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Component 1: Emotional Intelligence

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MODULE NAME: LEADERSHIP AND
MANAGEMENT THEORY AND PRACTICE

MODULE CODE: LCBB6022_LON

LECTURER: DR. FAIZU EDU

SUBMISSION DATE: 24TH MARCH 2026

ASSIGNMENT TITLE: COMPONENT 1: PRACTICAL
INDIVIDUAL PRESENTATION

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Introduction

- Global & diverse organizations
- Leadership $\neq$ authority $\rightarrow$ collaboration
- Empathy & listening (Edith Heard)
- Focus: EI + CQ

Emotional Intelligence (EI)



Understand
emotions



Manage reactions



Build relationships



Improve leadership
effectiveness

Goleman's Model

Daniel Goleman

- Self-awareness
- Self-regulation
- Motivation
- Empathy
- Social skills

Business Example: Microsoft

Microsoft – Satya Nadella

- Shift to empathy
- Collaboration culture
- Growth mindset
- Innovation & performance



Cultural Intelligence (CQ)



Work across
cultures



Adapt behavior



Avoid
misunderstandings



Essential in global
teams

CQ Model

Christopher Earley

- Drive (motivation)
- Knowledge (understanding)
- Strategy (planning)
- Action (adaptation)

Business Example: Starbucks

Starbucks in China

- Adapted to local culture
- Social-focused stores
- Local products
- Strong market success



STARBUCKS®

Multicultural Leadership

Google

- Global workforce
- Cultural diversity
- EI + CQ required
- Better collaboration & innovation



Business Example: Airbnb

Airbnb

- 190+ countries
- Cultural inclusion
- Trust across cultures
- Global success



Business Example: Unilever

Unilever

- Global operations
- Diversity training
- Inclusive leadership
- Innovation & performance



Critical Evaluation

STRENGTHS

- Better communication
- Stronger teamwork
- More innovation

LIMITATIONS

- Hard to measure EI
- CQ needs experience
- Requires training investment

Conclusion

- EI → relationships & trust
- CQ → global effectiveness
- Both = essential leadership skills

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*Thank
you!*

ANY QUESTIONS?