

# Minding Your EQs: What Really Counts When it Comes to Success in Gift Planning

*PLANNED GIVING ROUNDTABLE  
OF ARIZONA  
2014 Annual Summer Forum  
Phoenix – June 3, 2014*

Chris Yates  
Associate Senior VP, University Advancement  
University of Southern California

University of Southern California USC

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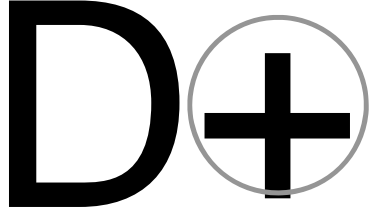
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**EQ =**  
Emotional Intelligence

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## YOUR BRAIN (simplified)

*Structures and areas in the human brain*

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## Memory: Ordinary and Emotion Based

# 9-11-01

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## Find Balance: EQ and IQ

# 20%

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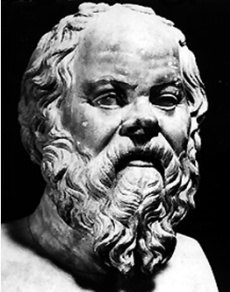
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Five Domains of EQ:  
**1st: Self Awareness**



Know thyself...

Socrates

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Five Domains of EQ:  
**2nd: Managing Your Emotions**

The Fundamental Art of

**SELF-SOOTHING**

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Five Domains of EQ:  
**3rd: Motivating Oneself**

Delay Gratification + Stifle Impulsiveness→

**FLOW**

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Five Domains of EQ:  
**4th: Recognizing Emotions in Others**

The Fundamental "People Skill"

# EMPATHY

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Five Domains of EQ:  
**5th: Handling Relationships**

Social and Interpersonal Intelligence yields

# CHARISMA

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## EQ in the workplace

Understanding your colleagues

- What motivates each one
- How does he/she work
- How to work cooperatively with her/him

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## EQ in the Workplace

This translates into ability to

1. Organize groups
2. Negotiate solutions
3. Make personal connections
4. Social analysis (detection and insight)

= **NATURAL LEADERS**

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## Fundraising EQs

- Listen
- Read non-verbal cues
- Show passion
- Be relaxed and focused (in the flow)
- Convey positivity → happiness contagion
- Be genuine

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Emotional Intelligence in the Digital Age  
**Coca Cola's Happiness Machine**



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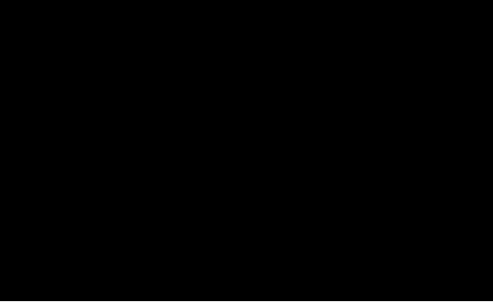
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Emotional Intelligence in the Digital Age  
Stewardship of Stanford's Scholarship Donors



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## Parting Thoughts

- Emotional intelligence can be acquired and honed during lifetime...there is not a finite supply and it is not a simple birthright.
- Emotional intelligence is something we bring to bear in most all our interactions in the development field, with both our colleagues as well as prospects.
- Emotional intelligence peaks and is sharpened as people enter their 60s...that bodes well for us and also for a large proportion of our best prospects!

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*Thank You for Listening!*



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