



# Why Emotional Intelligence Matters in the Gaming Industry

High Performance Webinar  
Global Gaming Expo

 Presented By  In Partnership With 

## Welcome

- o **Judy Patterson**  
  
Senior Vice President & Executive Director,  
American Gaming Association (AGA)



## Presenters

- **Bob Schwieterman**  
Vice President and GM,  
Performance Consulting  
Division
- **Casey Mulqueen, PhD**  
Director of Research
- **Sean Essex**  
Director of Marketing



## Does This Sound Familiar?

- Rob, a front desk agent, was checking in a guest who was asking a lot of questions about things to do in the casino. After answering a few of the questions and noticing a long line of other impatient patrons standing in line, Rob stated in a terse manner “You will have to come back later after I get all these guests checked in! It’s really busy now”
- Melissa, the casino accounting manager, was having a conversation with one of her accounting clerks who had failed to get some journal entries completed on-time. The clerk shared that she was having some personal issues at home. Melissa replied, “That’s your problem to figure out. I really need those entries done this afternoon.”



## Let's Start With A Quick Poll

Are you experiencing conflicts or productivity issues with the staff in your company, with co-workers and in dealing with guests?

- No, we have none of these issues
- Yes, we have some of these issues
- Yes, we experience these issues all the time!!!



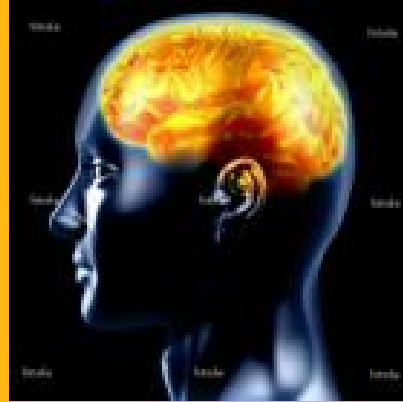
## TRACOM's Perspective

- TRACOM: 50 years of work in the area of interpersonal effectiveness and training
- SOCIAL STYLE is world's leading behavioral style model
- Versatility measures a person's effectiveness working with others
- Recent research conducted by Colorado State University confirms the correlation of Versatility with Emotional Intelligence



## Today's Agenda

- What EI is and why it matters
- The business case for EI in the Gaming industry
- Can EI be learned?
- How you can improve your EI?
- Q&A



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## Real-World Performance Examples

- Insurance Sales
- U.S. Air Force Recruiting
- Study of Executive Search Candidates



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## Real-World Performance Examples

Key Differentiator?

Emotional  
Intelligence



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## *Emotional Intelligence:* What It Is and Why It Matters

- Skills related to the ability to work effectively with others including:
  - Self-awareness
  - Self-management
  - Social awareness
  - Relationship management
  
- Unique from technical skills and cognitive abilities



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## Emotional Intelligence: What It Is and Why It Matters (continued)

- Proven to:
  - Directly link to leadership success
  - Better predict business success than traditional methods
- Studies show:
  - Goleman: 90% of difference between star performers and average performers was attributable to EI
  - IQ itself is not a great predictor of job performance. IQ represents just 4 – 25% of variance
  - UC-Berkeley study found social and emotional abilities were 4-times more important than IQ in determining professional success



## Emotional Intelligence in More Detail

- Goleman's current model:
  - Self awareness
  - Self management
  - Social awareness
  - Relationship management



## Emotional Intelligence in More Detail

- Self Awareness
  - Emotional awareness
  - Accurate self-assessment
  - Self-confidence



## Emotional Intelligence in More Detail

- Self Management
  - Self-control
  - Transparency
  - Adaptability
  - Achievement
  - Initiative
  - Optimism
  - Innovation



## Emotional Intelligence in More Detail

- Social Awareness
  - Empathy
  - Organization awareness
  - Service



## Emotional Intelligence in More Detail

- Relationship Management
  - Inspirational leadership
  - Influence
  - Developing others
  - Change catalyst
  - Conflict management
  - Building bonds
  - Teamwork and collaboration



## Can Emotional Intelligence Be Learned?

- o Genetic disposition or opportunity for development?
- o Research clearly shows it can be learned
- o Need for practice and reinforcement vs. EI vaccination
- o EI can't be developed without a sincere desire to do so



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## Linking Emotional Intelligence and Behavioral Style – Starwood Hotels

- o Starwood Hotels
  - 940+ hotels in 90 countries
  - 150,000 associates
- o Delivered integrated Service Culture Program with Emotional Intelligence and SOCIAL STYLE training to 100K associates
- o Goal: Improve the customer experience
- o How: Develop front-line employees' ability to understand a situation and effectively respond to the unique and individual needs of each customer.
- o Result: "Teaching emotional intelligence and SOCIAL STYLE is an important part of achieving a culture of customer service. It's allowed Starwood Hotels to move from relying on scripted interactions to having Associates who are able to make thoughtful decisions about how to most effectively respond to the needs and requests of our customers. And it's improved our overall customer satisfaction." – Allison Barber, vice president talent management, Starwood Hotels



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## Polling Question

- Have you or other staff in your organization attended or are planning to attend training to develop Emotional Intelligence skills?
  - We have attended training in the past
  - We are planning to attend training in the future
  - We've done nothing!



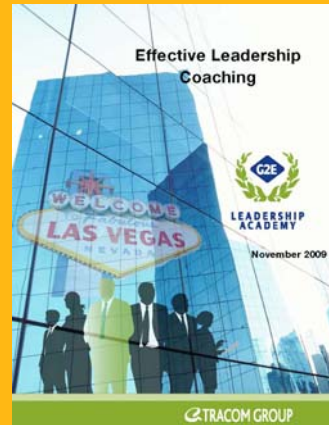
## Putting Emotional Intelligence To Work

- Self Awareness – you can't change what you don't know
- Self Management – don't overwhelm others with your personality & behavior
- Social Awareness – get to know others' personalities & behavior
- Relationship Management – be adaptable
- EI is not one size fits all – be genuine



## Improving Your Emotional Intelligence

- G2E Leadership Academy – Effective Leadership Coaching
- Global Gaming Expo – Monday, November 16, 9 am – 5 pm
- Registration Required
- Utilizes TRACOM's Social Style Model to help understand interpersonal behavior and how to use it effectively when coaching staff



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## Improving Your Emotional Intelligence

### G2E Leadership Academy – Effective Leadership Coaching

**Target Audience** – Leaders, managers, supervisors and others who direct staff in the gaming industry

#### What You Will Learn:

- Discover your own SOCIAL STYLE and how it impacts your ability to coach staff effectively and improve your emotional intelligence
- A process for conducting coaching conversations
- Coaching skills for demonstrating effective advocacy, inquiry, listening and feedback
- Practice coaching for specific situations that you encounter back-on-the-job



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## In Summary

- The research is clear:
  - EI will make a difference in the operation of your practice
  - EI is as important to the overall effectiveness of staff as IQ or technical skills
  - EI can be learned



## Q&A



## For More Information

- TRACOM's White Paper on EI – will be sent to you
- To sign up for the Effective Leadership Coaching workshop, visit the G2E website at <http://www.globalgamingexpo.com>
- To speak with someone at TRACOM, call 303-265-6140 or visit our website at [www.tracomcorp.com](http://www.tracomcorp.com)



## Thank You



<https://www.globalgamingexpo.com>

