

Embrace the Heart... Drive Change

WITHOUT EMOTIONAL INFLUENCE, THE MEMORY DISCARDS AND FORGETS INFORMATION IN UNDER 18 SECONDS. Dr. Suzanne Piët

Management skills alone are not enough to facilitate change: Change requires leadership. Leadership includes establishing a new direction, inspiring people to change their behaviors and routines consistent with the new direction, and coaching them on how to overcome barriers to change. Leaders are agents of change, through their vision, charisma, passion, guidance *and* their **emotion**. To lead change, one must have the skills to create commitment to new courses of action which can be obtained only if an individual's feelings and emotions are engaged.



EMPLOYEES NEED TO BE FIRED UP BY LEADERS WHO RECOGNIZE THE HEART ALSO MATTERS.

For decades, managers and workers have been told to check their feelings at the door. And that's a big mistake. It's one thing to say that behavior is more accessible to managers than feelings are; it's another thing altogether to say that feelings have no place at work. Change is fundamentally about feelings; companies that want their workers to contribute with their heads and hearts have to accept that emotions are essential to the new management style. The old management paradigm said that at work people are only permitted to feel emotions that are easily controllable, emotions that can be categorized as "positive." The new management paradigm says that managing people is managing feelings. The issue isn't whether or not people have "negative" emotions; it's how they deal with them.



ARTIFICIAL EXPERIENCE BUILDING DEVELOPS SKILLS IN MANAGING AND USING EMOTION.

Our highly effective Artificial Experience Building method provides leaders with an opportunity to develop skills in managing emotion to drive change. Our method provides not only theoretical background to help leaders understand emotion, but more importantly it offers an opportunity to practice and develop skills in affective emotion management. We build not only their knowledge but also their personal "database" of experiences to help them to "feel" how to use emotion within the context of their leadership style.

Organizations do not change. It is the individuals in organizations that change their behaviors! Our methods are specifically designed to bring about a change in behavior to improve organizational success through individual development.

Visit our website for a free article on the impact of emotion on change entitled: *Engage the heart: Appealing to the emotions facilitates change*, By Gerard H. Seijts and Grace O'Farrell: <http://www.absolute-north.com/downloads>

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absolute-North has a number of programs that can be tailored to your business and to your people. We work with your HR team and with your management team to identify the needs of your organization and your people and tailor our programs for better results. Our services are available in multiple languages including Finnish, English, Swedish, Russian and Chinese. Other languages available on request. Call us today and schedule a meeting and we will show you the difference that is absolute-North.

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