

Talk for Associations regarding Emotional Intelligence

Introduction (2 minutes)

- **Opening Statement**
 - "Good [morning/afternoon], everyone. It's a pleasure to be here with you today. As associations, you play a vital role in bringing together individuals who share common goals, values, and passions. But to truly thrive in this rapidly changing world, there's one skill that stands out above the rest—emotional intelligence."
 - Briefly introduce yourself as an emotional intelligence (EI) expert who focuses on helping associations foster environments that promote collaboration, leadership, and success.
 - Define emotional intelligence and its relevance to associations, emphasizing how it can strengthen relationships, enhance communication, and lead to more effective leadership.

Section 1: The Power of Emotional Intelligence in Associations (5 minutes)

- **Story:**
 - **Story from the American Heart Association (AHA):** Discuss how the AHA leveraged emotional intelligence to create a culture of empathy and collaboration. When AHA launched its "Life is Why" campaign, the organization recognized the importance of connecting emotionally with both its employees and the communities it serves. By fostering an emotionally intelligent culture, AHA was able to create deeper connections with its stakeholders, leading to greater engagement and success in its mission to fight heart disease. This story illustrates how associations can benefit from prioritizing emotional intelligence.
 - **Transition:** Highlight how emotional intelligence not only strengthens the internal culture of associations but also enhances their ability to connect with and serve their members and communities.
- **Quote:**
 - "When people are financially invested, they want a return. When people are emotionally invested, they want to contribute." - Simon Sinek
 - Discuss how this quote applies to associations, where emotional investment from members can lead to greater participation, commitment, and collaboration.
- **Statistics:**

- Present statistics on the impact of emotional intelligence in organizational settings:
 - Organizations with high levels of emotional intelligence outperform their peers by 20% (Harvard Business Review).
 - Teams with high emotional intelligence report 36% more job satisfaction and are 44% more likely to retain their members (Forbes).
- Explain how these statistics demonstrate the importance of emotional intelligence in building successful and sustainable associations.

Section 2: Enhancing Communication and Collaboration (5 minutes)

- **Story:**
 - **Story from the National Education Association (NEA):** Share a story from the NEA, which faced challenges in uniting its diverse membership base. By focusing on improving communication and fostering a culture of respect and empathy, NEA was able to create an environment where members felt heard and valued. This shift led to more productive collaborations and a stronger sense of unity within the association. The NEA's experience shows the importance of emotional intelligence in facilitating effective communication and collaboration.
 - **Transition:** Emphasize how associations can use emotional intelligence to break down silos, improve teamwork, and create a more inclusive environment.
- **Quote:**
 - "Communication works for those who work at it." - John Powell
 - Relate this quote to the continuous effort required to maintain open, honest, and empathetic communication within associations.
- **Advice:**
 - Encourage associations to:
 - Create opportunities for open dialogue, where members can share their thoughts and concerns in a safe space.
 - Develop training programs focused on active listening, empathy, and conflict resolution.
 - Foster a culture where diverse perspectives are not only welcomed but celebrated.
 - Explain how these practices can help associations build stronger, more collaborative teams and better serve their members.

Section 3: Developing Emotionally Intelligent Leaders (5 minutes)

- **Story:**

- **Story from the American Bar Association (ABA):** Discuss how the ABA recognized the need for emotionally intelligent leadership to navigate the complex and often contentious issues facing its members. By prioritizing the development of EI skills among its leaders, the ABA was able to create a more adaptive and resilient leadership team. This not only improved decision-making but also increased member satisfaction and engagement. The ABA's story highlights the critical role that emotionally intelligent leadership plays in the success of associations.
- **Transition:** Highlight how associations can benefit from developing emotionally intelligent leaders who can guide their organizations through challenges with empathy, insight, and resilience.
- **Quote:**
 - "Leadership is not about being in charge. It's about taking care of those in your charge." - Simon Sinek
 - Connect this quote to the concept of servant leadership and the importance of leaders who prioritize the well-being and development of their members.
- **Advice:**
 - Encourage associations to:
 - Invest in leadership development programs that focus on emotional intelligence, including self-awareness, empathy, and social skills.
 - Encourage leaders to model emotionally intelligent behaviors, such as active listening, empathy, and open communication.
 - Create mentorship opportunities where experienced leaders can guide others in developing their EI skills.
 - Explain how these strategies can help associations cultivate leaders who inspire trust, loyalty, and collaboration among their members.

Section 4: Building Resilience and Adaptability (5 minutes)

- **Story:**
 - **Story from the American Red Cross:** Share a story about the American Red Cross, which has faced numerous crises over the years. Through it all, the organization has demonstrated remarkable resilience and adaptability, thanks in part to its emphasis on emotional intelligence. By cultivating a culture of empathy, understanding, and support, the Red Cross has been able to navigate challenges, maintain morale, and continue its mission of helping those in need. This story illustrates how emotional intelligence can help associations build resilience and adapt to changing circumstances.
 - **Transition:** Discuss how associations can use emotional intelligence to build a resilient organizational culture that can withstand challenges and emerge stronger.

- **Quote:**
 - "It's not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change." - Charles Darwin
 - Relate this quote to the importance of adaptability and emotional intelligence in helping associations navigate change.
- **Advice:**
 - Encourage associations to:
 - Develop resilience-building programs that focus on stress management, adaptability, and emotional support.
 - Foster a culture of continuous learning, where members are encouraged to develop their EI skills and adapt to new challenges.
 - Provide resources and support for members facing difficult times, ensuring they feel valued and supported.
 - Explain how these resilience-building strategies can help associations remain strong and effective, even in the face of adversity.

Conclusion: The Path Forward for Associations (3 minutes)

- **Story:**
 - **Story from the Girl Scouts of the USA:** Conclude with a story about the Girl Scouts of the USA, which has successfully integrated emotional intelligence into its programs and leadership development initiatives. By teaching young girls the importance of empathy, self-awareness, and social skills, the Girl Scouts have not only empowered future leaders but also strengthened their organization as a whole. This story demonstrates the lasting impact that emotional intelligence can have on associations and their members.
 - **Transition:** Highlight how embracing emotional intelligence can lead to a more connected, collaborative, and successful association.
- **Quote:**
 - "Be the change you wish to see in the world." - Mahatma Gandhi
 - Connect this quote to the idea that by developing and applying emotional intelligence, associations can create positive change within their organizations and beyond.
- **Final Thought:**
 - End with a call to action: "As you continue your important work, remember that your association's success isn't just about the numbers or the achievements. It's about the connections you build, the empathy you foster, and the resilience you cultivate. Emotional intelligence is the key to unlocking your association's full

potential—so embrace it, develop it, and let it guide you to a future of lasting impact and success."

- **Thank the audience:**

- Express gratitude to the audience for their time and attention, leaving them inspired and equipped with the tools to elevate their associations through emotional intelligence.

This talk is tailored to resonate with associations, offering them real-life examples, practical advice, and powerful quotes that underscore the importance of emotional intelligence in building strong, successful, and resilient organizations.