

Emotions in the Workplace

It's more than a feeling: Why it pays to
measure emotions in the workplace



AfricaScope™



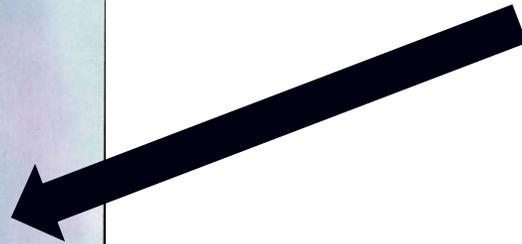


Why measure emotions in the
workplace?



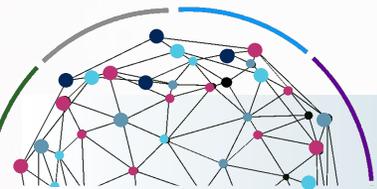
**Sometimes you need
to see the bigger
picture of how your
employees really feel
about you.....**

Boss



Emotions for better or worse influence...

- Employee commitment,
- Creativity,
- Decision making,
- Work quality,
- Likelihood of sticking around—and
- Effects on the bottom line

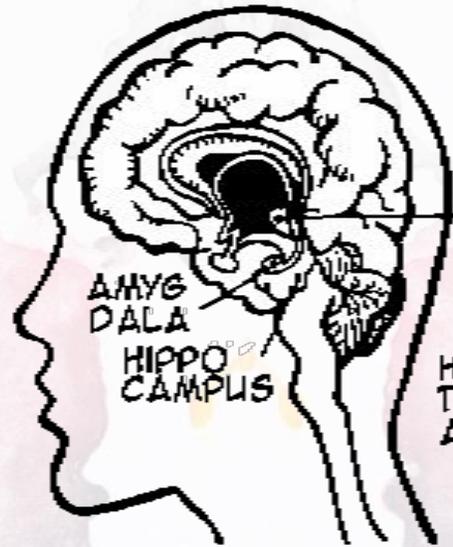




Decision making & creativity in the workplace



OUR SENSES TRANSMIT 11 MILLION BITS OF INFO TO THE BRAIN PER SECOND

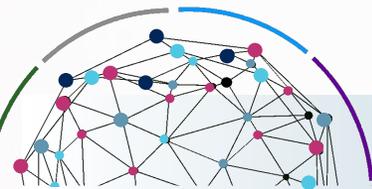


THE ONLY WAY THAT ALL THIS INFO CAN BE QUICKLY TRANSLATED TO OUR CONSCIOUSNESS IS THROUGH GUT FEELINGS OR EMOTION

GLADWELL [2005]; DAMASIO [2008]; GEORGE [2009]; JOHNSTON & OLSEN [2015]

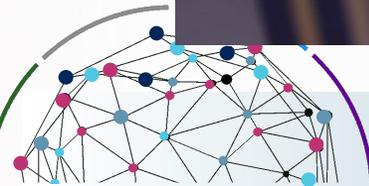


OUR EMOTIONS ARE THE CORE AND PRIMARY SOURCE OF OUR BEHAVIOUR AND OUR CONSCIOUS THOUGHTS

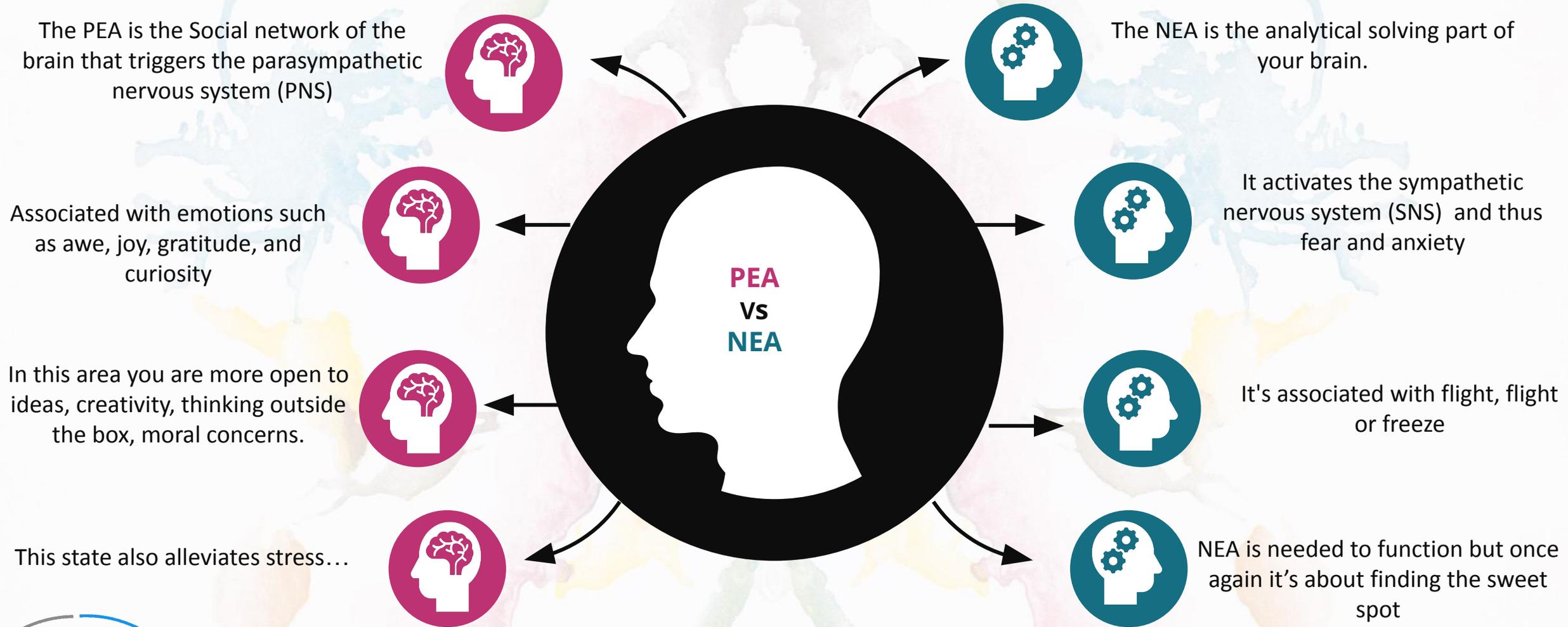


Sweet spot of success

“The brain has a sweet spot for stress; a certain amount is good for it. But if you go over that threshold you reduce its ability to engage in high level thinking, memory formation, empathy, and abstract thinking” Ann Betz.

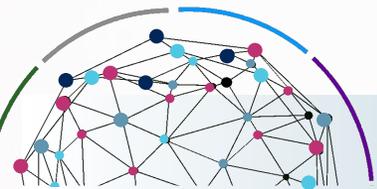


Positive Emotion Attractors vs Negative Emotional Attractors

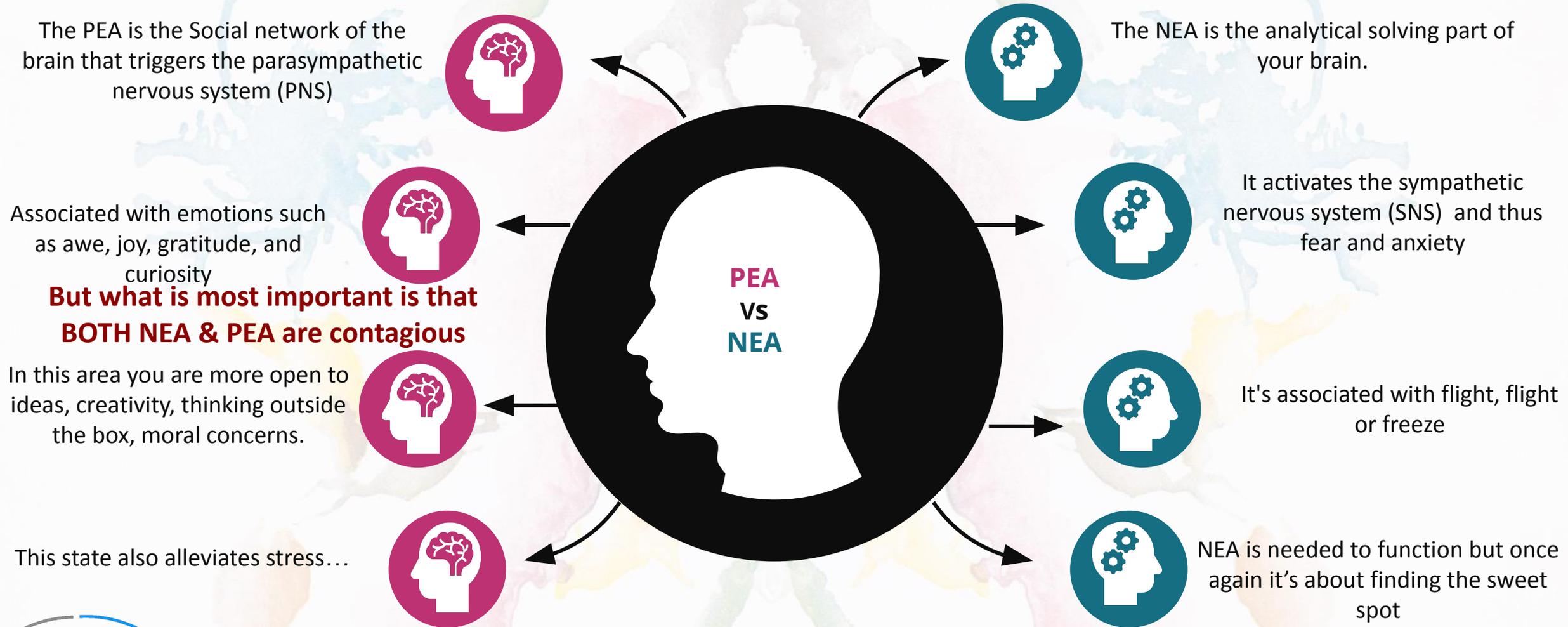


PEA and NEA are mutually exclusive the one systems activates parts of the brain that suppresses the other

Richard Boyatzis (2008)

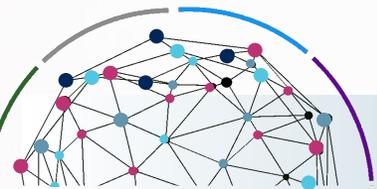


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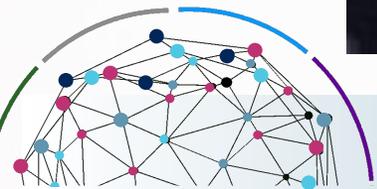
Richard Boyatzis (2008)





“Misery loves company”

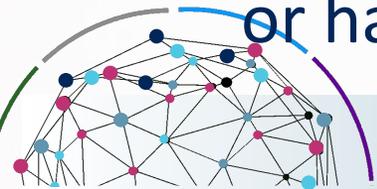
The role of emotional contagion in the workplace



Emotional Contagion

- Our brains are hardwired for picking up on the emotions of others around us.
- But sensing negative emotions may stimulate the SNS (flight or fight) and turn the person defensive.
- The surprising aspect about sensing others' deep feelings is how fast it happens. The psychologist Joseph LeDoux documented that it takes about 8 milliseconds for the message of a threat to go from our five senses to the amygdala.
- That is eight-thousandths of a second. This is way below conscious recognition, which is typically thought to be about 500 milliseconds, or half a second.

Boyatzis et al. (2020)



Exposure to emotional expressions influences behaviour (even when you're unaware of it)

- Subliminal, fleeting facial expressions influence decision making even on a minimal scale
- Even to the point of how much fruit juice you drink!

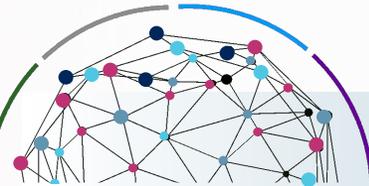
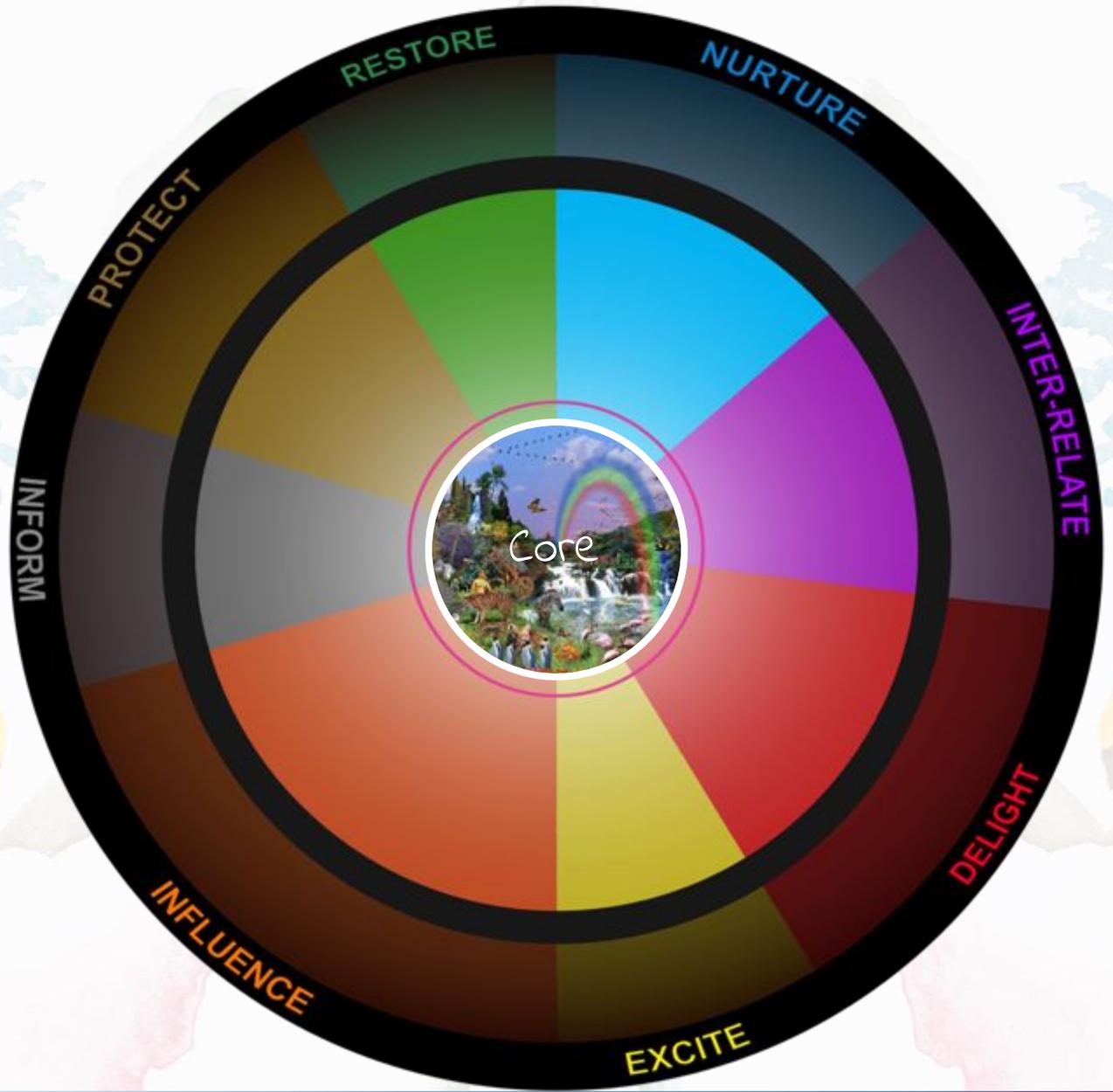


The Ideas Behind Q.i. Inside

Measuring Emotions

- Spontaneous recall of emotions i.e. asking people how they feel, and they typically mention 1 to 3 emotions
- At Qi when we've used an "identikit" of 100 emotions and the average person mentions 16 to 38 emotions





Understanding our heatmaps

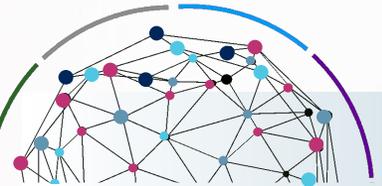
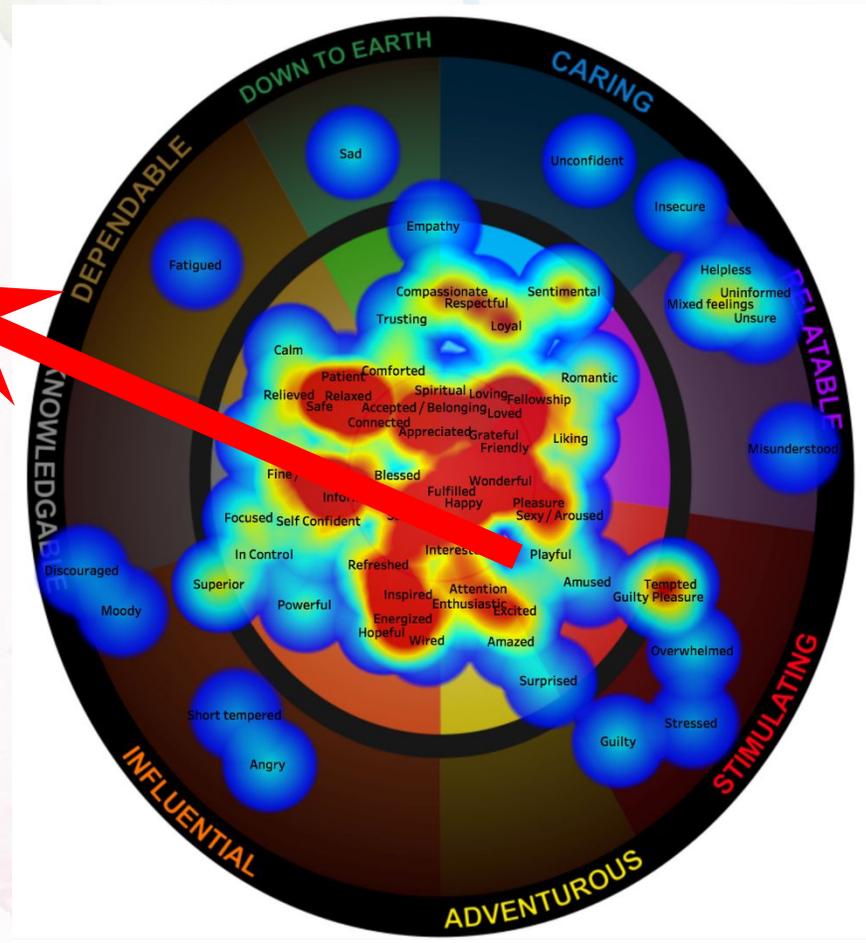
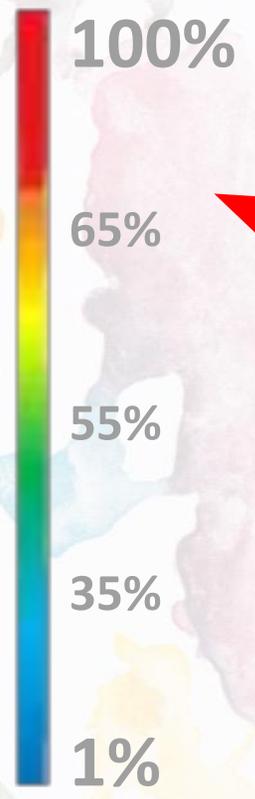
The hotter the colour, the higher the...

Performance: The percentage of respondents who associated your brand with the attribute

Importance: The strength of the attribute in driving a dependent variable such as purchase intent

Differentiation: The degree to which your brand over-indexes vs. the competition on an attribute

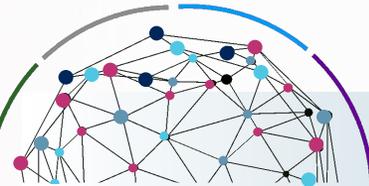
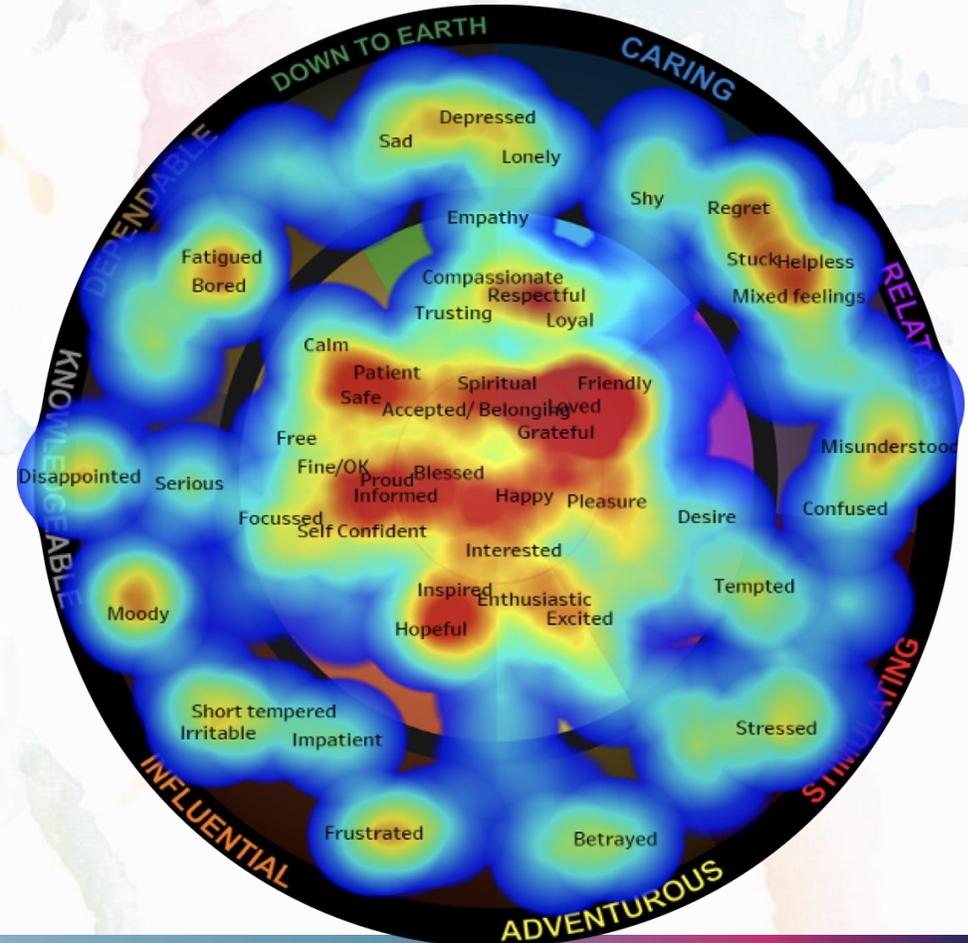
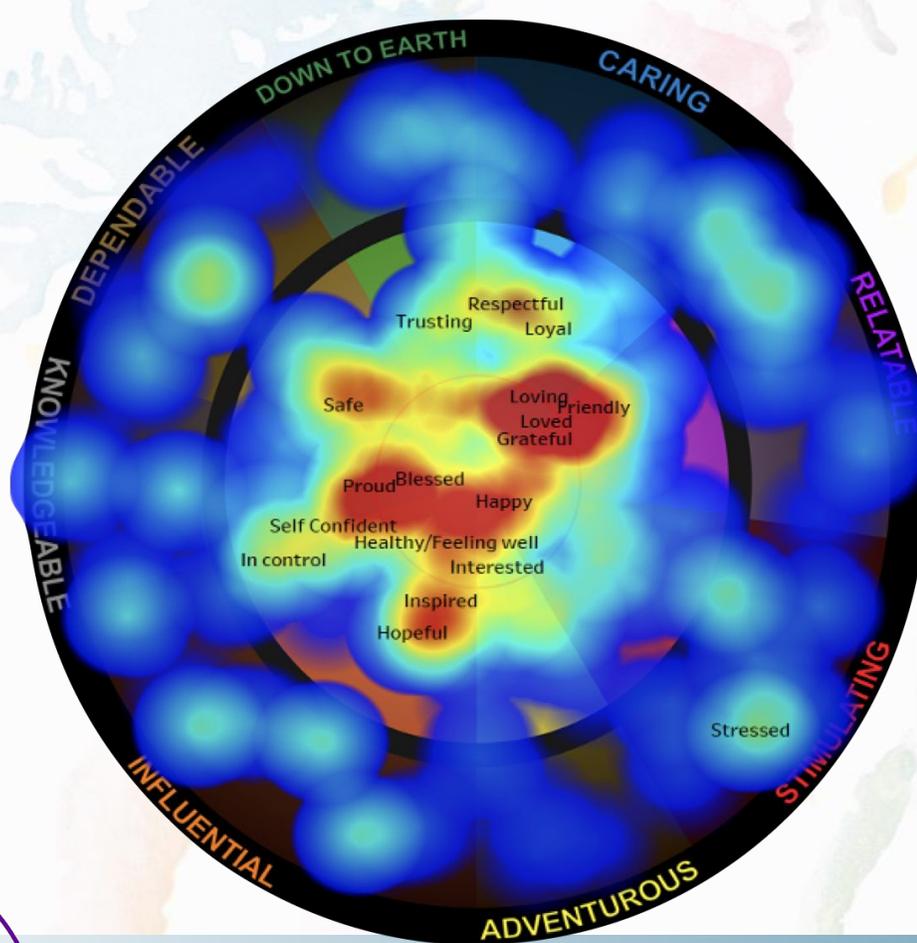
Ownability: The probability that your brand can gain or maintain leadership on an attribute



Examples of emotional maps

Affluent

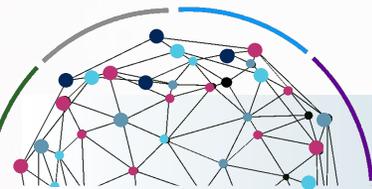
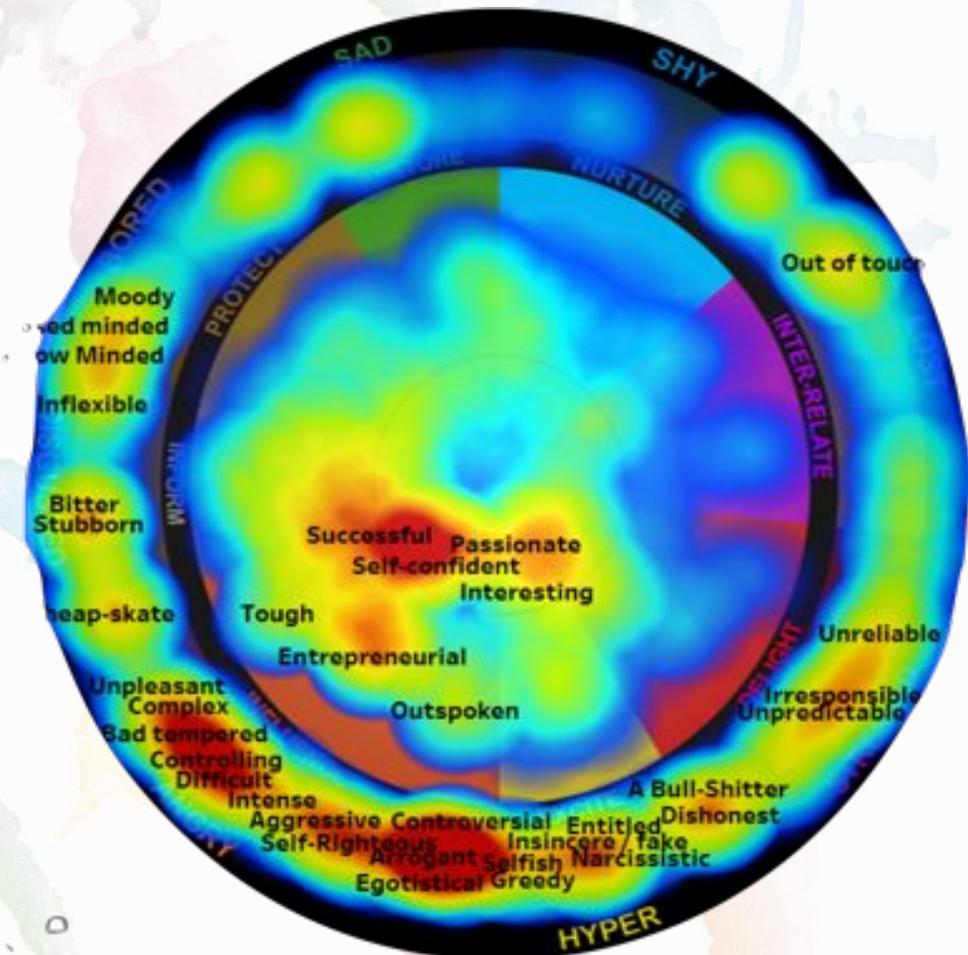
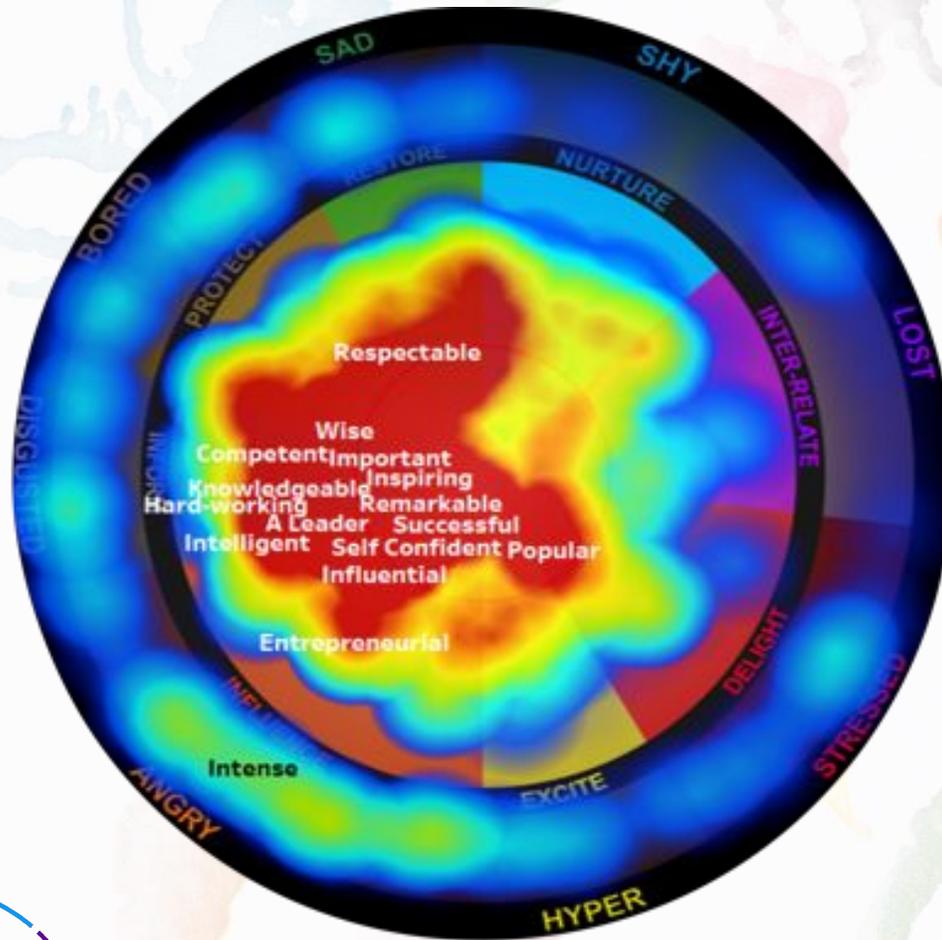
Poor



Comparison of two maps

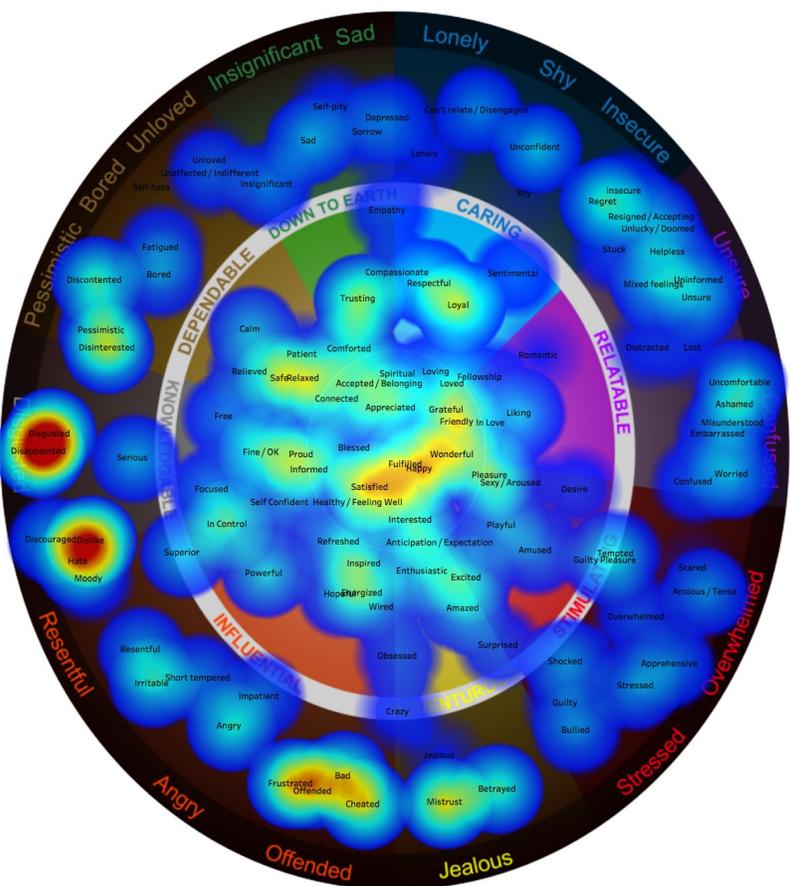
Perceptions of Warren Buffet

Unpopular Sport Executive

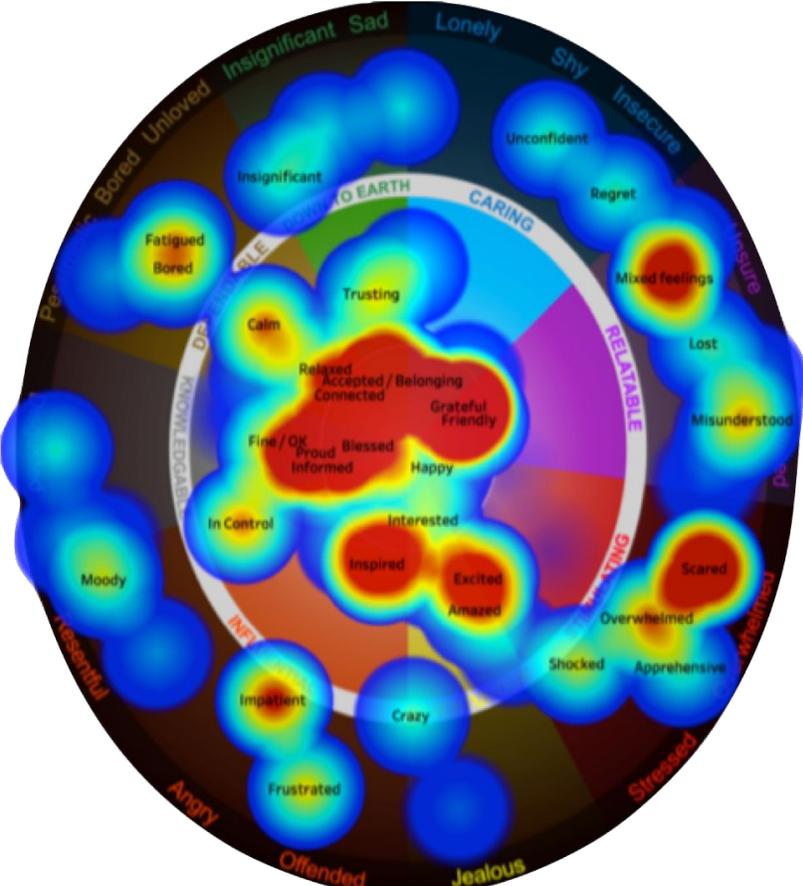


Examples differing levels of emotional positivity in the workplace

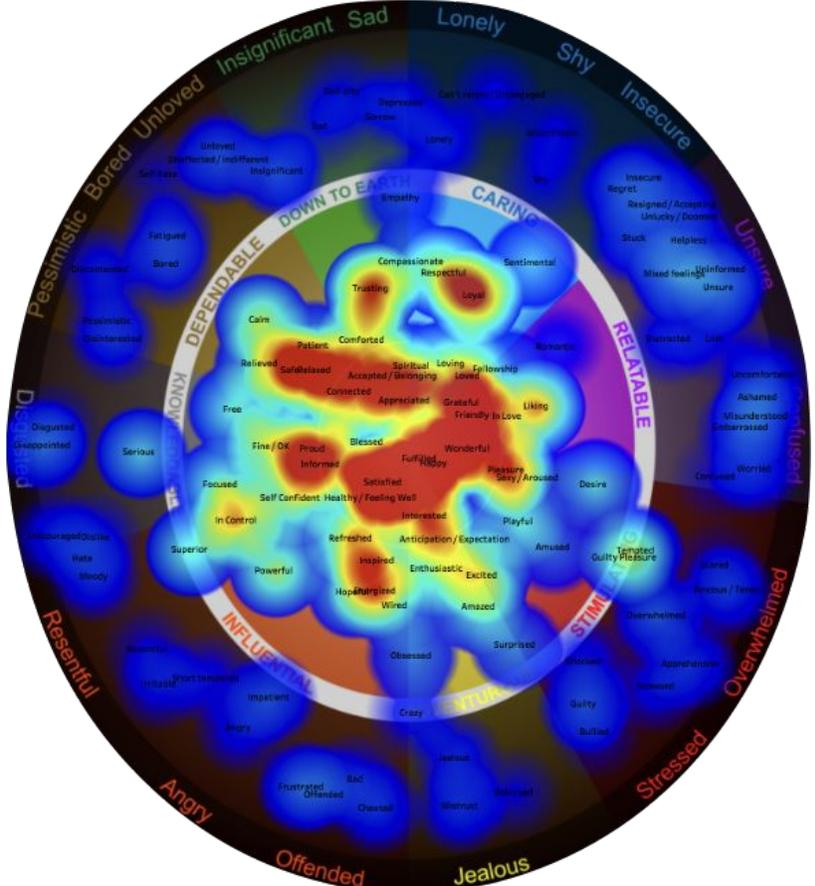
Few core or positive emotions with the predominance of high scoring emotions negative



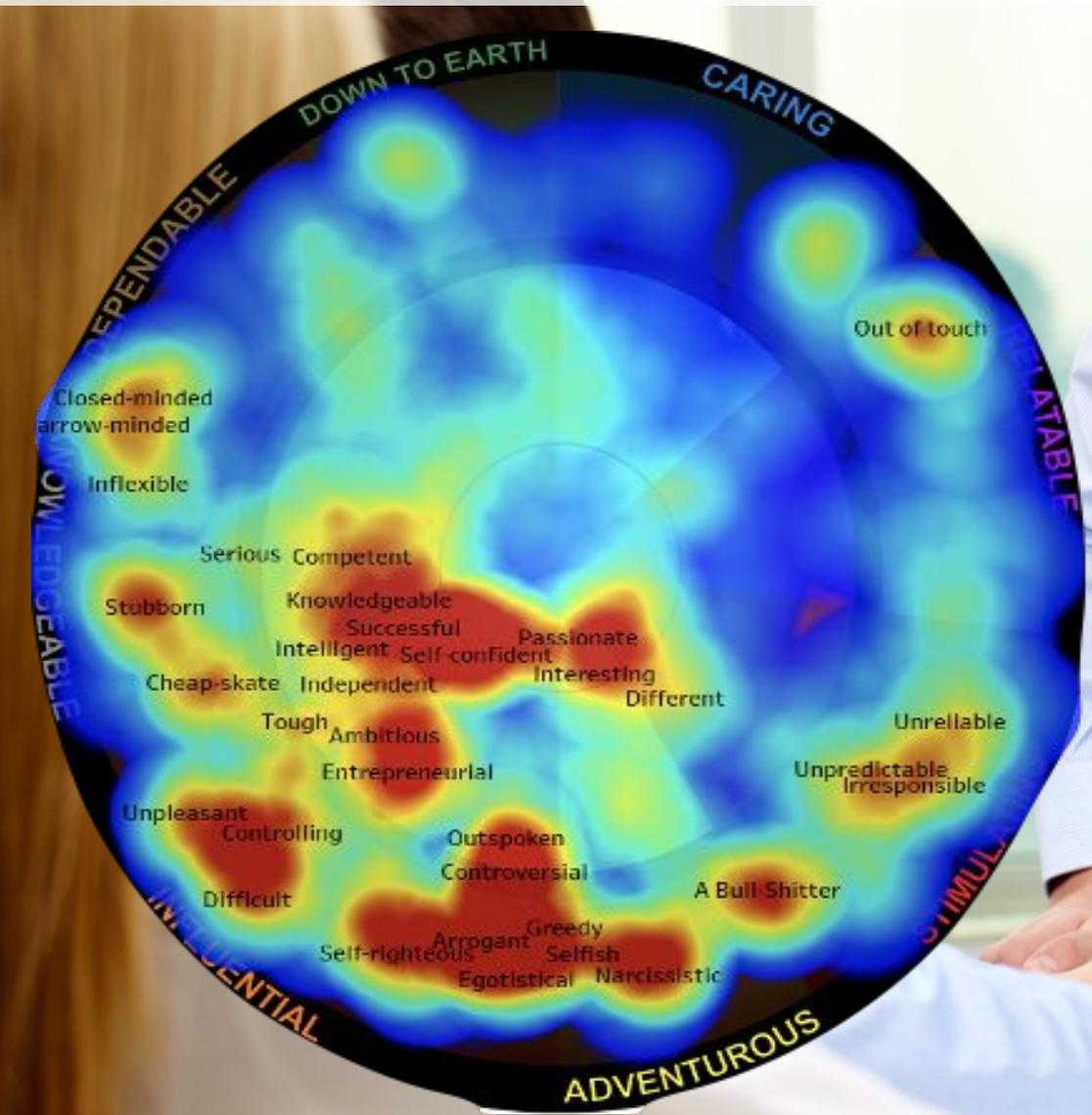
Higher showing of positive emotions, however a significant showing of negative emotions that need to be addressed



Largely positive show of emotion particularly relative even spread within the core



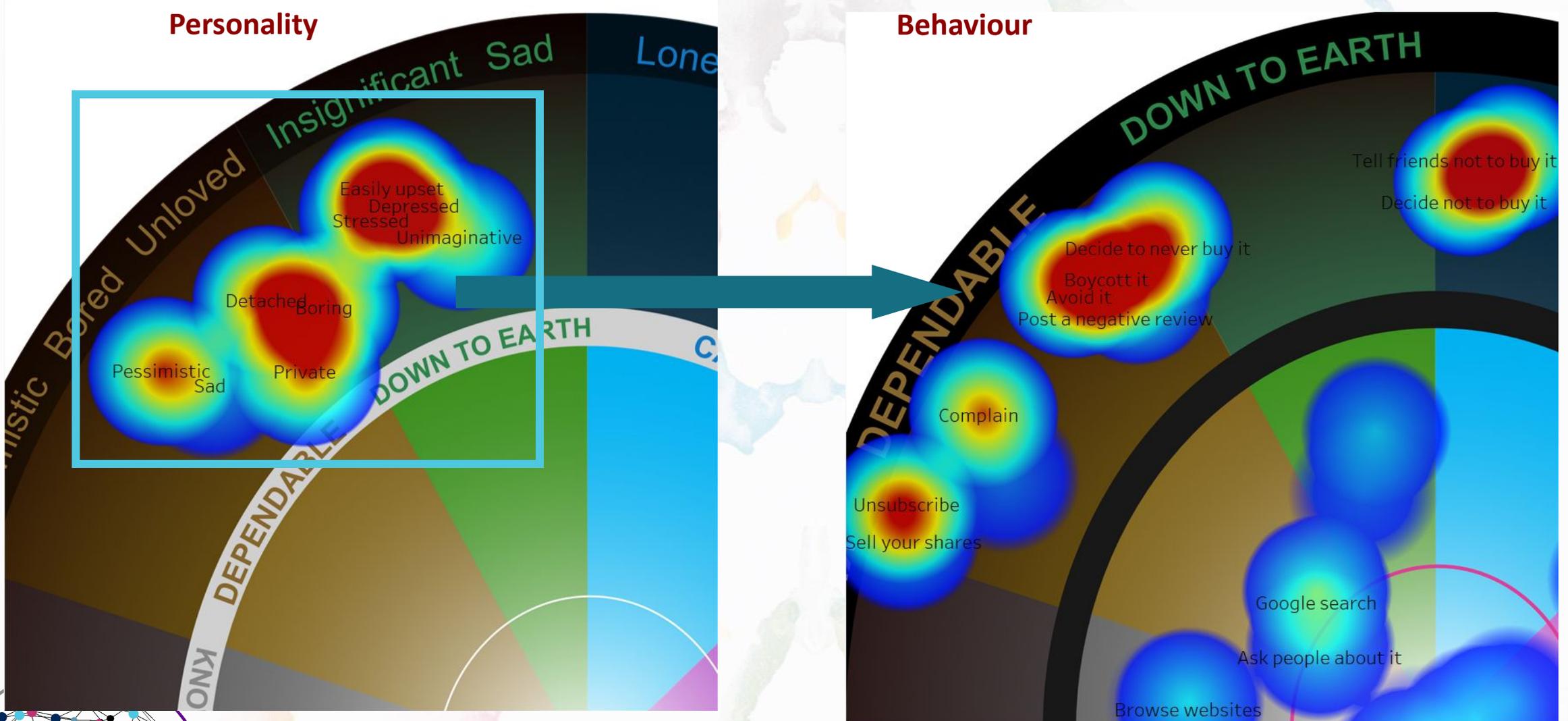
How would you describe your boss?





*Predicting behaviours based on emotions &
outlining scores of zones and*

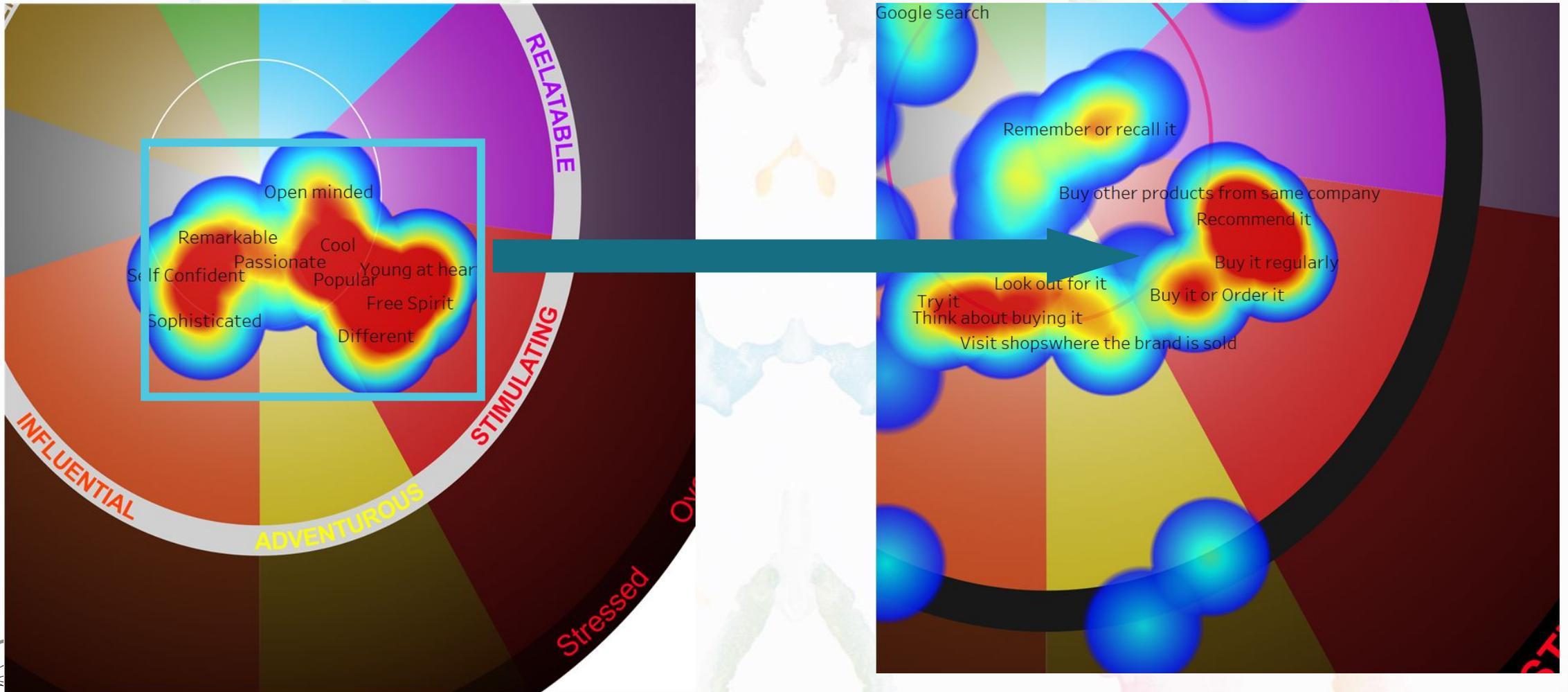
Corresponding behaviours toward a brand that comes across Detached, Boring, Unimaginative, and Stressed



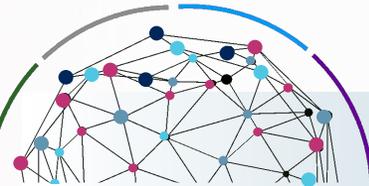
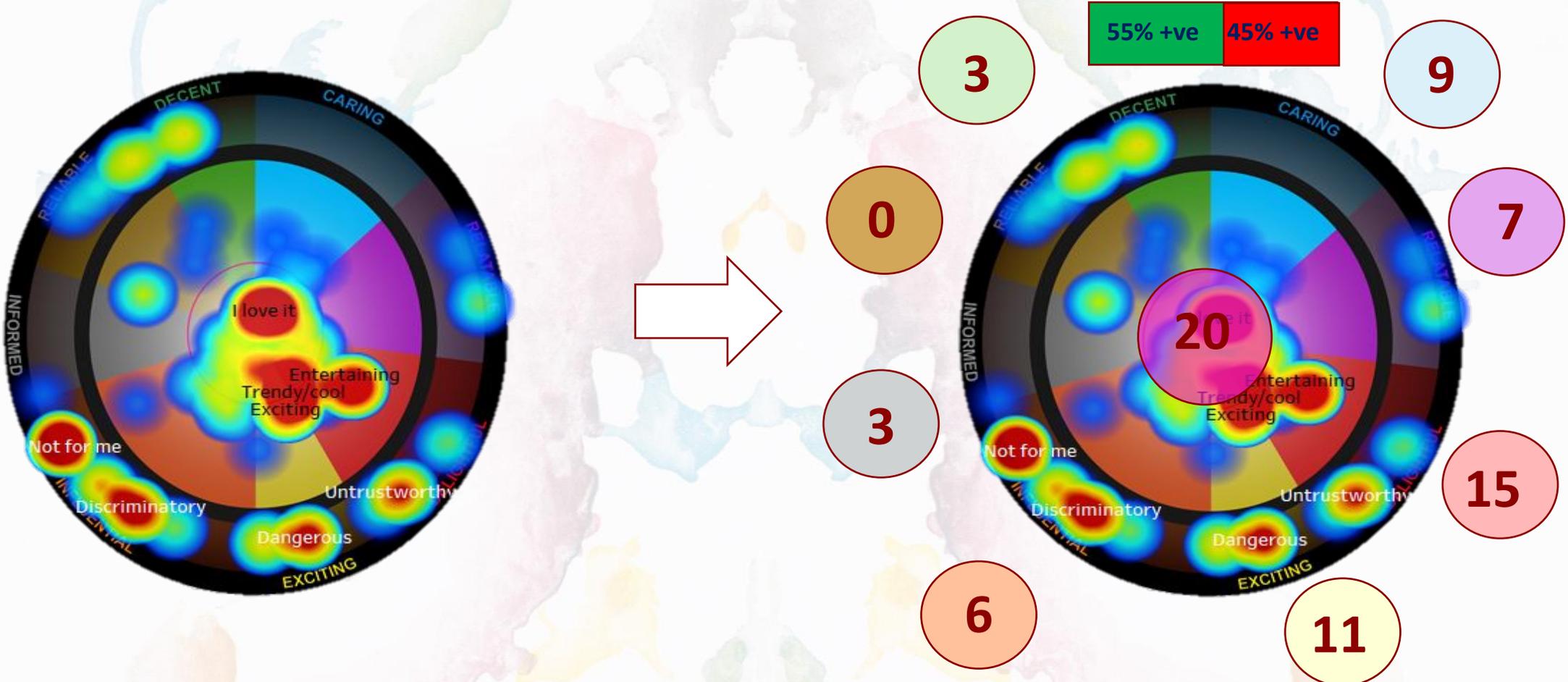
Corresponding behaviours toward a brand that comes across Remarkable, Cool, Young at Heart, and Different

Personality

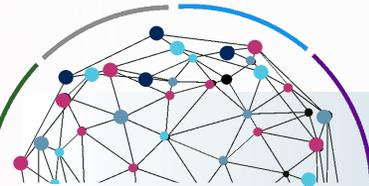
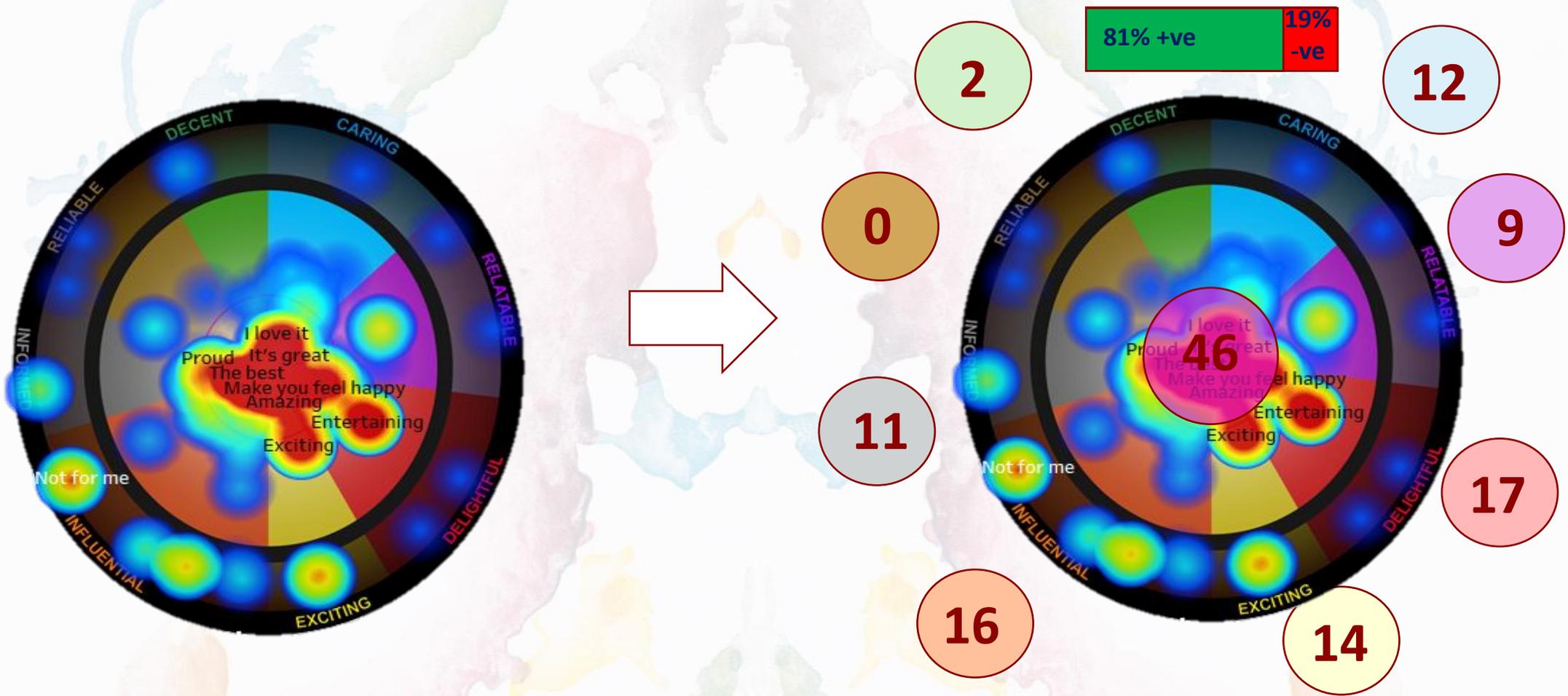
Behaviour



Pre-Olympic Map

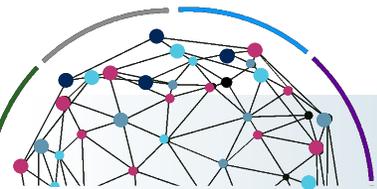


Post-Olympic Map



Thank you!

For any further information please visit
<https://www.qivaluesystems.com>





“Don’t forget to drink water and get sun. You’re basically a houseplant with complicated emotions”