



# *The Power of Emotions in our Fast-Changing Talent World*

Future of Work Canada (Future Talent Track)

April 1-2, 2025 | Toronto, Canada

Co-presented by:

Tamara ElSahyouni

*Founder & Talent Strategist, Talent Engagement Consulting*

Edmond Mellina

*President & Co-founder, ORCHANGO*



# Our talent landscape is facing a **tsunami of change**



Artificial  
Intelligence



Political  
climate



Generational  
shifts



Definition of  
leadership



Definition of  
workplace



D.E.I.

**Emotions are powerful** during times of change





# Montreal – September 27, 2019





# 500,000 people from multiple generations!



Transform your business.  
Make it nimble.



Photo credits: bamjamin / Instagram; Cindy Lopez; Pascal Bernardon



# New York City – September 23, 2019



## CLIMATE ACTION SUMMIT 2019



# Viral **How-Dare-You** speech | U.N. Climate Action Summit



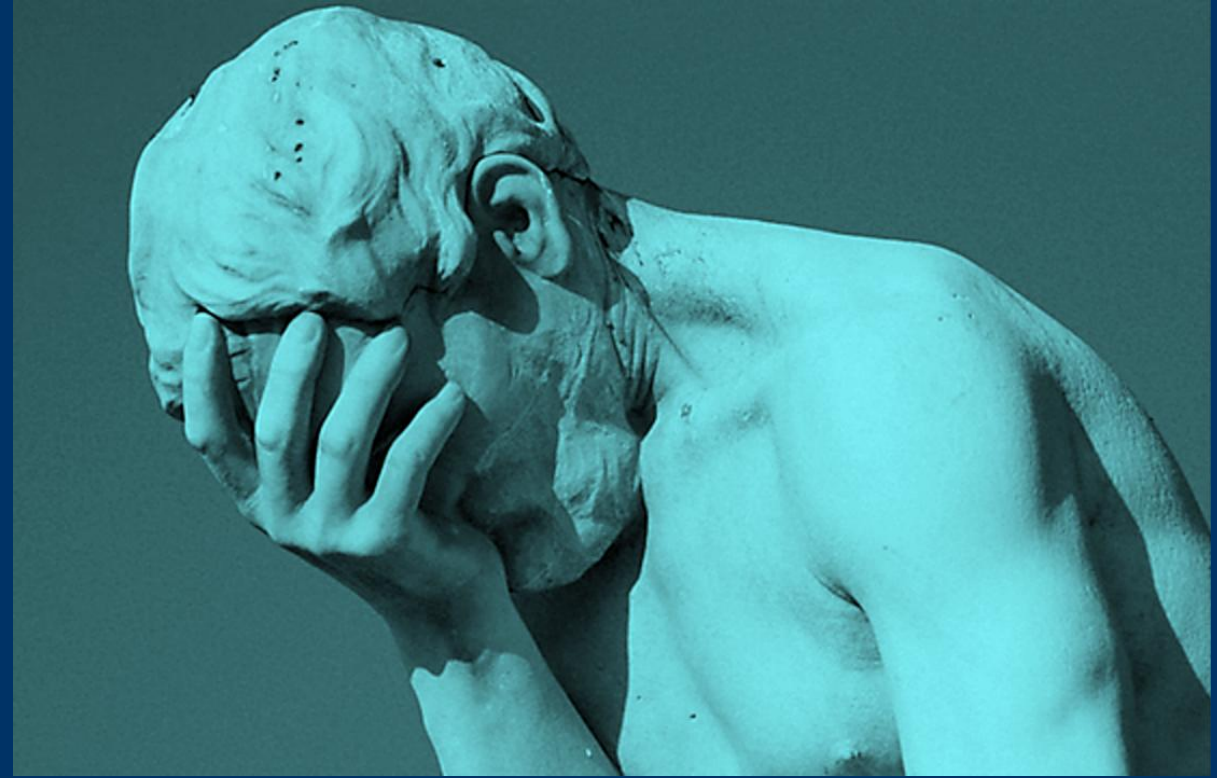


# My emotional reaction to Greta's speech

**ANGER**



**SHAME**



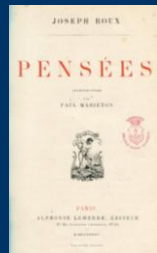


# Emotions are powerful

“ Nothing **vivifies** and nothing **kills** like emotions.

Rien ne **fait vivre** et rien ne **tue** comme les émotions. ”

*Joseph Roux*  
*French writer, 1834-1905*



# Classic research by the Corporate Executive Council

- Discretionary effort (a.k.a. energy)
  - Scenario A: **rational** commitment
  - Scenario B: **emotional** engagement



## GUESSING GAME



How much more energy (%)?

**4x i.e. +300%**





# Emotions are powerful

“ The essential difference between emotion and logic is that **logic** leads to **conclusions** while **emotion** leads to **action**. ”

*Dr Donald B. Calne*  
*British-Canadian Neurologist*  
*1936-*



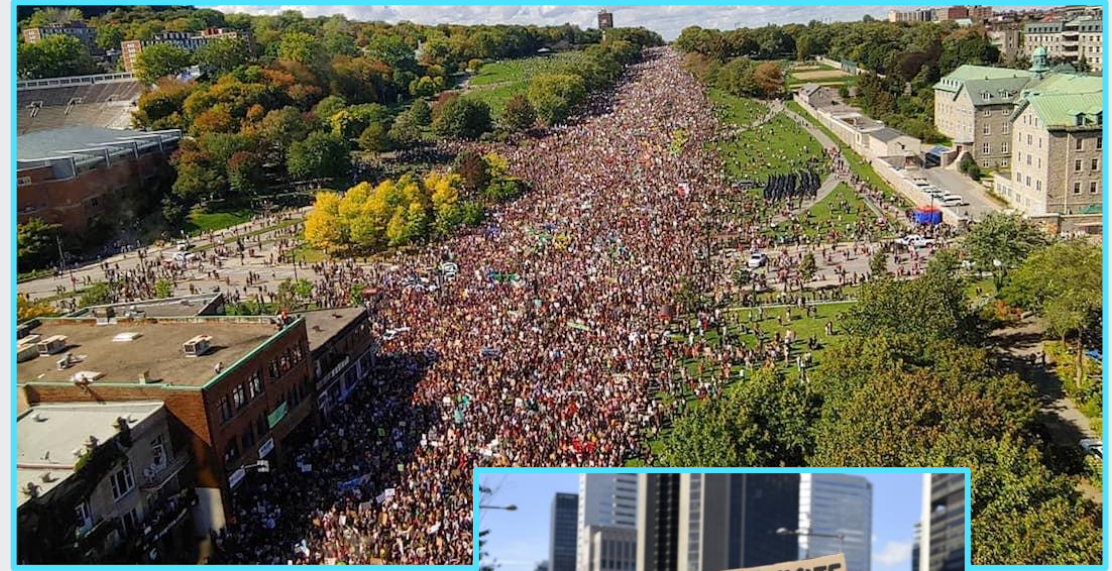


# Greta's superpower

Building the **Emotional Case™** for change – not just the business case



Transform your business.  
Make it nimble.





4X  
i.e. 300% more



# As change-makers, we must...



- 1 Foster **psychological safety**
- 2 Avoid the “**change-communication trap**” (1-way)
- 3 Engage (2-way) ➔ Listen ➔ Find out ***what makes people tick*** about the change
- 4 Build the ***Emotional Case***™ for change
  -  **Reduce** emotions leading to action **against** the change
  -  **Leverage** emotions leading to action **towards** the change



# Let's put it into practice!



**ORCHANGO**  
Transform your business.  
Make it nimble.

- **Table discussions** [7 min TBC]

Think about A.I. integration...

- **Q1 – What are the **EMOTIONS** at play?**
- **Q2 – **WHO** is experiencing these emotions?**

Capture your thinking on sticky notes

**EMOTION**  
**WHO**

**PINK = against**

**EMOTION**  
**WHO**

**GREEN = towards**

- **Q3 – So what? Now what?**

i.e. as change-making talent leaders,  
how can we build the *Emotional Case*™ for A.I. integration?







# Let's keep the **4 imperatives** top of mind...

As **change-makers**, we must...



- 1 Foster **psychological safety**
- 2 Avoid the "**change-communication trap**" (1-way)
- 3 Engage (2-way) → Listen → Find out ***what makes people tick*** about the change
- 4 Build the **Emotional Case**™ for change
  -  **Reduce** emotions leading to action **against** the change
  -  **Leverage** emotions leading to action **towards** the change



Mnemonic for change-makers

# There is motion in e**MOTION**s!

Ex (out) + Movere (to **move**)

(Latin)



É**motions**

(French)



E**motions**

(English)



Transform your business.  
Make it nimble.



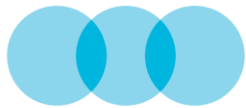
# Time for some Q&A

Please use the app to submit your questions





TALENT  
ENGAGEMENT  
CONSULTING



**ORCHANGO**

Transform your business.  
Make it nimble.



[tamara@talentengagement.ca](mailto:tamara@talentengagement.ca)



[linkedin.com/in/tamaraelsahyouni/](https://www.linkedin.com/in/tamaraelsahyouni/)



[youtube.com/c/orchango](https://www.youtube.com/c/orchango)



[talentengagement.ca](https://talentengagement.ca)



[emellina@orchango.com](mailto:emellina@orchango.com)



[linkedin.com/in/emellina](https://www.linkedin.com/in/emellina)



[youtube.com/c/orchango](https://www.youtube.com/c/orchango)



[orchango.com](https://orchango.com)