

Using Emotional Intelligence for a Really Successful Life

What is the key to success and happiness? We seem to agree that love, family, money, work are important pillars of a successful life. But what is the difference between those who succeed more than others do? **The study of EQ (Emotional Quotient)** could shed some light on this issue.

Author and Psychologist Daniel Goleman raised a lot of questions in the late 1990s in his book *Emotional Intelligence*, a New York Times bestseller. People discovered the importance of emotions in human interactions, exploring an area that had been somewhat sidelined by science until then. To reach our goals, we all think, talk and act. But we also **feel**. And that changes everything.

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel. – Maya Angelou¹

Emotions represent a core aspect in all our decisions. Whether we want to find a partner, get a job or make friends, our inner states will always influence our concrete choices, and how others perceive us. Even in marketing, it is known that “*People buy on emotion and justify with logic*”². Harvard Business School professor Gerald Zaltman pointed out that **95% of our purchase decisions take place unconsciously**³. And our emotions could represent the bridge between our conscious and unconscious worlds.

Success is a matter of choices. And if our choices are influenced by our emotions, it is essential to learn how to manage them. At school, we learn how to read, write, and calculate, but when it comes to handling emotions, we often find ourselves at a loss. This tendency might change in the next years.

Indeed, a team of more than 100 experts (such as Professors, Doctors, Psychologists and Therapists) from the Switzerland-based *SCT (Source Code Technology) Foundation* recently developed **The Plus Minus Code Program** to help people understand, recognize and decode the positive and negative aspects of emotions. Through game-based videos and EQ tests that can be taken at school or at home in a fun and entertaining way, children, teenagers, university students and adults who want to develop their emotional intelligence can learn the unconscious aspects of a person or situation in simple and clear fashion.

This kind of innovative approach brings us insight into an essential component of success that can be trained. Life is a school in which we all want to love, work and realize ourselves in the right way. So go ahead and find out about your EQ skills!

More info: www.plusminuscode.com

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¹ <https://www.theguardian.com/books/2014/may/28/maya-angelou-in-fifteen-quotes>

² <http://customerthink.com/neuroscience-confirms-we-buy-on-emotion-justify-with-logic-yet-we-sell-to-mr-rational-ignore-mr-intuitive/>

³ <https://www.inc.com/logan-chierotti/harvard-professor-says-95-of-purchasing-decisions-are-subconscious.html>