

Emotional Intelligence in the Beauty Industry

Emotional Intelligence

Emotional intelligence is the ability to understand recognize and manage emotions (harahap et al, 2023)



Critical Elements according to my Job Role:

Other significant components of the model by Golman are empathy and social skills. Effects of empathy include the therapists experiencing the feelings and the needs of the clients to offer personal service and excellent socials skills (communication and relationship building) creating client loyalty and faithfulness. (Karami and Eyupoglu 2025)

Emotional Intelligence in a Job Role – My Strength

Beauty therapy is not a product of beauty treatment but the therapists maybe informal, confidants with social support (Page et al 2024)



Location

3 ST Martins Row, Albany RD, Cardiff CF24 3RP
website

My Duties

- Hairdressing
- Waxing
- Hairstyling
- Facials
- Threading



- 6 – 10 Employees
- Small Employer
- Customer Facing

Key Skills for Beauty Therapists

As a therapist of beauty, communication and empathy are needed to comprehend the needs of the clients and the response to them. Active listing may help practitioners to understand the expectations and concerns of clients better compared to empathy which helps in understanding the feelings of the clients and hence developing trust. (Rosmalina et al. 2024)



Daniyal Gloeman Frame work

Daniel Goleman’s EI framework identifies five key abilities: self-awareness, self-regulation, motivation, empathy, and social skills (Goleman, 1998).

Comparison With Others

The EL model invented by Goleman mentions five skills that might highlight performance in the workplace. Otherwise the ability model of Mayer and Salovey views EI as a mental capacity to identify and handle emotions and the mixed model typified by Bar-on views EI as a collection of emotive and social traits relative to well being (Anand et al. 2023)

Importance of EI for managers

Emotional Intelligence is one of the aspects of effective leadership, emotionally intelligent leaders improve the work of the teams and attain better business outcomes. (Coronado-Maldonado and Benitex Marquez, 2023)