

Video Title: Using Emotional Intelligence to Become a Better Leader

Target Audience: The target audience is managers from Tactical Tech, a technology-based security company. They are expanding and opening stores all over the United States and are hiring new managers and promoting employees from within their current stores. This training is a part of a larger training, aimed at great leadership skills. The demographics include a variety of ethnicities and ages, ranging from 30-55. All are college-educated with at least a Bachelor’s Degree. Their level of comfort with technology is high.

Learning Objectives:

- 1. Improve leadership skills with Emotional Intelligence practice skills.

Outline:

- Hook
- Intro
- What is Emotional Intelligence?
- Five Elements of EQ and ways to practice
 - Element 1: Self-Awareness
 - Element 2: Self-Regulation
 - Element 3: Motivation
 - Element 4: Empathy
 - Element 5: Social Skills
- Summary and Conclusion

Color Palette:

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Seat Time: 5 mins

Directions for Reviewer(s): Please read through the entire training and leave comments in the table. Feedback and other comments can be placed in the far right column on the table; please use a [blue font](#).

Global Comments:

- On-screen text will be in Articulate Light Font
- Transitions will fade unless otherwise indicated.

- An upbeat instrumental track will play underneath the VO for the entire video.
- In the script column, words indicated in **BOLD** will indicate on-screen text. BOLD text will enter and exit with a fade behavior unless otherwise indicated.

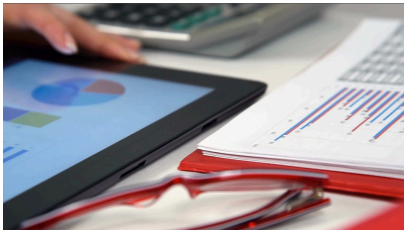
1. Hook			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	What is Emotional Intelligence and how can it help YOU become a better leader?	Transition will use blinds to transition to the second graphic on the word “leader” in VO.	

2. Introduction Sequence			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments



Emotional intelligence, often referred to as EQ or EI, is the ability to **manage** both your own **emotions** and **understand** the **emotions** of those around you.

High emotional intelligence in leaders create employees who are not only **happier**, but more **productive** in their roles. According to a 2023 article by the Niagara Institute, employees with emotionally intelligent managers are **4x less likely** to leave their jobs.



A blur zoom transition will occur from the first image (EQ) to the second image (Emotions) in the VO first “emotions.”

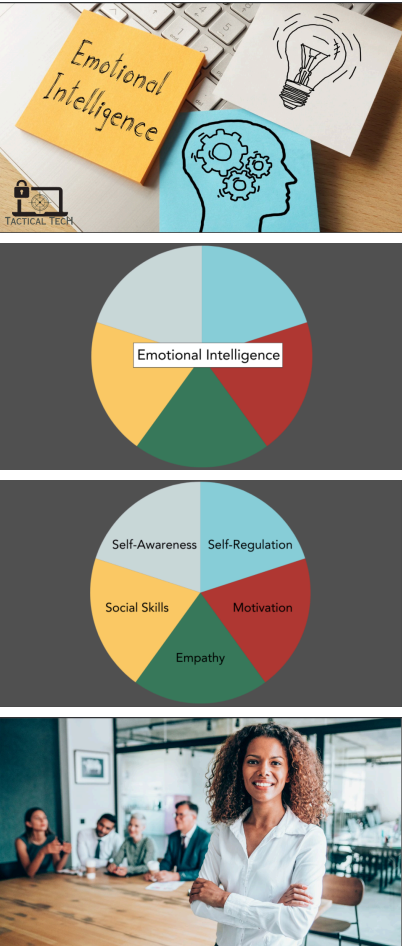
The third image will display on the VO “happier.”

Video will begin on VO “2023 article” and play through the remainder of the VO.

“4x less likely” text will pulse in the middle and exit with a shrink behavior.

3. What is Emotional Intelligence?

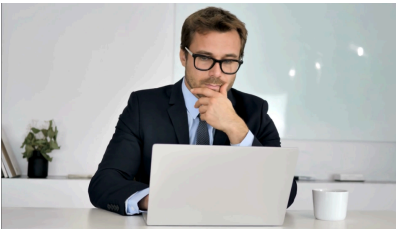
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
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	So what is Emotional Intelligence, and how can you practice the skills necessary to become an emotionally intelligent leader? There are five elements to emotional intelligence: Self-Awareness, Self-Regulation, Motivation, Empathy and Social Skills. Working on the skills within each of these elements will propel you to being the best leader you can possibly be.	A zoom animation will occur on the first paragraph “emotional intelligence” to the word on the sticky note on the image. Second image displays on second paragraph of VO and third displays after :03 seconds. On the third image, timed with the VO, each element is circled. The last image displays with the third paragraph and a zoom animation centers on the woman in the photo for the duration of the VO.	
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4. Element 1: Self-Awareness			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	Element 1: Self- Awareness Being self-aware means that you know how you feel and how your emotions and actions affect others around you. In leadership,	The first text box will slide in from the left and slide back out from the left after :04 seconds. The top thumbnail is a video that will play until the second paragraph of the VO.	

	it can also mean being aware of your strengths and weaknesses and acting with humility. How can you practice becoming more self-aware? Keep a journal to write down and analyze your emotions. Know when to ask for help when faced with one of your weaknesses, or when to offer help.	The text box “Keep a journal” and “ask for help” (not pictured) will slide in and out to the left (journal) and right (help) timed with the VO. Each will remain for :04 seconds. A fade transition will occur to the next scene.	
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5. Element 2: Self-Regulation			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	Element 2: Self-Regulation Self-Regulation is about staying in control. Leaders who self-regulate don’t verbally lash out at others, make rushed or impulsive decisions, stereotype others, or compromise their values. Practice being self-regulated by: Knowing your values and keeping those at the forefront of your actions. Holding yourself accountable, both for your actions and the emotions behind the actions. Practice being calm. Sit with your emotions for a bit to identify, understand, and then react.	Self-Regulation text box will slide in from the left and slide out to the left after :04 seconds. During the VO sentence beginning with “Leaders who self-regulate,” a zoom effect will occur on to the words “Think before you speak.” The second image will display at the end of the first paragraph on the word “values.” In the second paragraph, a glow behavior will illuminate the letters in “values” on the image timed with the VO. The next image will appear on “Holding yourself accountable” and the “Self-accountability” text will reveal from the top timed with “accountable” and	

 		remain through the rest of the image duration. The last thumbnail video will play through the remainder of the VO in this section.	
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6. Element 3: Motivation			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
  	Element 3: Motivation In leadership, motivation is working consistently towards your goals and having extremely high standards for the results. You can work on motivation by: Re-examining why you're doing your job. Get back to the WHY of your job and find the purpose of your goals. Know where you stand in the journey of achieving your goals. Be hopeful and find something good - in each day, in each project, in each situation. Positivity and optimism goes a long way in motivation.	The motivation text box will slide in from the right and slide out to the right after :04 seconds. Zoom into the whiteboard on the first image when the VO says "re-examining why" and the callout text box "what's my why" appears in a handwriting font with a background color matching the post-its on the whiteboard. The third image displays timed with the VO on first "goals." The fourth thumbnail is a video that plays from "be hopeful" to "each situation." The last picture is displayed for the remainder of the VO.	

7. Element 4: Empathy			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	Element 4: Empathy Good leaders have the ability to put themselves in someone else's situation. Having empathy helps you develop others, challenge those who are acting unfairly, give constructive feedback and listen to those who need it. Practice empathy by: Listening attentively to others Responding to the feelings Paying attention to body language. Oftentimes, body language doesn't match what the person may be saying, so getting non-verbal cues from body language will help you identify and empathize with the other person.	The text box will slide in from the top and slide out to the top and remain for :04 seconds. The video plays throughout the VO until "responding to the feelings." The second image displays "body language." zooms in on the woman in the foreground and then back out to the entire scene on "identify and empathize."	

8. Element 5: Social Skills

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
   	Element 5: Social Skills Important social skills, such as being a great communicator, managing change and resolving conflict diplomatically, are traits of a leader with high emotional intelligence. When you constantly strive for things to be better and lead by example rather than sitting back and letting your team do all the work, you show your employees that you are willing to be a part of that change you're striving for. You can improve your social skills by: Learning conflict resolution techniques, Improving your communication skills, both written and verbal, and Learning how and when to praise others for their efforts	The text box will slide in from the bottom and out to the bottom after :04 seconds. The top thumbnail is a video that will play from the beginning of the VO to “traits of a leader” and then will fade transition to the second image. The second image will transition with a fade to the third image on “part of that change” in the second paragraph. The third image is displayed with a fade transition on “social skills” in the third paragraph and the two text boxes slide in from the left (Conflict Resolution) and right (Communication) timed with the VO. The last image is displayed with a fade transition on the words “learning how” and the text box slides in and out from the right after :04 seconds.	

 Communication  Praise Others			
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9. Summary and Conclusion			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
  	The demand for emotional skills will only continue to grow. A recent Forbes article included a study by McKinsley and Company that showed the demand for emotional skills will grow 26% by 2030 and the World Economics Forum predicts it will be among the top 10 most in-demand skills through 2025. Are YOU ready to lead your team in the field of Emotional Intelligence? By practicing the skills in each of the 5 elements of Emotional Intelligence - Self-Awareness, Self- Regulation, Motivation, Empathy and Social Skills - you can become a phenomenal leader	The top thumbnail is a video that will play until the end of the VO. The words “Are you Ready” will grow with a spring movement timed with the VO on the second paragraph and remain for :04 seconds. The emotional intelligence pie chart will hinge from the bottom on “Emotional Intelligence” in the third paragraph and remain until “social skills” where it will fade out. At the conclusion of the VO, the 4th image fades in and after :02 seconds, the last image fades in. The website on the bottom is revealed from left to right.	

Thank you for taking this training. 	and an essential part of the Tactical Tech family.		
More information on EQ can be found in the Employee Tools folder. www.tactech.com/employeetools 			