

# The EQ Edge: Mastering Emotional Intelligence for Entrepreneurial Success



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Authentic Foundations



# Objectives

By the end of this presentation, you should...

Have a better understanding of what emotional intelligence is and why it is important for you as an entrepreneur.

Understand how emotional intelligence can help you manage your negative thoughts, recognize your triggers, and navigate some of the common challenges of business owners, like imposter syndrome, burnout, loneliness, and decision fatigue.

Know some techniques techniques to manage stress and master your emotions.

Have some time management techniques to help you manage your stress levels.

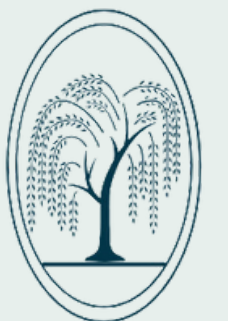


# What is Emotional Intelligence?

According to Oxford Languages, Emotional Intelligence is defined as “the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically.”

Emotional Intelligence (EI) is the ability to understand, use, and manage your emotions in a way that helps you relate to others and communicate effectively.

**Unlike IQ, EI can be measured *and* improved with practice.**



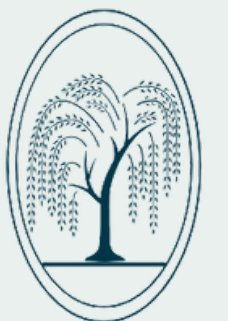
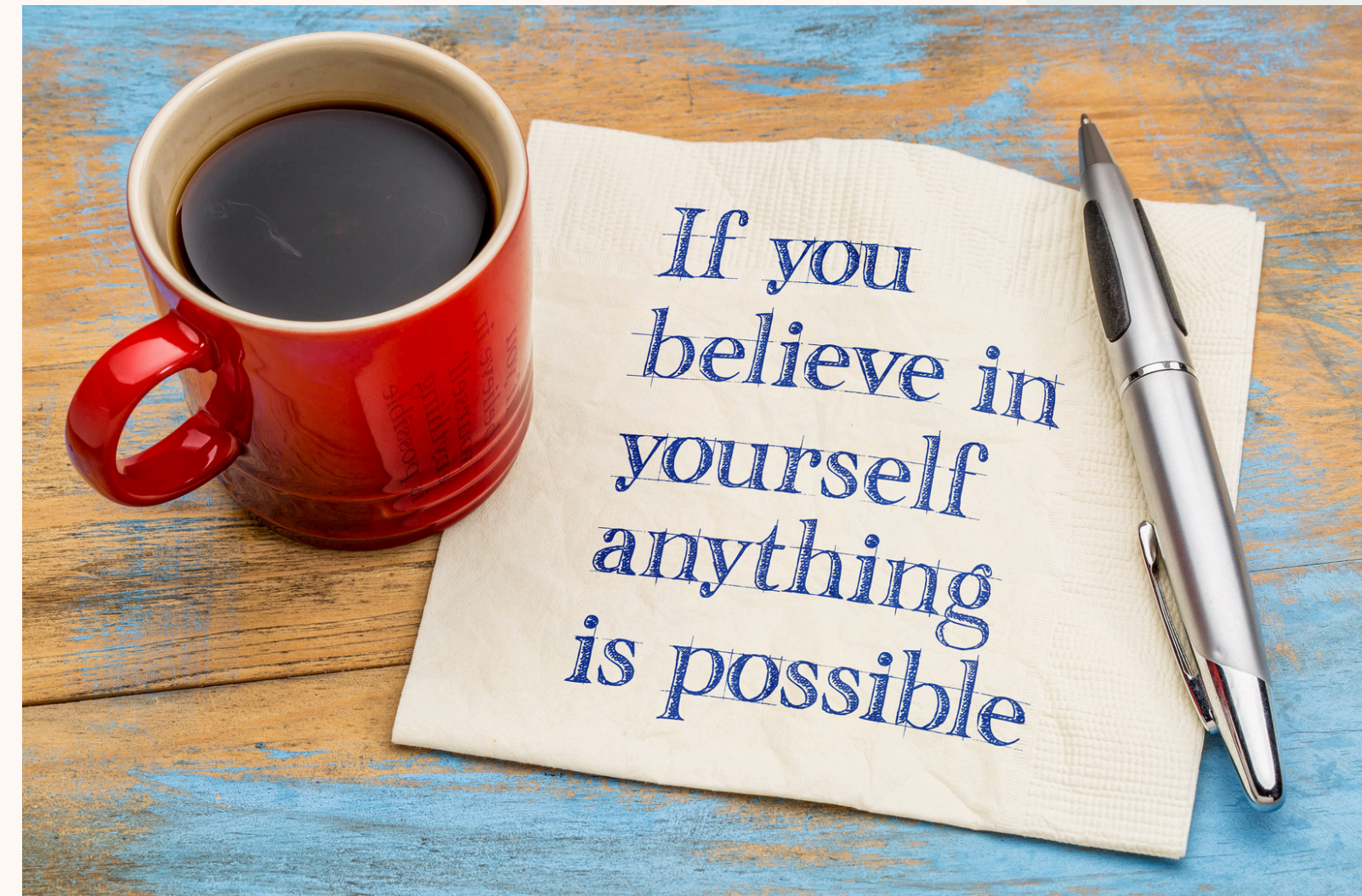


# Erika, Does it Really Matter?

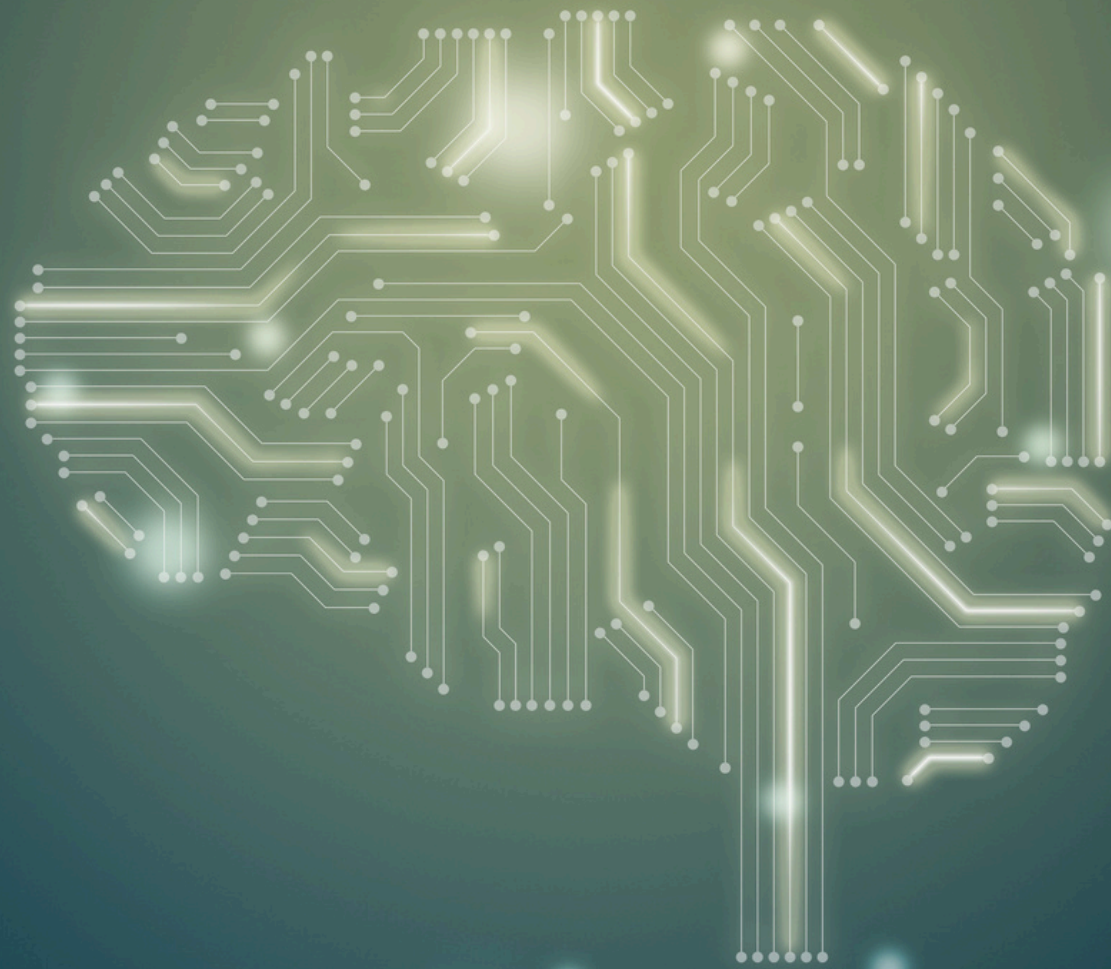
If you are not confident, if you are feeling overwhelmed. If you are stressed. It will bleed into other aspects of your business and people will *feel it and see it*. Why? ENERGY. It impacts how you hold yourself, how you speak, how you interact with others.

Emotional Intelligence will help you handle emotions, which can impact how you show up on sales calls, meetings with investors, in your decision-making, while you're talking with employees, etc...

You are selling YOURSELF, not just your product or service. If you have self-doubt and disbelief -- why should anyone else believe in you?







# 5 Factors of Emotional Intelligence





# Five Factors of Emotional Intelligence

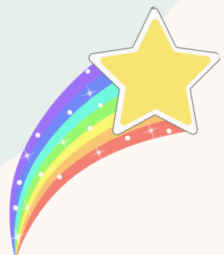
Self-Awareness

Self-Regulation

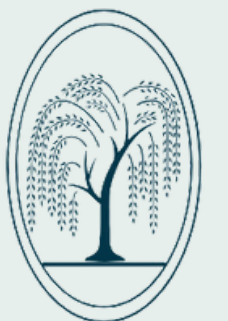
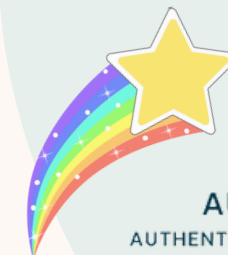
Motivation

Social Skills

Empathy



**You must manage yourself before you can successfully manage other people or a business**



**AUTHENTIC FOUNDATIONS**  
AUTHENTICITY IN TRAINING, EXCELLENCE IN RESULTS



# Five Factors of EI - Self-Awareness

## Self-Awareness

Self-Awareness is the ability to recognize our own thoughts, feelings, and emotions, such as a rapid heart rate, breathing changes, and tenseness in our bodies.

It also helps us understand *why* we are experiencing those thoughts and feelings and what causes them.

Having self-awareness makes it easier to interact with others because we understand what may trigger us and how we may respond to situations or people we encounter. It enables us to know our strengths and weaknesses, giving us more power to influence outcomes by how we motivate and interact with others.





# Five Factors of EI - Self-Regulation

## Self-Regulation

Self-Regulation is the ability to control our emotions and not let them get the best of us during heightened situations.

When we are threatened, challenged, or provoked, our natural instinct is Fight or Flight, leading to emotional decision-making or irrational judgment. This is called “Emotional Hijacking” - your emotions override your logical abilities.

These responses can lead to longer-term issues, so it's important that we learn how to regulate our emotions. This is a skill that needs to be practiced repeatedly to develop.

When a person is able to control their emotions, they will see better trust, communication, decision-making, and relationships. It also leads to better well-being, because we are finding ways to deal with our anxiety and stress in a healthy manner.





# Five Factors of EI - Motivation

## Motivation

Motivation is the drive to meet goals and standards that we set for ourselves.

Motivation can be intrinsic (we want to do a good job because we have that drive to get things done and we enjoy doing well), or extrinsic (there are external factors pushing us to succeed, like a promotion, money, recognition, success, etc.).

Motivation also includes being resilient and optimistic to bounce back after a setback, and to take opportunities that come along that are aligned with our goals. Motivation for ourselves and others means pushing our comfort zones to take chances and opportunities that can help us get where we want to be.





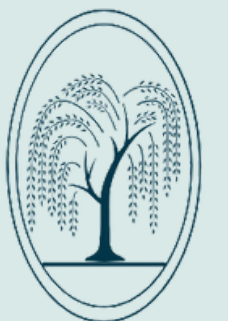
# Five Factors of EI - Empathy

## Empathy

Empathy is the ability to understand and share the feelings of another. This means we can put ourselves in someone else's shoes to understand a situation from their perspective and relate to how the other person may be feeling.

An empathetic person builds trust, communication, and a sense of worth for those around them. These people feel “seen” and understood, which increases their engagement and willingness to work together.

Empathy involves active listening, reading body language, understanding self-awareness, and having respect for other differences.





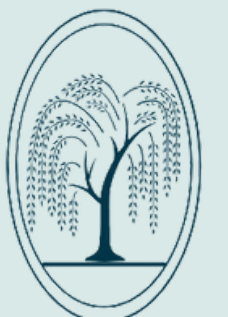
# Five Factors of EI - Social Skills

## Social Skills

Social skills are what prompt us to consider someone a “people person.” Social skills involve active listening, communication, persuasiveness, body language, etc., and help us to be adept at understanding and working with others and their emotions.

An entrepreneur with strong social skills can pick up non-verbal cues from their team or customers, sensing conflict or discomfort that may not be easily seen.

As an entrepreneur, it’s important to develop social skills because they are required for selling, networking, understanding your audience, and overcoming objections.





A woman with long blonde hair is sitting, wearing a beige cardigan over a black top. She is holding a white mug with both hands. On her lap is an open book with a dried flower on it. In the foreground, there is a lit candle in a glass holder, a white mug, and a vase with dried flowers. The background is a textured grey wall.

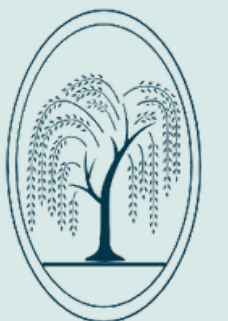
# Taking Action Toward Self-Awareness and Self- Regulation



# Recognizing Emotions in Yourself

Understanding your emotions is the first step toward managing them effectively.

- **Check in with yourself regularly**
  - Take a breather at random points during the day to see how you're feeling.
  - Ask yourself, “What am I feeling right now?” and “Why am I feeling this way?”
- **Pay attention to physical signs**
  - Heart rate, tense body, sweating, body temp changes, jittery, cold hands
- **Try to be specific about which emotion(s) you are feeling**
  - “I’m upset” is vague -- I’m frustrated, I’m disappointed, I’m feeling dismissed -- those can help you pinpoint the root cause.
- **Journal**
  - You don’t have to write novels, but jotting down your emotions and what is happening when you feel them can help you identify patterns and gain clarity on your triggers (and how to avoid or handle them)





# Managing Your Emotions

Now that you know how to recognize and label your emotions, consider some of these strategies to manage them effectively.

- **Pause Before Reacting:**

- Our emotional response kicks in before our logical response, so take a moment, count to 5, and allow yourself to process your emotions and thoughts before you respond. (If you need longer, that's ok!)

- **Mindset Matters - Reframe Negative Thoughts:**

- Look at a situation from a different perspective ("This traffic gives me a chance to unwind before I see my family" or "This challenge is an opportunity to learn something new").

- **Mindfulness Exercises:**

- Mindfulness can help regulate emotions and help with physiological reactions
- Deep breathing, tapping (EFT), meditation, sound healing, going for a walk outside, etc.
- Make this a part of your daily routine

- **Ask for Help**

- Sometimes you need to talk with someone else. Seek guidance or support from a mentor, coach, or trusted colleague to gain perspective.





# Why Is This Important as Entrepreneurs?

Identify  
unspoken needs  
and pain points

Build lasting  
relationships  
beyond the  
transactions

Negotiation  
skills – can see  
underlying  
interest

Recognize  
burnout and  
maintain work–  
life balance

Stay calm  
during crises

Maintain  
growth  
mindset

Stay  
confident  
regardless of  
situations

Your emotions  
impact  
everything  
you do

Handle difficult  
customer  
situations with  
empathy

Easier to get  
word-of-mouth  
referrals

Stay motivated  
when things are  
tough

Create positive  
culture for your  
team





# Common Challenges for Entrepreneurs





# Common Challenges for Entrepreneurs

## ...and How Emotional Intelligence Can Help with Them

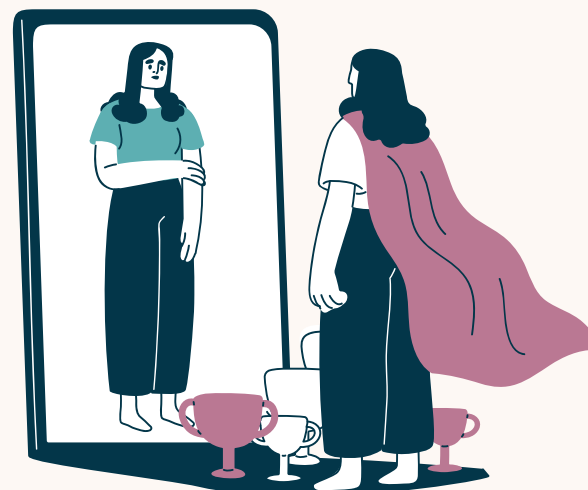
### Burnout

- Recognize early warning signs in your mind and body before it's too late
- Set and maintain healthy boundaries
- Learn when to delegate or ask for help
- Make time for things that recharge you (not just escapes)
- Align with your deeper motivations for doing your work



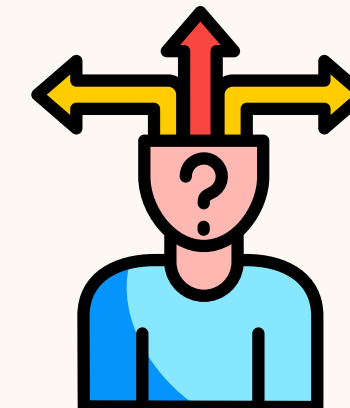
### Imposter Syndrome

- Identify when imposter thoughts are popping up, vs. legitimate concerns
- Separate emotional reactions from factual evidence of your success
- Understand almost all entrepreneurs go through this. It is normal. You are normal.
- Reframe your negative self-talk



### Decision Fatigue

- Recognize when you are not in the right emotional state to make decisions
- Learn which decisions drain you, and determine where you can delegate or prioritize
- Trust your intuition
- Create systems or automation that reduce unnecessary decision-making
- Know when to step back and recharge before deciding critical choices



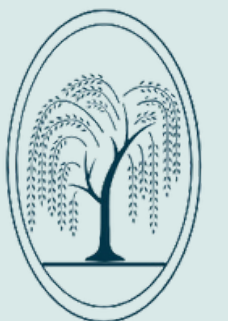
# Difficult Conversations As Entrepreneurs

## Key Principles for Both:

- Acknowledge emotions without becoming emotional yourself
- Focus on specific, actionable solutions rather than dwelling on problems
- Document conversations and follow up in writing
- Set clear next steps and timelines
- Stay professional even if the other party becomes hostile

Unhappy  
Customers

Negotiating  
with Investors





# Time Management





# Time Management

Time Management isn't inherently included in Emotional Intelligence, but without it, you will likely find yourself feeling more stressed and overwhelmed, which can impact other areas of your business and your life.

How can you improve your time management skills?

## 1-3-5 Technique

Each day, identify a few critical tasks to complete:

- Pick 1 Key Task
  - *Something major that you need to accomplish*
- Pick 3 medium tasks
- Pick 5 small tasks

Studies show that we tend to complete more work when bite off less.

## Deep Work

Deep work has you focus on key tasks without interruptions.

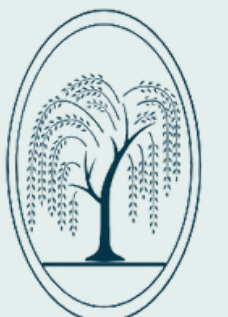
- Block time on your calendar
- Turn off distractions
  - email, IM, close the door, silence your phone
- Dedicate that time to one task until you complete the task or run out of time

We don't like to admit it, but we aren't good at multi-tasking

## Eat the Frog

Tackle the most important task *First*

- Define or identify the task that needs to be completed.
- Set aside time for you to start working on it right away
- Do the task until it is finished
- The rest of your tasks will feel easy in comparison





# Time Management (cont.)

## 80/20 Rule

Focus your time on the tasks that have the biggest impact.

- 20% of tasks yield 80% of impact
- 20% of relationships yield 80% of your value
- 20% of customers/clients yield 80% of your revenue

Identify the top 20% most impactful “items” from any category, and focus on those. The smaller items will not have the same level of influence.

## Pomodoro Technique

This technique involves using intervals to stay on task and to break bigger projects into manageable pieces.

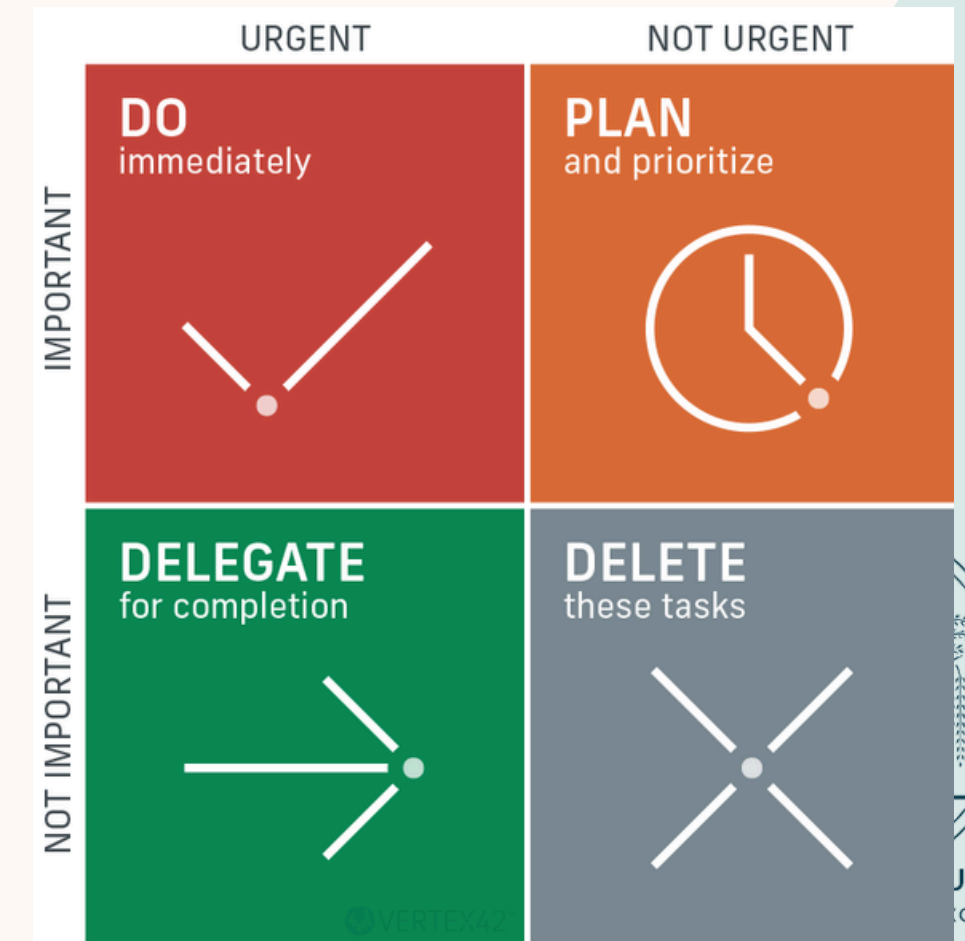
- Focus on a task in work, break, work,... intervals
- “Best practice” is 25 minutes of work and 5 minutes of break, but use what works best for you.
- During this time, you are only working on one task

The break period is meant to be restful and recharging (take a walk, get fresh air, get a drink, do some quick stretches, talk with a colleague, etc.)

## Eisenhower Matrix

AKA: The Productivity Matrix

- Using the matrix, place your tasks into each quadrant.
- Based on the quadrant (of importance and urgency) you should either do the task immediately, delegate it, plan to do it soon, or not do it at all.





# Summary





# Shift Your Mindset

A strong mindset is crucial for entrepreneurs because it directly impacts how you handle the inherent challenges and uncertainties of building a business. Emotional intelligence can strengthen your mindset.

Running a business means:

Rejections

Setbacks

Failures

LEARNING  
OPPORTUNITIES

By looking at these speed bumps as learning opportunities, it reduces the pressure and fear you have around them. Chances are, once you make a mistake and learn from it, you're not likely to make it again.

When you have more control on your mindset and your emotions, you can tackle new challenges with more ease. You will go into your sales calls with more clarity, you will carry yourself with more confidence, and your authority will shine through.



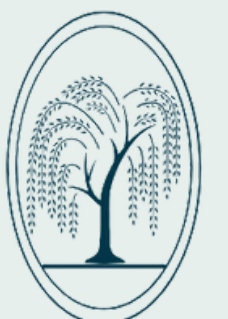
# Shift Your Mindset

There are people out there who are **ALIGNED** with you and your gifts and **NEED** what you offer. They just need to find you (are you doing everything you can to be found?).

I'm a leadership coach, and there are probably thousands of other leadership coaches and companies out there that people can choose to hire, but there are people out there who are waiting for **ME**.

Why? Because I bring something that no one else can bring. My personal experiences, my professional experiences and skills, my passion for helping others, my love of teaching and supporting, and finally, my personality and humor.

Selling is Service. What about **YOU** and **YOUR BUSINESS** makes it unique?





# Resources and Information

**FREE ASSESSMENT:** <https://eqdna.mtdtraining.com/>

## My Information:

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