



Use your emotions as incentives to action

The stakes

Emotions don't have a good reputation in business. This is understandable when emotions drive us to make irrational decisions or say things we later regret. However, in practice, emotions are destructive only when they govern our behavior unwittingly, which happens precisely when we try in vain to ignore them! More often, feelings are valuable in alerting us to indicators whose implications we have not yet had time to articulate consciously and in driving us to move in the right direction.

Use your emotions as a rudder

Psychologists have identified four main emotions from which all feelings tend to derive. Each of these emotions triggers specific physiological and psychological responses which drive us to act in a certain way. Being consciously aware of these effects can help us to manage their involuntary impact and use our feelings as a source of energy.

