# Emotional Intelligence

In order to prepare for this assignment, READ the information contained in the document “Streetcrafter Background.”

## Instructions

Jay is the top-selling customer for Streetcrafter. He is dedicated to growing his printing business using our products. One day Jay called Medin in a huff expressing concern about the pace of his business growth. He desperately wants to make his printing business the main source of income. However, creating a strong marketing campaign for him to scale is tough. In this scenario, Medin had to use emotional intelligence to help Jay get through this moment. Medin spent some time with Jay exploring his current situation and seeing what little and quick changes can help him gain momentum. After accomplishing this Medin encouraged him to keep going. He even offered Jay a limited-time discount on Streetcrafter products. Jay’s morale was boosted and he was determined to reach success.



1. For each of the four components of emotional intelligence, give an example of a time when you have demonstrated each skill.
   1. Self-awareness
   2. Self-management
   3. Social awareness
   4. Relationship management
2. For each of the four components of emotional intelligence, give an example of how each skill could be useful while you manage Streetcrafter.
3. Give an example of a time you managed a stressful situation using emotional intelligence.
4. If you are working at Streetcrafter what ways would you show our customers emotional intelligence?

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## Rubric

|  | Excellent | Good | Fair | Inadequate |
| --- | --- | --- | --- | --- |
| **Writing and Communica-**  **tion** | Superior grammar, structure and organization with no typos | Good grammar, structure, and organization with few typos | Poor grammar and/or some typos resulting in weak communication | Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking |
| **Understanding** | Submission is comprehensive and detailed | Submission is relevant but not comprehensive | Demonstrates limited or superficial understanding of the concepts underlying the assignment | Demonstrates no or minimal awareness of the concepts underlying the assignment |
| **Application and Analysis** | Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence | Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence | Demonstrates limited analysis and some use of supporting evidence | Does not use critical analysis and/or fails to use supporting evidence |

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