



Student name : Mohammed Amin

Student Number : 1604230

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Lecturer's Name: Ze Zook

Table of Contents

Introduction.....	3
The significance of creating emotional intelligence at the workplace.....	5
The link among emotional intelligence, effective management communication and business advantage	6
The working process	6
Link among Emotional intelligence and effective management communication.....	7
Link among Emotional intelligence and business advantage	8
The change in the business	8
The communication in the business.....	8
Critical evaluation of the ‘models of emotional change’	9
Ability Model.....	9
Mixed Model.....	10
Trait Model	11
Critically appraise	12
The significance of emotional intelligence and mindfulness at the workplace	12
Development of emotional intelligence to gain competitive advantage	13
Conclusion	16

Reference	17
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Introduction

The main aspects that are related to emotional intelligence are associated with the capability of the individuals to manage and understand their feelings. And the quotients that are also included in the emotional intelligence for any individual includes, the self-awareness, self-regulation, internal motivation, empathy and social skills. This is important for an individual to bring these skills at work because the emotional and intelligence skills allows an individual to gain high job satisfaction and these skills also tend to allow them to show effective performance at work. This report has also focused over developing emotional intelligence skills for the employees of the company Artisan roast Coffee Roasters and the company specializes in roasting various flavors of coffee for the consumers around United Kingdom.

The significance of creating emotional intelligence at the workplace

The people that are working in an organization such as the company Artisan roast coffee roasters are required to work with various types of people and these people come from various parts of the society and they are also required to blend with these individuals for understanding their point of view for the purpose of coping with them. So this process of emotional intelligence can be defined as “*the capability of the individuals to understand and manage his or her feelings*”. In the current business culture, the aspects of emotional intelligence has become a global aspect as this contributes to the cross-cultural teamwork among the employees of an organization but giving rise to more complex attitude that is conveyed by the employees of an organization (Laura 2014). Therefore, this can be concurred here that the importance of emotional intelligence is derived from the ideas that are associated with understanding, expressing and managing a healthy relationship and also bringing solution to the various problems that occur in the organizations.

The implementation and practice of the emotional intelligence for the companies such as the company Artisan roast coffee roasters are important because the companies is involved in the roasting process of coffees and hence the company is required to understand the ways their employees are thinking along with the preference of their various stakeholders such as; the consumers and their suppliers as well (Bowers, 2013). The component of emotional intelligence at the workplace is also related to self-awareness and this also helps the companies to gain more understanding of their needs and the needs of the employees such as the people that are involved in carrying out the roasting process of the coffee.

But the employees are also required to get involved for the emotional process to be successful, but this is advised for an employee to make improvement to their own senses and the ways they can operate in their tasks at the organization (Cummings, 2013). The emotional intelligence is also not a practice that is exclusive to the employees. Rather, the leaders and the managers of the companies are also required to bring the practice of the emotional intelligence to understand the current mindset of the employee and they are also required to work to provide the employees with necessary help so that they can implement the practice in an effective manner. So, this can be concurred in this part of the report that the employees and the manager of the company Artisan roast coffee roasters are required to involve this practice at the workplace.

One of the major competitors of Artisan Roast Coffee Roasters is Ozone Coffee Roasters. The management of Artisan Roast Coffee Roasters is determined to implement the concepts and strategies of emotional intelligence within the workplace. On the other hand, Ozone Coffee Roasters does not have such practices in the organizational culture. The Artisan Roast Coffee Roasters is hence, being able to develop increasing level of employee satisfaction.

The link among emotional intelligence, effective management communication and business advantage

The working process

The works that are carried out by the companies rely heavily over the psychological aspects and hence the effect is heavily visible over the working process of the coffee roasting company Artisan roast. This company has been involved in the roasting of the coffee in accordance to the consumer preference and due to this reason; their employees are required to keep synchronization in their work, which again, requires the use of the emotional intelligence among each of the employees of the organization (Denison, 2016). Before proceeding with the discussion, this is important to understand the working process of the coffee roasting company Artisan roast.

The company involves expert roasters and blenders and the work is divided to each department where one department selects the coffee beans, another department blends the coffee and finally the coffee is tasted by another department (Ashforth, 2010). At the top of the working hierarchy lies the management that monitors the working process that are carried on by the employees of each department. Since, each of the department of the organization is tasked with different types of tasks, the employees of the coffee roasting company Artisanroast, are required to oversee the tasks that are performed by other departments so that no form of break or disruption can occur in the working process of the company and also the end product is liked by the consumers or is up to the preference of the consumers.

The process of roasting coffee is also very critical and due to this reason, the management team of the company must make sure that the communication process is practiced among all the employees and mainly the employees that are involved in the blending of the coffee. Just like

any other business organization, the employees of this company are required to create higher awareness and they are also required to give focus over the ways the employees are working in the organization along with the effective communication practices among the employees and the management of the organization (Hanaysha, 2016). Hence, a larger part of the emotional intelligence for the coffee roasting company Artisanroast, relies upon the aspects such as the effective management communication and business advantage and these factors are also helpful to bring the company profit and also for creating good understanding among the employees of the company (Gaber, 2015). The practice of emotional intelligence is situated within communication practices and the working process of the employee of this organization.

Link among Emotional intelligence and effective management communication

There is a deeper relation among the emotional intelligence and the management communication and the reason is that, the emotional intelligence allows the managers of the companies to understand the current mindset of the employees (Petrick, et al, 2011). And the ways they are thinking and other aspects that are probably hindering their tasking process in the company. As referred in the previous part of the report, the concept of emotional intelligence is the capability of the individuals to understand and manage his or her feelings and this statement or the idea also applies for the employees that are working for the organizations such as; the company Artisan roasts coffee roasters.

The employees of the company Artisan roast coffee roasters are involved in the most critical tasks of roasting coffee in accordance to the preference of the consumers, but the main issue here for the employees of this company is to maintain harmonious relationship with each other (Davila, 2017). The managers of this organization are required to understand over the fact that the each employee are perceiving the process in a different way which can include the process of choosing the best form of coffee to the preparation of the best coffee by the use of an effective blending process. Due to this reason, the management teams of the company are required to have the necessary knowledge to make communication with employees of each department at a personal level.

The practice and use of the emotional intelligence for the company Artisan roast coffee roasters, can allow their management team to continue to motivate their employees and this also helps them to reach an agreement with their employees to reach a solution for the problems faced by

the employees while they are carrying out their designated tasks. The use of the practice of emotional intelligence can also help the management team of the company Artisan roast coffee roasters to provide solution for the conflicts that are faced by their employees while they are proceeding with their task. In such conflicting situations, the motivation provided to the employee by the managers through interpersonal communication, proves to be advantageous for the company (Ayotte, 2014). But the use of emotional intelligence is not limited to the motivation of the employees; rather the employees of the company also seem to share their common vision with the managers to bring profit for the organization.

Whereas Artisan Roast Coffee Roasters is enjoying effective communication and relationship with the employees, their competitor Ozone Coffee Roasters is struggling with workforce management and in managing the dedication and loyalty level among the employees.

Link among Emotional intelligence and business advantage

The idea of behind the emotional intelligence has been profitable for the companies such as; the coffee roasting company Artisan roast in a different way and this mainly includes various aspects that are brining benefit for the companies in a different. This part of the report focuses on the relation among the emotional intelligence and the benefit for the business by presenting all the analysis separately.

The change in the business

The employees of any company is required to have open mindset that change is an inevitable aspect in the process of business and the innovation of the business that is included here. These aspects that are related to business also rank in the first position for the aspects that are related to business leadership and this also helps to bring advantage for the business, through practice. The employees those are highly intelligent are competent at managing the stress that is driven by the works of the company along with managing the aspects such as; the anxiety and the concern that are associated with business operations (Grant, 2016). These employees are also competent enough to turn the stress and anxiety in to opportunity as they are more competent to handle the change in the company by their frequent practice of emotional intelligence.

The communication in the business

The highly intelligent employees of the companies such as; the coffee roasting company Artisan roast, are capable of expressing their thoughts and opinions in a clearer manner and they also get respect from others by the use of the effective network that is associated with the process of communication (Harter et al, 2012). These individuals are also competent at solving problems as it is easier for such individuals to stay calm in the time of any critical situation. The attitude that is being shown by these individuals also helps them to create harmonious relation with other employees of the company and also they can easily get help from other employees of the organization. This form of attitude also helps such employees of the company to work towards maintaining a peaceful environment in the organization.

From the discussion above that are presented for the link among emotional intelligence, effective management communication and business advantage, this can be concurred here the process of emotional intelligence is a highly positive practice for the companies such as the coffee roasting company Artisan roast (Hinds, 2015). The practices that are related to the emotional intelligence are effective enough to bring change to the working process of the employees that are not working within the ideas that have been expressed by the practice of emotional intelligence.

The practice of emotional intelligence is bringing positive results and outcomes for Artisan Roast Coffee Roasters. There have been significant changes in the business; the communication is improving within the organization and the business is having several lucrative opportunities. On the other hand, Ozone Coffee Roasters does not feel the need and understand the importance of emotional intelligence within the organization and consider this as extra source of expenses. This mindset of the business is causing them to lag behind within the highly competitive industry.

Critical evaluation of the 'models of emotional change'

There are three models that emphasize over the emotional change and these have been critically evaluated in this part of the report. The models here include; the ability model, the mixed model and the trait model.

Ability model

The **Ability** model was first introduced by Peter Salovey during his research at the Yale University and he emphasized over various components that are associated with human psychology (Takasuna, 2012). The primary focus of Salovey here, was that, the individuals are required to perceive emotions and this can include the understanding of the individuals over the non-verbal communication that are practiced by the individuals of the society as well. The Ability model also emphasized over an individual's competency to reason with their emotions as this is also associated with promotion of one's thinking and the activities that are carried on them by using their cognitive capabilities.

The individuals of an organization are also expected to understand the emotions of others and they are advised to do so, by, making the necessary interpretation of the other employees of the company and they must also have the competency to show all types of emotions that can also include anger (Baker, 2010). This process of understanding the emotions can be critical since a person might be angry at the situation but the observer may mistakenly think that the person is angry at him (or her). The model also includes the process if managing ones emotions and this include gaining control over ones anger and other such emotions and also show the most relevant responses based on the attitude shown by the other person.

The reflection of the practice of the Ability model can be also seen in the working environment of the coffee roasting company Artisan roast as the company requires the inclusion of various employees that are involved in carrying out the tasks of the organization. This is compulsory for the employees of the company and their employees to understand the body language that is being conveyed by their colleagues so that no form of hindrance occurs when they are working with each other (Baldwin, 2017). As mentioned earlier, the coffee roasting company Artisan roast consists of the employees that are experienced master blenders of coffee and this is highly likely that the conflicts will occur among these employees. The practice of this model associated with Ability model of others attitude can help the employees to carry their work in an effective manner.

Mixed Model

The *Mixed* model at first was developed and introduced by David Goelman and he also emphasized over five components that are used for competently explaining the emotional intelligence.

The self-awareness is the first component here and this mainly means that a person is required to be aware of their surroundings as this allows them to gain more confidence and recognition from the other people of the society. The process of self-awareness includes functioning in the society in an effective manner which can include higher self-esteem and carrying out the conversation with other with more confidence. This form of attitude shown by an individual also allows other to perceive the person as stronger, emotionally and they are also gain following of others in a group. For the company Artisan roast coffee roasters, their senior managers are required to show such attitude that is related to confidence as their managers are required to provide work directives to the employees, their attitude must express the sense of confidence.

The mixed model also emphasizes over the component such as self-regulation which is directly associated with the practices of self-control, trustworthiness and adaptability. This attitude cannot be taught to a person and the person is required to practice this behavior by himself. The use of the component such as self-regulation allows an individual to gain control over their anger and they can also become trustworthy to others. On the other hand, this process is also useful for them as they are capable of adapting to the new situations that rise within at organization (De Vos, 2010). The practice of self-regulation can be very helpful for the brewers and the master blenders that are working at the coffee roasting company Artisan roast and the reason is that, the employees are bringing their own expertise to brew and blend coffee and such attitude of self-regulation can help them dodge any form of possible conflicts.

The component of motivation and empathy are the components of mixed model where, the process of motivation allows an individual to remain committed to their work and the component of empathy helps the employees to understand the feelings that are shown by the other employees of the organization. Both of these practices are important to be practiced by the employees and the leaders of the coffee roasting company Artisan roast, since their work is based on understanding the working process of other coffee brewers and they are also required to

remain motivated to produce the richest blend of coffee, as promised to them by their respective clients.

Trait Model

The ***Trait*** model is one of the most critical model among the three of these models and the model was introduced and developed by Konstantin Vasily Petrides, who emphasized over the fact that, group of emotions of an individuals are rooted at the lower level of the human personality. The main focus of the trait model is that a person is required to know about the personality of other by analyzing the attitude of that person more comprehensively. This means, deeper psychological investigations are necessary to understand for making meaning over the behavior that is shown by an individual. This analysis has to be carried out since; an individual can show various behaviors in a moment and their attitude also tend to alter frequently. On the other hand this has been also observed that the thinking of a human being is highly critical as a person can switch their thought-process from topic to another topic.

The use of the theory in the organizational context is also visible since the employees of the organizations such as; the company Artisanroast coffee roasters are not always listening to the managers and they may also bring their own ideas, or may change their working process based on their own good or bad judgment, that is deeply rooted in their psychology and process of thinking. Due to this reason, the trait model is critical and is hardly effective to provide the insight of over the thinking and mentally of an individual.

The process also focuses over the utilization of the personality framework that is targeted to understanding the behavior of oneself and others. For the employees of the company Artisanroast coffee roasters, this is equally critical to understand and meaning of the attitude that is expressed by them as this involves more expert approaches (Carter, 2017). But in the context of the practices carried on by the companies, the management of the company Artisanroast coffee roasters can arrange psych evaluation rather than the use of personality framework. This process of analyzing the psychology is effective to understand the attitude that is shown by the employees but in a broader context, again this is not possible for such methods to express the deep rooted thinking and intentions of any individual of Artisan roast coffee roasters company.

Whereas Artisan Roast Coffee Roasters utilize all three of these aforementioned model according to the need and the situation through which the business is going, their rival Ozone Coffee Roasters utilizes mainly the ability model because they focus on individual competencies when it comes to giving promotions and performing organizational activities. The practice and effectiveness of team work is thus at the minimum level within the Ozone Coffee Roasters causing them lower profitability, cost effectiveness, efficiency level of the workforce and lower competitiveness within the market or industry.

Critically appraise

The significance of emotional intelligence and mindfulness at the workplace

The selected company that has been chosen here is the United Kingdom based the coffee roasting company Artisan roast coffee roasters and this company consists of the diverse combination of the employees that have many skills and they are also required to show teamwork for the purpose of producing the best blend of coffee. For the employees of the coffee roasting company Artisan roast coffee roasters, the emotional intelligence tend to derive the soft skills from each of the master coffee brewers and this include the employees showing teamwork with each other and they are also required to make clear communication with the suppliers of the raw materials. Both the practice of the communication and teamwork requires the employees to understand others and they are also required to manage good relationship with these people by understanding them. Such attitude shown by each of the employees also assists the employees to self manage and also self inspire (Laura, 2014). Hence, these practices are required to be implemented by the employees of this organization.

The process of emotional intelligence and mindfulness at the workplace is a practice that is compulsory for the leaders and the managers of the organization. And the key reason here is that, the managers and the leaders are always required to remain inform over not only the organizational performance, but the performance of the employees. The performance that is shown by the employees of the companies is highly influenced by their working environment and the motivation that is given to them by the leaders and the managers of the organization.

Therefore, at the heart of the organization, the people management is a necessary aspect that requires the focus of the managers and the leaders and due to this reason, the managers and the leaders of the companies is required to display the stronger form of emotional awareness when they are working in team or working individually (Bowers, 2013). As for the managers of the company Artisan roast coffee roasters, they are also required to continuously observe the working process of the employees that are working at all the levels of the company. This form of attitude shown by the manager of the company requires them to interact with their employees at a more personal level and also helps them to produce the coffees as per the preference of the consumers of the company.

Development of emotional intelligence to gain competitive advantage

The process of gaining competitive advantage for any organization means, the companies work towards gaining leverage over the current competitors in a given business environment. The process of gaining competitive advantage can also mean offering high valued products or offering the prices to the consumers that are convenient for them. As mentioned at the beginning of the report, the coffee roasting company Artisan roast has been also involved in manufacturing the best form of coffee for the consumers of UK. The coffee roasting company Artisan roast will be highly profited by the use of the emotional intelligence to gain their desired competitive advantage over their consumers.

The key ideas behind the emotional intelligence is to be self aware, this means the managers of the companies are remaining aware of their own mood and the way this mood of the managers impact over the other employees of an organization. The use of the self regulation is also effective and required to be used by the managers since the capability of the individuals to gain control their moods always helps them to eradicate negative emotions and provide the necessary motivation to the employees of the company (Cummings, 2013). For instance, during the process of the employees of the coffee roasting company Artisan roast, the managers are not expected to lose their calmness of the employee makes mistakes. Rather, they are required to help the employee to follow the instructions that are related with brewing coffee. The end result of such attitude shown by the employees is that, the employees become more productive and they also tend to work more sincerely while producing coffee for the consumers of the coffee roasting company Artisan roast.

This has been also seen that most of the employees of the organizations that are working under the process of emotional intelligence are highly likely to ace in their career within the organization such as the company Artisan roast coffee roasters (James et al, 2012). This is because a larger focus of the process of emotional intelligence is associated with showing empathy towards each other and also working in teams and this helps the employees to become more social. This in turn allows the employees to bring their own ideas to the company.

As for the employees of the coffee roasting company Artisan roast, the practice of emotional intelligence can allow their leaders and the managers to pick the most competent blenders of the organization that can help the company select the best coffee beans that are available and hence allowing the company to offer the best coffee blends to their consumers (Carter, 2017). On the flip side, the marketing and sales department of the coffee roasting company Artisan roast can use the components and models included in emotional intelligence to make harmonious ties with their clients which will bring competitive advantage for the organization Artisan roast in comparison to their current competitors in the coffee industry of United Kingdom.

Conclusion

From the overall analysis and the discussions over the topic of developing emotional intelligence skills, this can be concurred here that the process and the implementation of the process is effective for the employees to enhance their performance at the workplace. This process has been also effective for the employees to carry on their tasks with sincerity and agility which also helps them to contribute to the development of the organization. On the other hand, the overall discussion here highly reflects over the fact that companies such as; the coffee roasting companies Artisan roast are capable of implanting such emotions in their employees, and they are more likely to progress as they get higher amount of support from their employees.

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