

Bridgeway to Success™

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**APPEALING TO
HEARTS IS SIMPLY
GOOD BUSINESS.**

Managing the Emotional? It's Only Reasonable

I'm a logical guy. It was my best subject at university. Back then, few would have described me as "warm-and-fuzzy". My nickname was "Ice Man". Perhaps this explains why it took me so long to learn a critical lesson for successful leadership. When it comes to dealing with people, *emotion trumps reason every time*.

Like many managers I used to think that being a manager is all business, that work is serious stuff. We all have a job to do. If we know what is expected and have the right tools then all that is left is to do it. Anything else is a distraction.

However, workplace research and realities tell a different story. That employees who feel good about their work, their managers and the work environment are more productive employees. That recognition and respect result in greater motivation. That having the opportunity to grow, to be challenged and to achieve enables initiative and innovation.

What I learned over time is that you hire employees but human beings show up to work. The heights attained by engaged hearts far exceeds those attained by engaged minds alone.

Each year, various business publications identify the best companies to work for. What is interesting is not just that the best companies employ practices that appeal to the heart. It's that they financially outperform their peers. In other words, managing the emotional is more than just "feel-good". It's good business.

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