EMOTIONAL INTELIGENCE IMPORTANCE

BUILDING CLIENTELE AND RELATIONSHIPS- SUCCESS IN A BEAUTY BUSINESS

Your paragraph text

Emotional Intelligence refers to a different way of being smart. EI is a key to high performance, particularly for outstanding leadership. It's not your IQ, but rather it's how you manage yourself and your relationships with others (Goleham,

Your paragraph text

As a beautician, being emotionally intelligent is very helpful and can help you step out in your job.

Research (Wilkinson, 2018) supports the claim that emotional intelligence leads to better success at work. A lot of talking at work is strongly linked to getting along with other people, especially in social situations that are tricky or awkward when feelings are involved. Emotional intelligence plays a crucial role in the beauty industry for several reasons.

Establishing Trust

Many clients **desire more** than just a fresh manicure or perfectly shaped eyebrows—they also seek to feel valued and establish a personal connection.
Customers value the ability to comprehend their needs—it's crucial for a technician to recognize whether a client wants to communicate, express frustrations, or perhaps just have a serene session; this creates a safe environment for the client (Msmarketing, 2025).

Dificult situation management

Maintaining a positive mindset and responding calmly when faced with harsh or challenging feedback can be very beneficial. The ability to not internalize criticism can prevent it from impacting your mood and the rest of your day.
Accepting constructive critisism as an opportunity to improve and understand where the client are coming from.

As a beauty professional, I apply emotional intelligence to cultivate solid relationships with clients, foster a friendly environment, and manage all circumstances with professionalism and compassion. I attentively listen to my clients, grasp their needs, and adjust my communication style to match their emotional state. This approach makes clients feel appreciated and at ease, promoting loyalty and confidence (Chatburn, 2024).
The salon industry is constantly changing, but the one thing you can manage is yourself. When you focus on personal development, everything else aligns. If you're prepared to advance to your next level of achievement and seek genuine assistance in mastering your mindset, leading with assurance, and creating a business that truly resonates with you, it's essential to consistently reflect, learn from past experiences, and emotionally evolve.

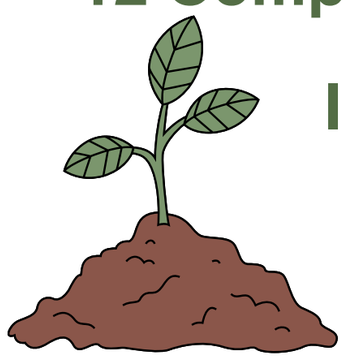
Empowering teamwork

Ability to support your coworkers brings a welcoming and a positive athmosphere to a workplace. Being able to celebrate success and encourage each other allows to build teams and salons morale (Maloney, 2024).
Communication, teamwork and relationship-building skills are enhanced by higher levels of emotional intelligence (Lewis,2023).

Personal growth and career development

Self-Understanding: Gaining insight into your own reactions and stress-inducing factors allows you to handle them effectively and maintain professionalism, even on hectic or difficult days.
Diversity helps on different clients as they present a variety of personalities and requirements. Emotional intelligence enables you to modify your communication and service approach to accommodate each individual(Alicescarl, 2023).

The 4 Domains and 12 Competencies of Emotional Intelligence



Daniel Goleman and Richard Boyatzis examined the internal competency frameworks of numerous organizations to pinpoint Distinguishing Competencies that were prevalent across all, and they developed their model of Emotional Intelligence based on that information (Johnson, 2022).