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Emotion Intelligence**Samsung's Galaxy Note 7 Recall**

Samsung Company experienced a big crisis after the Samsung Galaxy, note 7 because of the issues related to the phone batteries. It was forced to recall 2.5 million devices in 2016 when many people reported Samsung Galaxy note 7 caused various fires. There were reports that the mobile batteries were overheating and exploding, causing fires. Samsung investigators found out that the note 7 batteries were made with a short version of lithium-ion batteries with flammable chemicals (Dolcourt, 2017). The crisis happened during the period when Samsung Company was producing the Samsung note 8. The company manager efficiently handled the situation to reduce customers' losses and retain the Samsung brand. Relationship management is one of the emotional intelligence attributes that managers can use during a crisis that affects the organization.

Working with other people is important because it makes it easy to communicate with each other. Relationship management is an essential attribute for a manager to work with other people. It begins with the emotional awareness of what other people are experiencing and how conflict can make people closer. The Samsung crisis of the Samsung note 7 phone recall was managed through relationship management by the company management. The company identified the problem with the batteries and apologized to the users, and then it recalled all note 7 products. The company assured their customers to provide better products than the previous products. It used relationship management to maintain its customers' relationship by recalling the product and apologizing to its customers. It also compensated people who bought the product, and it was recalled or caused a fire outbreak. Relationship management was also used within the company because some of the workers had not done efficient work. The company manager built

better communication within the manufacturing teams through that conflict (Cobb and Mayer, 2000). The problem that led to the poor quality of the batteries was identified, and the proper channels to ensure that the manufacturing of the Samsung products was established. During that time of conflict, relationship management was used to bring the company members closer and consumers by making more quality products.

How leaders should handle a crisis using emotional intelligence

Emotional intelligence helps leaders understand and efficiently manage their emotions to relieve the stress, and also it helps to communicate effectively with other people. It enables the leaders to make a good decision that might benefit the organization rather than bringing conflict. During a crisis period, leaders are supposed to use emotional intelligence to deal with the crisis or avoid the crisis. Various attributed of emotional intelligence are useful in dealing with the crisis. For example, leaders can use self-management to control impulsive feelings that might lead to rational action that might not benefit the organization (Cobb and Mayer, 2000). During a crisis period in which there are high changes of the leaders using irrational feelings because of the problem, self-management can help manage the situation. It makes the leaders adapt to challenging situations, making them control their emotions.

Self-management can also be used to prevent a crisis from happening .through the management of emotions and adaptation to the circumstances. If leaders adapt to the changing circumstances and manage their emotions to make good decisions, changes of crisis development are rear. Especially during this period which technology is highly used and there is a lot of cybercrime. It requires self-management during decision-making for the leaders to avoid making mistakes that can lead to cybercrime or fraud. Self-awareness and social awareness are also emotional intelligence that can be used the leaders during a crisis. Self-awareness involves

recognizing personal emotions and personal strengths and weaknesses. Leaders should use self-awareness to realize how their emotions affect their behavior to deal with various circumstances during a crisis, such as people's feelings and communication type. Self-awareness can help to prevent crisis through the development of self-confidence in making good decisions that can help avoid crisis (Cobb and Mayer, 2000).

The leaders can use social awareness to understand how emotions affect other people's behavior. It can also help a leader to identify some of the weaknesses and strengths of the other people. The leaders can use it in the crisis period to determine how people can help or improve communication. It can also be used to prevent crisis through understanding the people the leaders serve and providing the services within their expectations. Relationship management is another emotional intelligence attribute that the leaders can use to deal with the crisis. Leaders can build a good relationship with the organization members through relationship management to understand other people. Emotional awareness helps leaders to understand what other people are experiencing during the time of the crisis. It makes the leaders make good decisions during the time of crisis that can accommodate other people. Understanding other people and treating them well promotes teamwork, preventing the crisis from occurring due to a lack of communication within the organization. Emotional intelligence is very important to the leaders to avoid crisis in the organizations that depend on the manager decisions. Leaders have to know how to deal with the other people using emotional intelligence attributes like self-awareness and social awareness. Emotional intelligence promotes a good relationship within people and helps to solve critical problems.

References

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