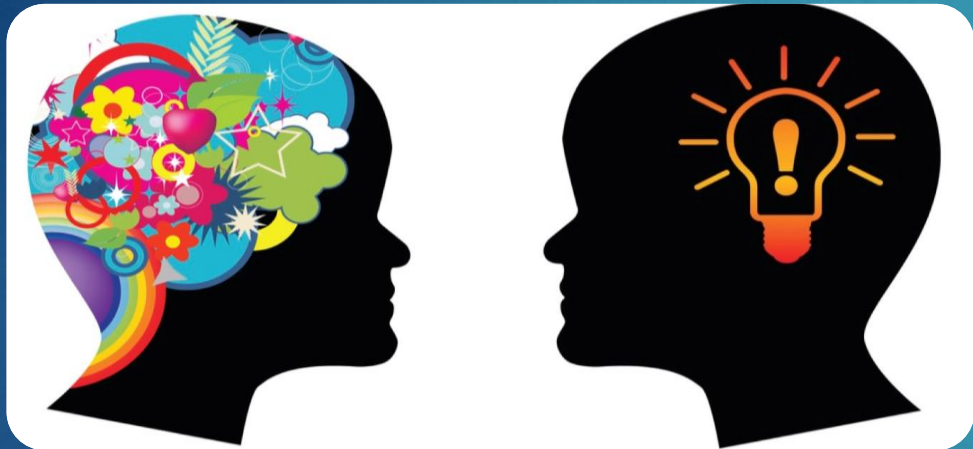
- Flexibility
- Technical Knowledge/Skills
- Responsibility
- Trustworthy
- Communication
- Active Listening → Understanding
- EMOTIONAL AWARENESS**



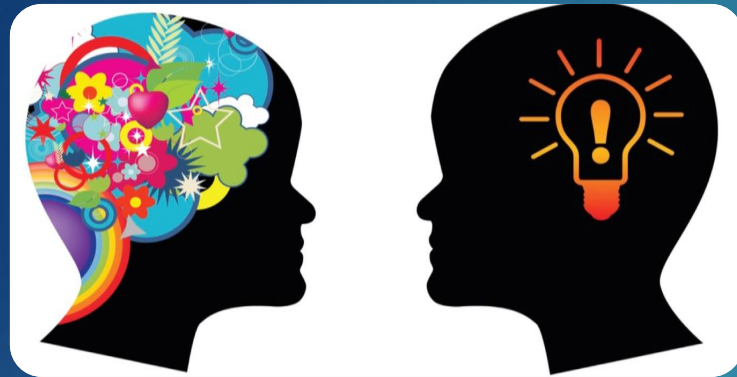
*I feel...*

# Emotional Awareness and Intellect: can't have one without the other!

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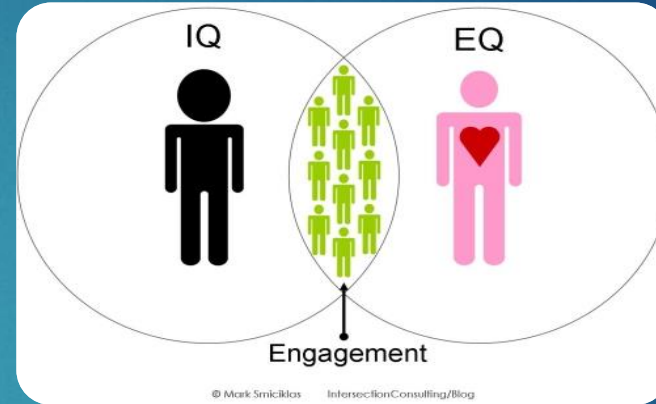


# Emotional Awareness and Intellect Promotes Team Engagement



Emotion + Intellect

Improved Change Agent Influence



Project Team Engagement



Better delivery of high-value products and services for customer

# What is Emotional Awareness?

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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

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## Benefits to Change Agent

- ▶ Enhanced influence and buy-in
- ▶ Improved learning opportunities from teams
- ▶ Establishes trust; needed interaction/engagement

## Benefits to the Business

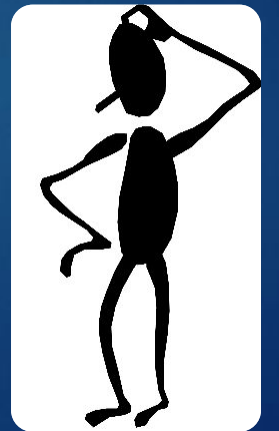
- ▶ Heightened team ownership, accountability, and well-being
  - ▶ Improved business efficiencies and cost savings
  - ▶ Increased team performance, empowerment and leadership ability

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

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(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)

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- ▶ 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

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- ▶ 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



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# Questions

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