



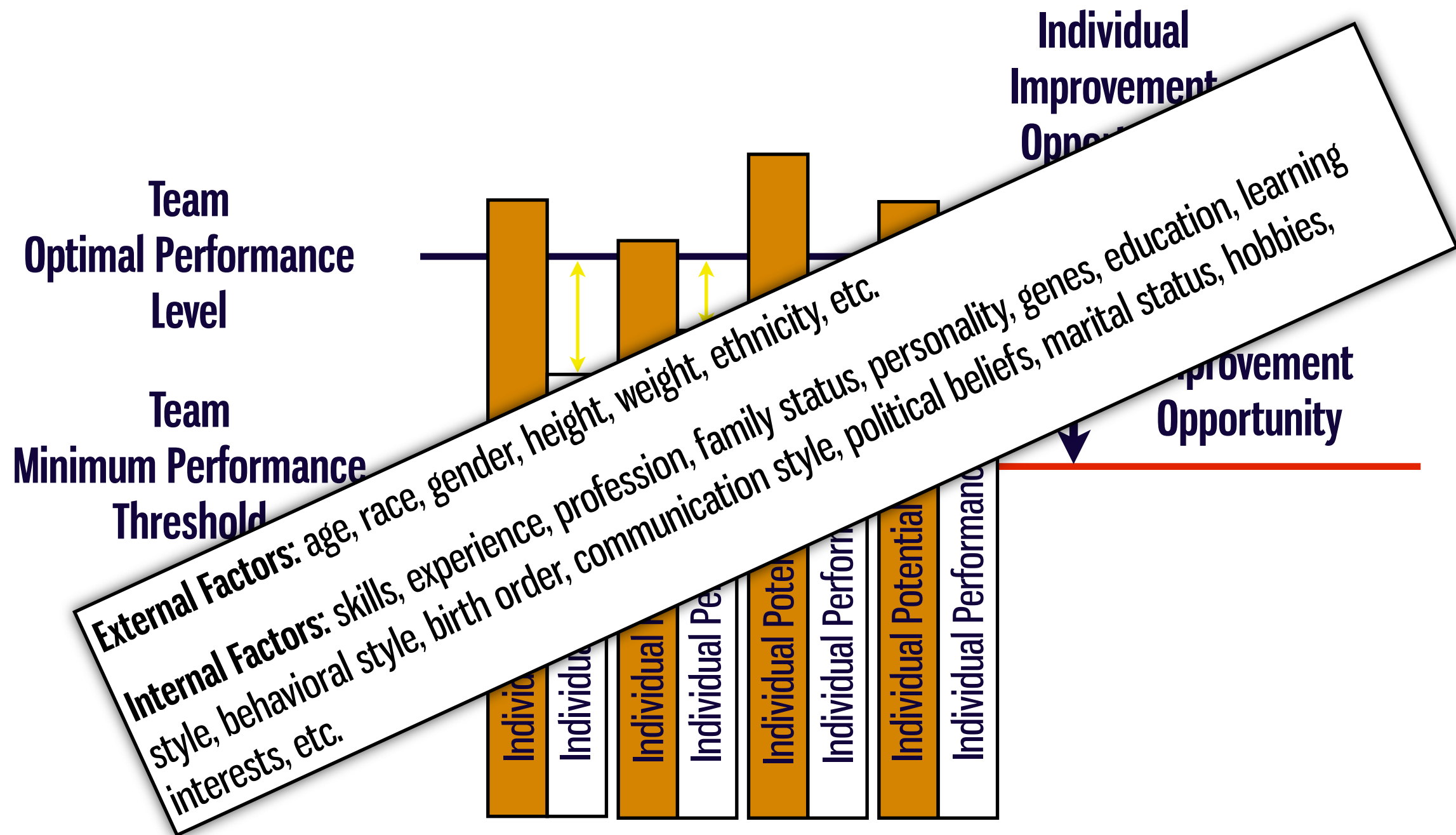
# **Just Like Fine Wine**

## ***Cultural Emotional Intelligence***

**2011 SHRM Alabama State  
Conference**

**Dr. Jarik E. Conrad**

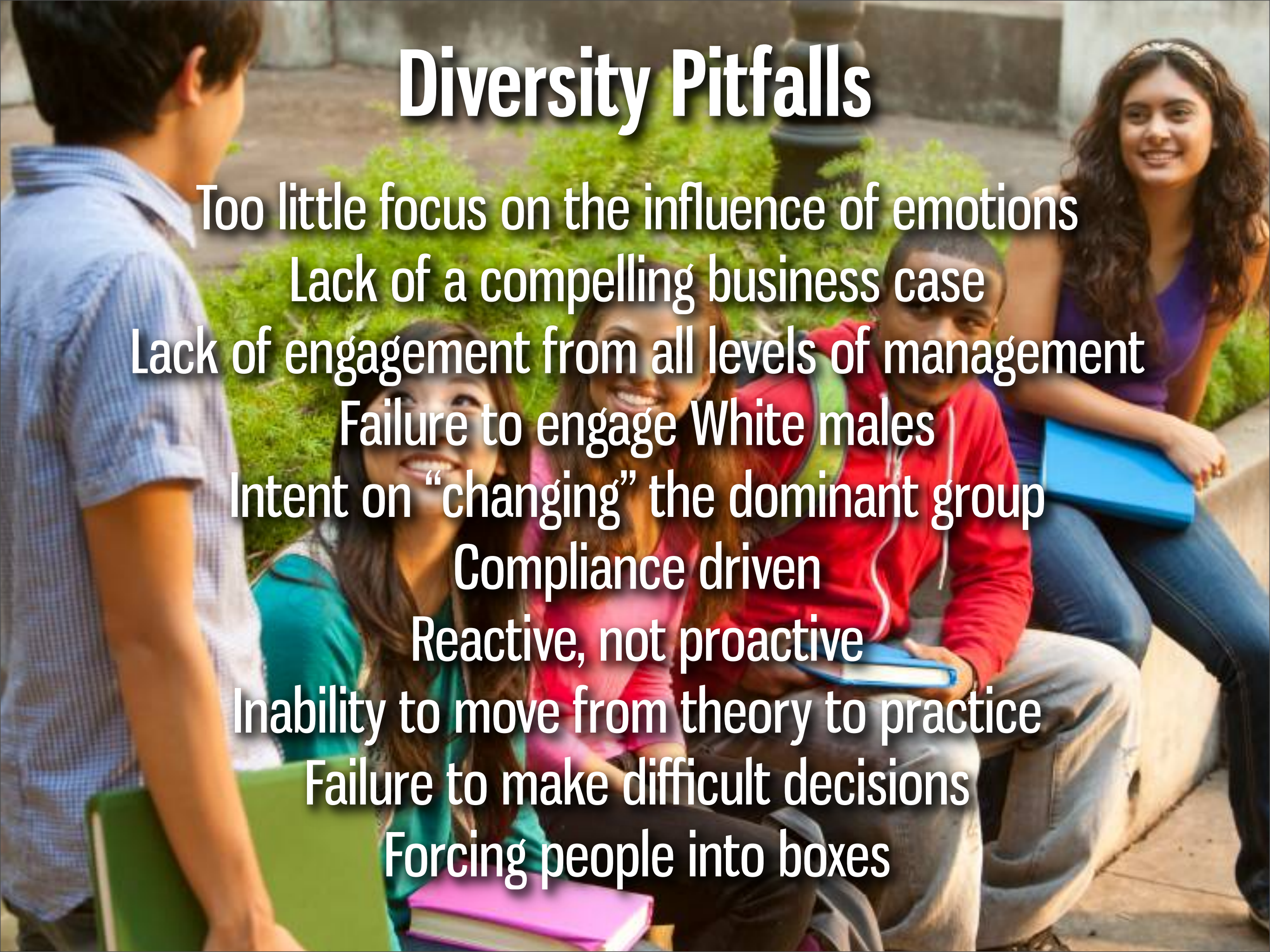
# PEAK Performance





# Diversity Pitfalls

Too little focus on the influence of emotions  
Lack of a compelling business case  
Lack of engagement from all levels of management  
Failure to engage White males  
Intent on “changing” the dominant group  
Compliance driven  
Reactive, not proactive  
Inability to move from theory to practice  
Failure to make difficult decisions  
Forcing people into boxes





**PURPLE YELLOW RED**

**BLUE GREEN ORANGE**

**BLACK PINK RED GREEN**

**BLACK BLUE ORANGE**

**GREEN YELLOW BLUE**

# When Emotion and Intellect Collide!



A black and white portrait of Albert Einstein, showing his characteristic wild, white hair and a mustache. He is looking slightly to the right of the camera with a thoughtful expression. The background is dark and out of focus.

**“We should take care not to make  
intellect our god. It has, of course,  
powerful muscles, but no personality.”**

**Albert Einstein**





**U.S. murder rate**  
**per 100,000 persons = 5.4**

**East St. Louis rate = 55.2**

**U.S. rate of rapes**  
**per 100,000 persons = 29.7**

**East St. Louis rate = 244.9**

**U.S. burglary rate**  
**per 100,000 persons = 732.1**

**East St. Louis rate = 2479.7**

**U.S. robbery rate**  
**per 100,000 persons = 145.7**

**East St. Louis rate = 1086.4**

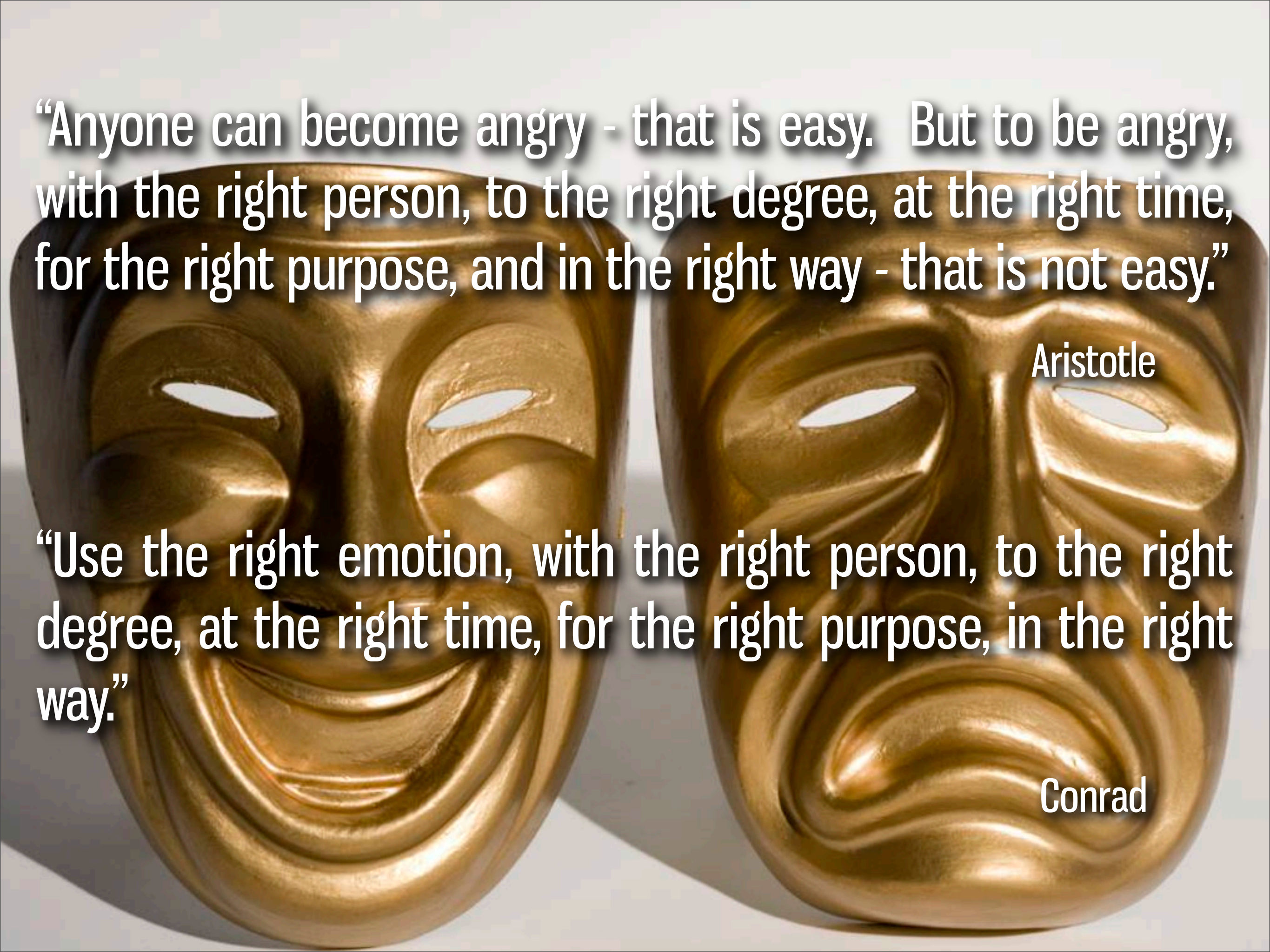
**U.S. auto theft rate**  
**per 100,000 persons = 314.7**

**East St. Louis rate = 2031.3**

**U.S. assault rate**  
**per 100,000 persons = 276.7**

**East St. Louis rate = 5462.8**





“Anyone can become angry - that is easy. But to be angry, with the right person, to the right degree, at the right time, for the right purpose, and in the right way - that is not easy.”

Aristotle

“Use the right emotion, with the right person, to the right degree, at the right time, for the right purpose, in the right way.”

Conrad



# Bar-On EQi

Component	Sub-Component
Intra-personal	Self-Regard, Emotional Self Awareness, Assertiveness, Independence, Self-Actualization
Inter-personal	Empathy, Social Responsibility, Interpersonal Relationships
Adaptability	Reality Testing, Flexibility, Problem Solving
Stress Management	Stress Tolerance, Impulse Control
General Mood	Optimism, Happiness





**How well do you  
know yourself?**





**Who am I?**

**East St. Louis**  
**Cardinals**  
**Golf**

**Jacksonville**

**Dublin, Ireland**

**Youngest of Five**

**Expectant Father**

**Black**

**Entrepreneur**

**Human Resources**

**BA, MILR, MBA, EdD**





**How well do you know others?**

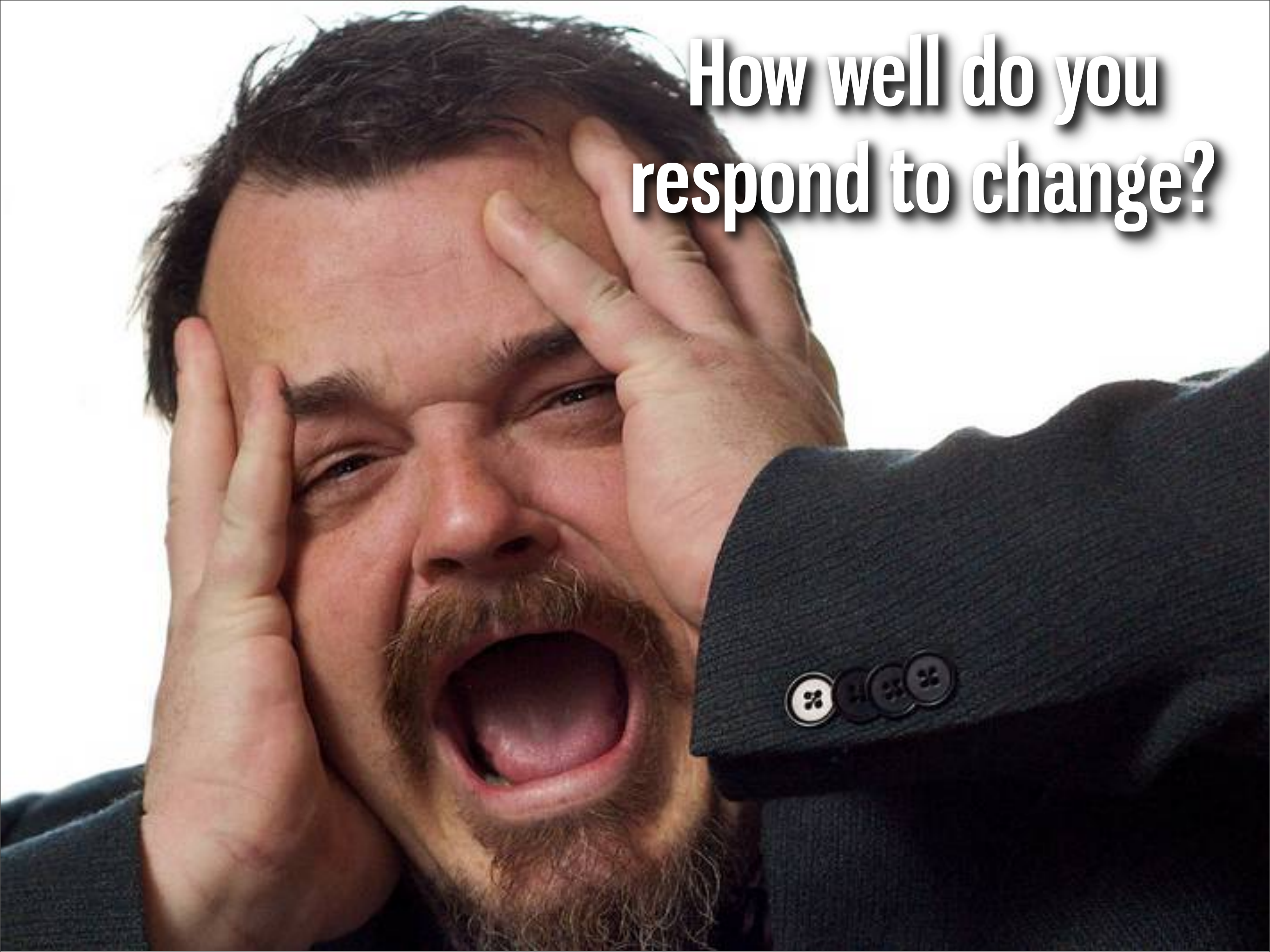


**Walk a mile...**

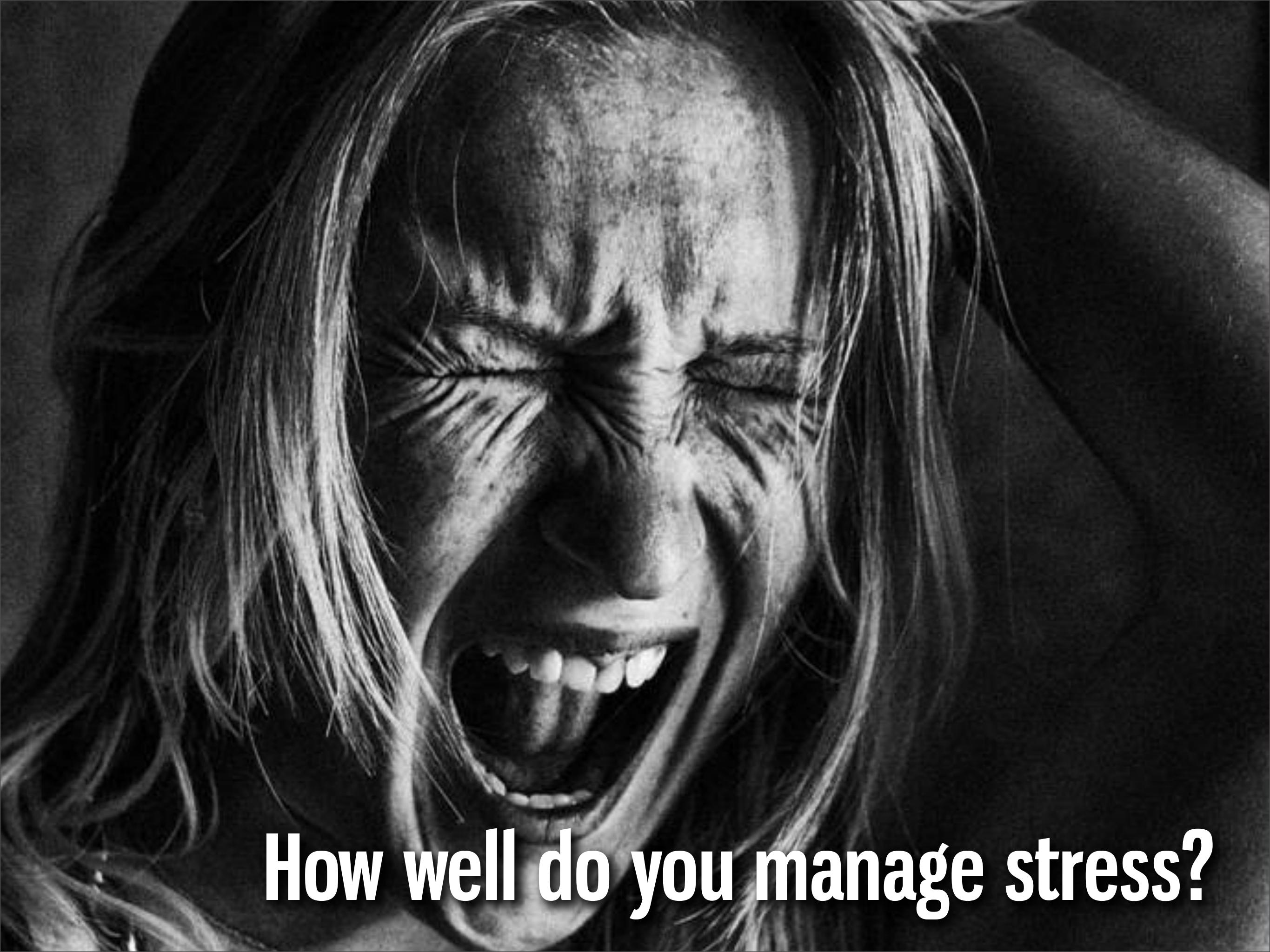




**How well do you  
respond to change?**








**How well do you manage stress?**



# Stress Kills

## Behavior



Overeating  
Under-eating  
Angry outbursts  
Drug or alcohol abuse  
Increased smoking  
Social withdrawal  
Crying spells  
Relationship conflicts

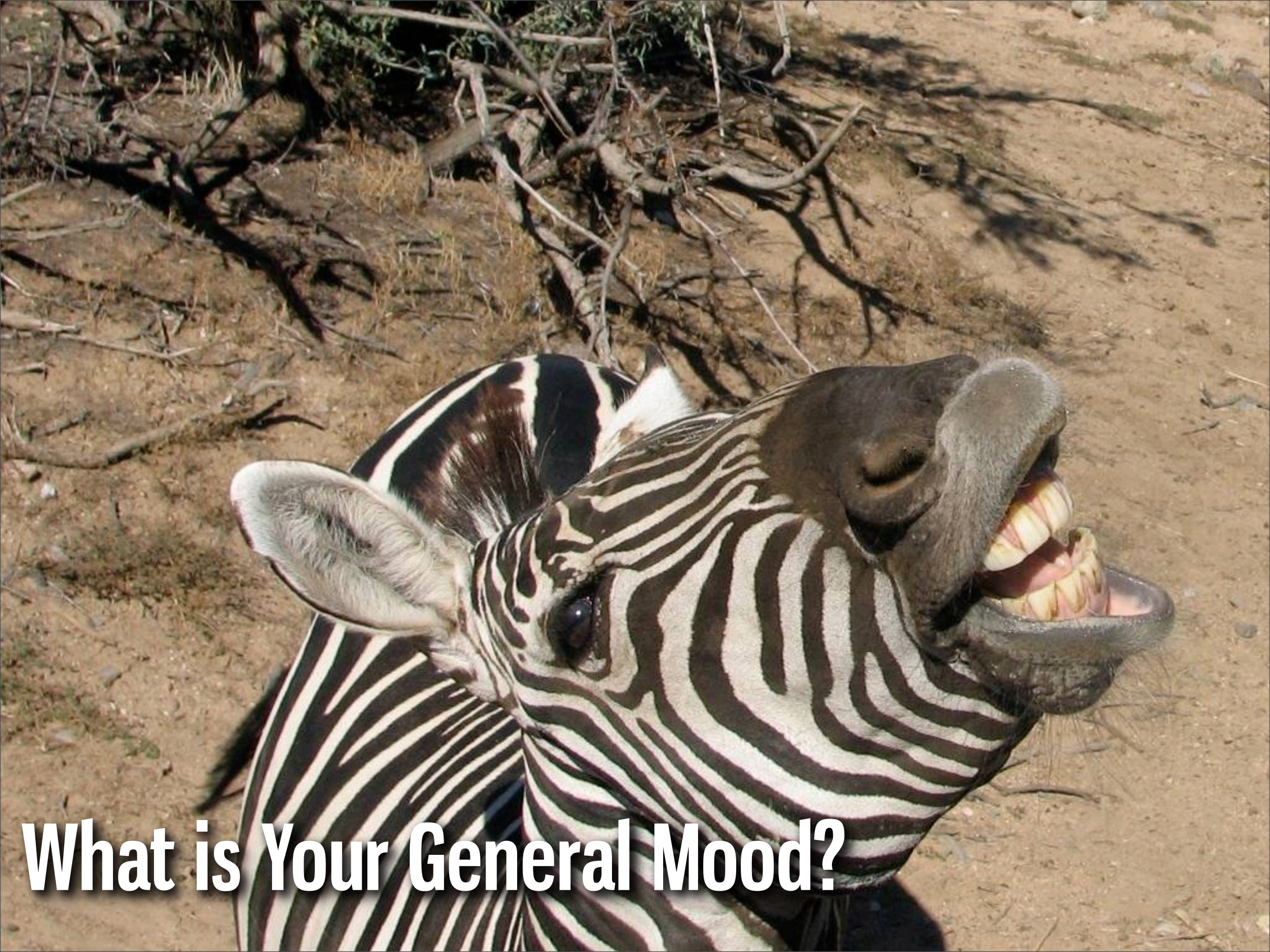
## Body

Headache  
Back pain  
Chest pain  
Heart disease  
Heart palpitations  
High blood pressure  
Decreased immunity  
Stomach upset  
Sleep problems

## Feelings

Anxiety  
Restlessness  
Worrying  
Irritability  
Depression  
Sadness  
Anger  
Feeling insecure  
Lack of focus  
Burnout  
Forgetfulness





**What is Your General Mood?**



# Emotionally Intelligent People

They are in-tune with their thoughts and feelings.

They are assertive without being aggressive.

They are confident without being arrogant.

They set challenging goals, and work smartly to attain them.

They care about, and connect well with others.

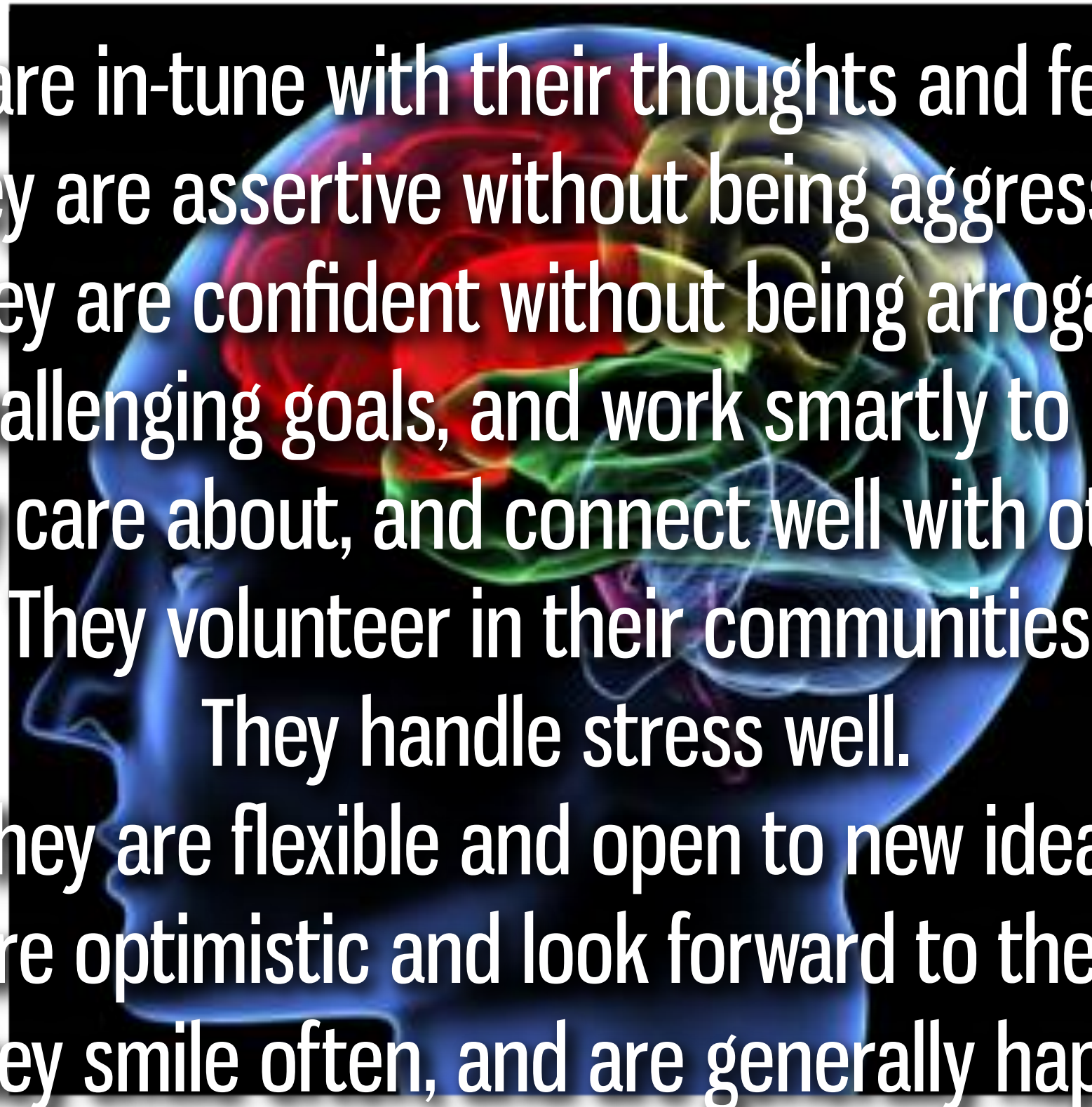
They volunteer in their communities.

They handle stress well.

They are flexible and open to new ideas.

They are optimistic and look forward to the future.

They smile often, and are generally happy.



# **Dominant Culture**

**Avoid superiority complex**

**Effectively manage emotions**

**Understand potential bias**

**Devise strategies to overcome potential bias**

**Proactively seek broad range of experiences**



# **Non-Dominant Culture**

**Avoid victimhood “paralysis”**

**Effectively manage emotions**

**Understand potential bias**

**Devise strategies to overcome potential bias**

**Proactively seek broad range of experiences**





**NEVER!**  
**ACCEPT THE STATUS QUO**





# Questions

The Art and Science of  
Human Performance



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