

The Emotion Notion

There is a notion in business that has, since a book was published under the same name a number of years ago, come to be called Emotional Intelligence. The core notion is that business requires not only brain power, but the skills to overcome stress and make the right decisions under fire. The true leader has both innate brainpower and the emotional composure to execute it under all circumstances.

While, this is a most useful combination of skills, the discussion now revolves around whether this removes some excitement from the business process – and if so, whether this is such a bad thing.

For sure there are certain emotions that need to stay out of the business decision making process, like pity and pride. But what about passion? Is it a bad thing for a business to have people so emotionally invested in what they are trying to accomplish that they are willing to debate and argue and push one another to excellence by not compromising until they are certain the best path has been selected?

Emotional Intelligence does not seek to erase emotion from business, and it couldn't even if it wanted to. What it does is identify which emotions – anger, fear, pride, and others – are productive and which are counter-productive and under which circumstances these emotions play what roles.

Tudog's position is that emotion can serve a useful role in business and the decision making process so long as those who are emotional are able to admit their disposition and acknowledge their emotional investment. We believe that the inclusion of emotion creates a more human environment that, if embraced properly can produce higher levels of motivation and greater outlay in time and effort. Like Emotional Intelligence, there are some emotions we see as constructive and others we seek to avoid. We are not big fans of pride because it leads to decisions being made for the wrong reason. We do support debate because we think it creates a dynamic for excellence. We aren't afraid of stubbornness provided there is an opening for conversion, and we don't mind anger, as long as all can be forgiven once the decision is made.

People who work together and are committed to one another are bound to share dynamic situations. Recognizing the emotion in them is to acknowledge our humanity. To us, that's the starting point of good business decision making.