

# INFLUENCE WITH INSIGHT: EI STRATEGIES FOR EFFECTIVE LEADERSHIP



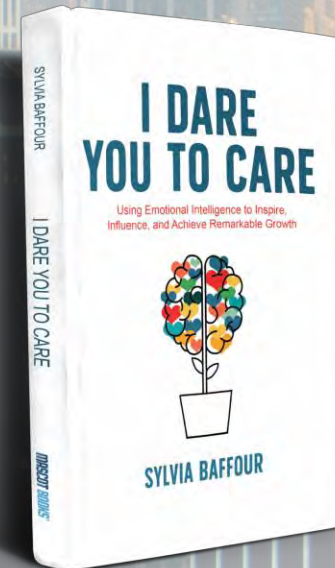
**SYLVIA BAFFOUR**

Baffour International LLC

+1 (703) 675 – 3152

[www.sylviaspeaks.com](http://www.sylviaspeaks.com)

[info@sylviaspeaks.com](mailto:info@sylviaspeaks.com)







INFLUENCE



# EMOTIONAL INTELLIGENCE

**YOUR  
SELF-AWARENESS**

**YOUR EMOTIONAL  
REGULATION**

**YOUR IMPACT**



# WHAT EI 'WALKING' LOOKS LIKE!

**INFLUENCE NOT  
JUST AUTHORITY**

**GROUNDING IN  
HIGH STAKES**

**COMMUNICATE  
WITH PRECISION  
& IMPACT**

**RECOGNIZE THE  
UNSPOKEN IN  
THE ROOM**

**BALANCE  
SUCCESS WITH  
CONNECTION**

**TURN SETBACK  
INTO STRATEGIC  
GROWTH**



# DARE TO CARE™ EI STRATEGIES

Stay Grounded to Lead with Clarity

Influence Others Impactfully

Manage Emotions Skillfully

Problem-Solve Creatively

Navigate Disruption with Agility







# SHIFT THE SHADE







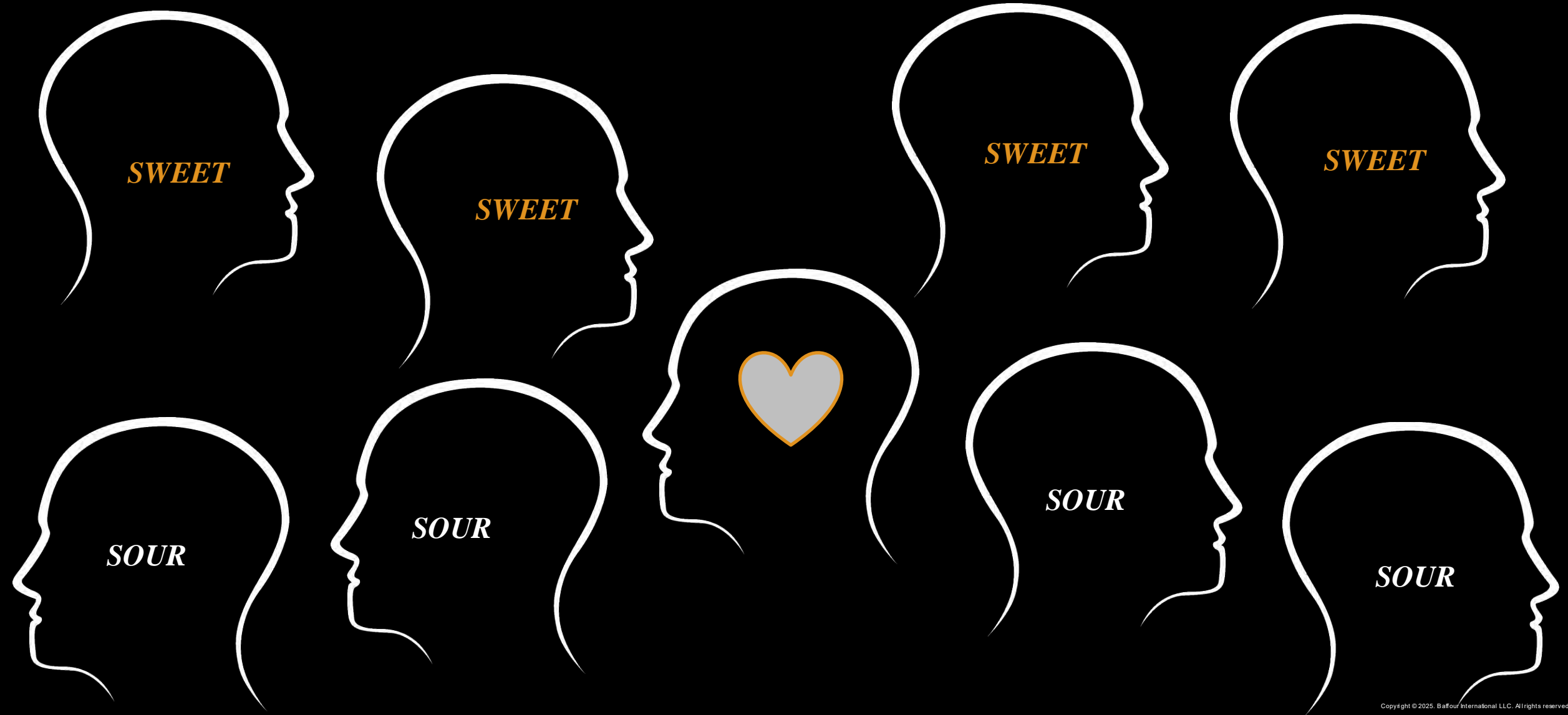




SHAPE THE EXPERIENCE



# INFLUENCE THE EMOTIONAL AFTERTASTE







**FOCUS ON WHAT YOU WANT THEM TO FEEL**



A man with a shaved head and glasses is sitting in a black office chair, meditating in a lotus position. He is wearing a light blue button-down shirt, a dark blazer, and dark jeans. His hands are resting on his knees in a mudra, and his eyes are closed. The background is a solid light gray.

**MANAGE** YOUR EMOTIONAL TRIGGERS



**Mind  
My  
Monologue**





# ADOPT SHIFTING PHRASES

**YOUR  
TRIGGER**

**NEGATIVE  
SELF-TALK**

**YOUR  
REACTION**

**SHIFTING  
PHRASE**



# 7-ELEVEN

7-ELEVEN

7-ELEVEN

*Southlane*

LAREDO  
TACO













**EMBRACE MORE CURIOSITY**



# REFRAME WITH GATEWAY QUESTIONS

## BARRICADING QUESTIONS

- Typically begin with Why
- Disempowering
- Focuses you on the uncontrollable

## GATEWAY QUESTIONS

- Begin with How or What
- Self-Empowering
- Forward Thinking & Solution Oriented



# *Sponsor Backs Out*

## BARRICADING QUESTIONS

Why does this always happen to us at the worst time?

## GATEWAY QUESTIONS

What is still within our control to protect the attendee experience?



# *Internal Team Burnout*

## BARRICADING QUESTIONS

Why can't people just push through – this is the job?

## GATEWAY QUESTIONS

What can we adjust to protect energy and morale while still delivering?



# *Client Scope Creep*

## BARRICADING QUESTIONS

Why do people keep taking advantage of our team?

## GATEWAY QUESTIONS

How can we set clearer boundaries and still serve the client well?



# *Tech Changes*

## BARRICADING QUESTIONS

Why does everything have to change so fast?

## GATEWAY QUESTIONS

How can we test new tools without losing what works?



# DARE TO CARE™ EI STRATEGIES

Stay Grounded

Influence Others

Manage  
Emotions

Problem-Solve  
Creatively

Navigate  
Uncertainty

1. SHIFT THE SHADE

2. SHAPE THE EXPERIENCE

3. ADOPT SHIFTING PHRASES

4. EMBRACE MORE CURIOSITY

5. ASK GATEWAY QUESTIONS





## Give feedback to Sylvia

Scan this QR code



Or go to

<https://talk.ac/sylviabaffour>

and enter this code when prompted

INFLUENCE



# PAN OUT YOUR PERSPECTIVE

