

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

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Sustainable Change Management Initiative

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?

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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

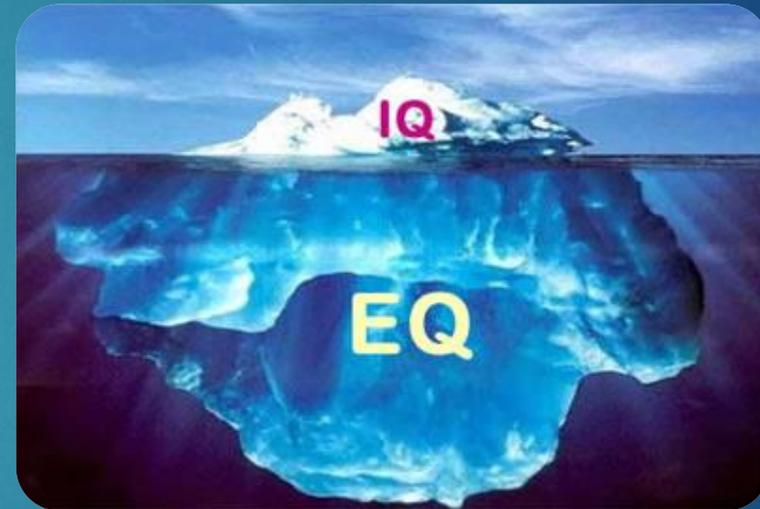
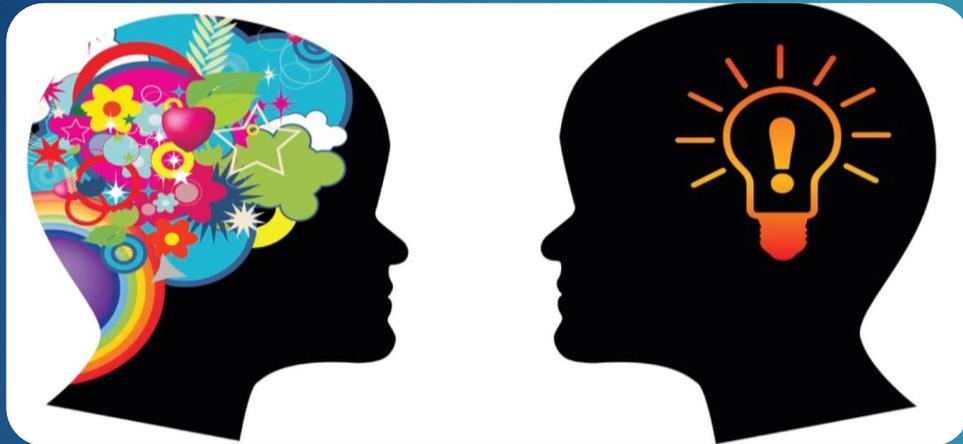


- Flexibility
- Technical Knowledge/Skills
- Responsibility
- Trustworthy
- Communication
- Active Listening → Understanding
- EMOTIONAL AWARENESS**

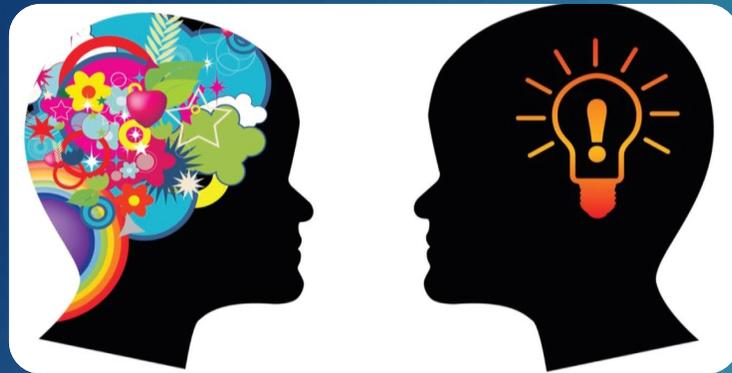
I feel...

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

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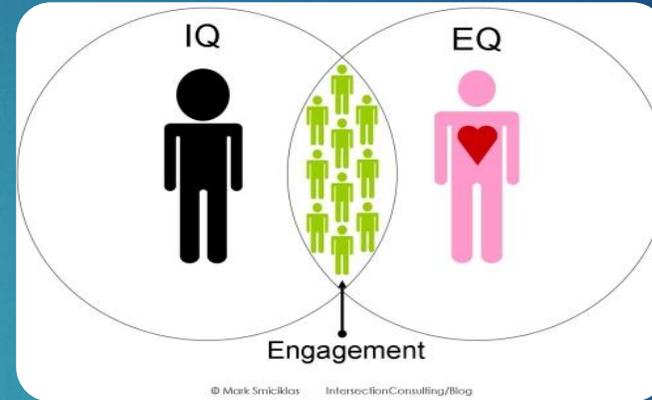
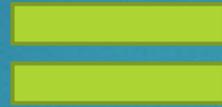


Emotional Awareness and Intellect Promotes Team Engagement



Emotion + Intellect

Improved Change Agent Influence



Project Team Engagement



Better delivery of high-value products and services for customer

What is Emotional Awareness?

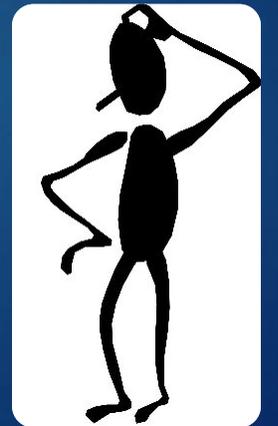
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Generally:

- ▶ 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

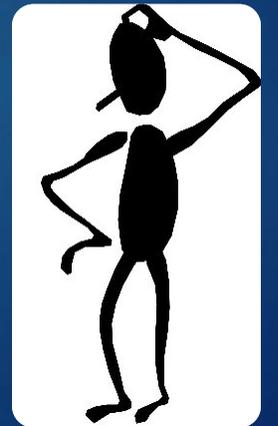
- ▶ Heightened team ownership, accountability, and well-being
 - ▶ Improved business efficiencies and cost savings
 - ▶ Increased team performance, empowerment and leadership ability

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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