

# I'm a technologist, what's that got to do with Emotional Intelligence?

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## Personal branding

No, no not that sort of branding, I'm talking about building the Brand of You. That's Personal Branding.

Personal Branding is about who you are. How you are perceived and what you want to achieve. For all you Packaging Technologists out there it's your "self-packaging."

I know, gulp! It's very daunting, as an introvert living and breathing in an extroverted world to put yourself out there for the world to see. However, as Laura Lake, the editor and director of About.com, so eloquently quoted:

"Personal Branding is not only for the entrepreneur that owns their own business, but it's the secret ingredient that can make you stand out of a stack of resumes."

Laura goes on to say:

"If you don't develop your personal brand others will do it for you. Personal Branding is the proactive way of controlling your career development and how you are perceived in the market place."

As technology advances, never before has it been more important to take control of the personal and professional picture the world gets to see of you. Moving out of your comfort zone can be daunting, but the rewards are worth the risks.

Where to start? Here at Lawson Williams we have a great road map to help you "Create your own Personal Branding Strategy." Contact me: [raewyn@lawsonwilliams.co.nz](mailto:raewyn@lawsonwilliams.co.nz), or even better still connect with me via LinkedIn. You can see me walking the talk with my newly created profile taking shape before your very eyes and yep, I'd love your feedback.

***I am Raewyn Brown: You'll find me on LinkedIn and Twitter @raewynbrownNZ. I have over 15 years experience in all aspects of the Recruitment Industry. I am comfortable in my own world, called quirky in others'.***



The careers experts at Lawson Williams continue to offer tips, tricks and advice on building your chosen career.

You may have heard of, or know something about Emotional Intelligence or EQ as it is commonly known. The term was created back in 1995 by Daniel Goleman and since then it has become one of the hottest, and possibly most over used, terms in business.

But it seems to have stuck, so why has EQ become so important in the world of work? The fact is, your ability to complete a tertiary qualification relied more on your IQ than your EQ, but once you are into your career and looking to sustain it over a significant period of time, your success will more heavily rely on your EQ rather than your IQ. In other words being smart alone doesn't equate to a sustainable career these days, particularly in a small economy like New Zealand.

Organisations today are looking for high performers, people who will quickly make a difference and deliver competitive advantage.

To identify this high-performance-potential organisations are evaluating emotional competencies such as initiative, optimism, ability to influence, ability to drive change and adaptability. A person who has strong emotional competencies has a strong base of Emotional Intelligence.

As individuals working in business, our success today depends on our ability to read other people's signals and react appropriately. Therefore, each one of us must develop the mature emotional intelligence skills required to better understand, empathise and negotiate with other people – particularly as the economy has become more global and the pace of change increases.

There are five factors of Emotional Intelligence and we will consider only one in this article - Motivation.

Motivation is made up of the following emotional competencies:

- Achievement drive. Your constant striving to improve or to meet a standard of excellence.
- Commitment. Aligning with the goals of the group or organisation.
- Initiative. Readying yourself to act on opportunities.
- Optimism. Pursuing goals persistently despite obstacles and setbacks.



## Optimism is key

One of the key competencies that contribute to your motivation is optimism or having a positive attitude.

To motivate yourself for any achievement requires clear goals and a positive attitude. Although you may have a predisposition to either a positive or negative attitude, you can, with effort and practice, learn to think more positively. If you catch negative thoughts as they occur, you can reframe them in more positive terms which will help you achieve more results in your work.

There are numerous studies and lots of research on optimism. For example Martin Seligman studied sales people at MetLife and found that new salespeople who were optimists sold 37% more insurance in their first two years than did pessimists. In another study, he tested 500 members of a first year students class at the University of Pennsylvania. He found that their scores on a test of optimism were a better predictor of actual grades during their first years than high school grades.

The power of optimism is a key driver of motivation along with initiative, commitment and achievement drive. Motivation is a key emotional competency that is essential for your future success.

*Whether you see a half full, or a half empty glass is an indicator of whether you are an optimist or a pessimist*

John Lawson is founder of Lawson Williams Consulting Group. He initially studied Biotechnology at Massey and is a professional member of NZIFST. He now enjoys leading a team of recruitment consultants, helping people like you develop satisfying careers.

