

AI Wars: The Empath Strikes Back

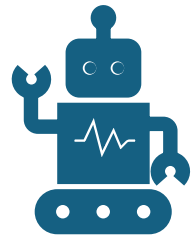
Reflecting on investment in AI VS investing in EI in
Business Analysis.

Ask me anything

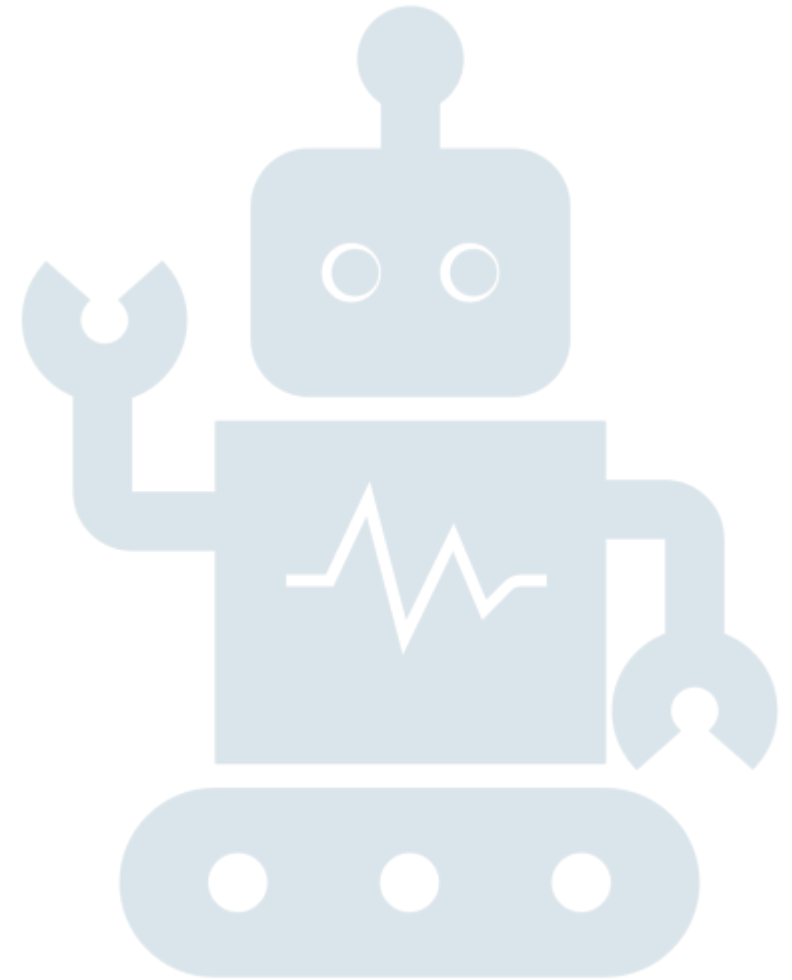
Really... Anything.

The Theory & the Practice

To make sure we're all thinking and talking about the same thing.



What is Emotional Intelligence?



Self-Awareness

- **Knowing your own emotions and how they affect your thoughts and behavior.** at it is:
- Recognizing when you're feeling stressed so you can manage it before it impacts your work.

Self-Regulation

- **Controlling your emotions and reacting to situations calmly and thoughtfully.**
- Staying calm and composed when a project goes off track instead of reacting with frustration

Motivation

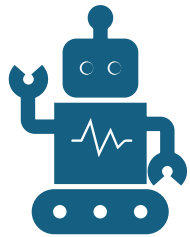
- **Being driven to meet goals and perform well because of personal satisfaction, not just external rewards**
- Pushing yourself to deliver quality work because you take pride in what you do.

Empathy

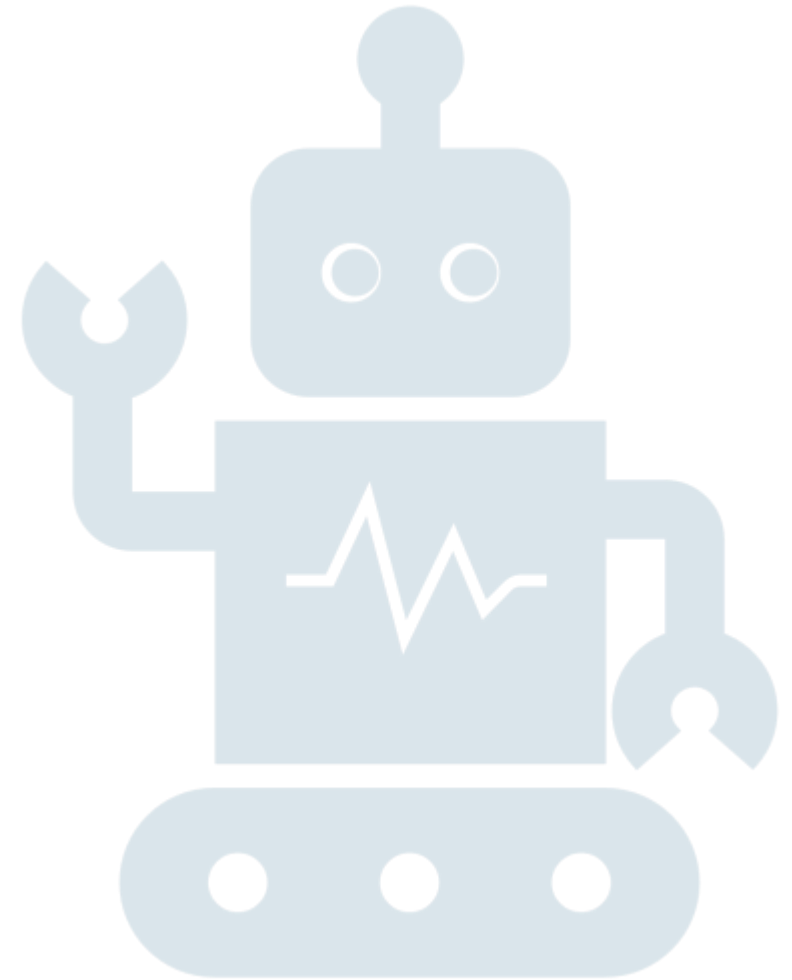
- **Understanding and sharing the feelings of others.**
- Noticing when a colleague is upset and offering support or adjusting how you communicate with them.

Social Skills

- **Managing relationships and building networks effectively.**
- Being able to resolve conflicts and work well with others on a team.



How are business analysts using AI?



Data Analysis and Insights Generation

- Tools:** Tableau, Power BI, Alteryx
- What They Do:** These tools help business analysts visualize data, identify trends, and generate actionable insights through advanced analytics and dashboards.
- Argument for EI:** While these tools provide powerful data-driven insights, EI is crucial for interpreting the data in context, understanding the human factors behind the numbers, and communicating findings in a way that resonates with stakeholders. Relying solely on data might overlook the emotional and relational dynamics that influence decision-making.

Natural Language Processing (NLP)

- a. Tools:** IBM Watson NLP, Google Cloud Natural Language API, Microsoft Azure Text Analytics
- b. What They Do:** NLP tools analyze and interpret human language, allowing BAs to extract meaning, sentiment, and intent from large volumes of text, such as emails, surveys, and social media.
- c. Argument for EI:** While NLP can identify trends in sentiment and topics, it lacks the ability to fully understand the nuances of human communication, such as sarcasm, cultural context, or underlying emotional tones. EI enables BAs to grasp these subtleties and respond in a way that fosters trust and collaboration.

Customer and Stakeholder Insights

- a. Tools:** Salesforce Customer 360, HubSpot CRM, Oracle Customer Data Management
- b. What They Do:** These tools compile and analyze customer and stakeholder data, providing insights into behaviors, preferences, and engagement patterns.
- c. Argument for EI:** Although these platforms offer valuable insights, they cannot capture the full complexity of human emotions and relationships. EI is essential for understanding the deeper motivations and concerns of stakeholders, allowing BAs to build stronger, more empathetic relationships that lead to more successful outcomes.

Influencing Engagement

How we employ EI in Business Analysis

Build Strong Stakeholder Relationships

- **Knowing your own emotions and how they affect your thoughts and behavior.** at it is:
- Recognizing when you're feeling stressed so you can manage it before it impacts your work.

Navigate Emotional Dynamics

- **Controlling your emotions and reacting to situations calmly and thoughtfully.**
- Staying calm and composed when a project goes off track instead of reacting with frustration

Enhance Communication

- **Being driven to meet goals and perform well because of personal satisfaction, not just external rewards**
- Pushing yourself to deliver quality work because you take pride in what you do, and eliciting honesty through vulnerability.

Ethical Decision-Making

- **Understanding and sharing the feelings of others.**
- Noticing when a colleague is upset and offering support or adjusting how you communicate with them.

Facilitate Change Management

- **Managing relationships and building networks effectively.**
- Being able to resolve conflicts and work well with others on a team.

The Point

What really matters to you?

What you put in, is what you get out.

- Did you ask the right question?
- Did your stakeholder mean what you interpreted?
- Do you or your stakeholder need to be challenged?
- Are your instincts being supported or usurped?
- Do your language or the search parameters have the right focus?
- Does AI advice/ instruction foster trust?

Discussion

You're the expert.

Thank you!

Please provide feedback only if you didn't feel this session was a waste of time. Even if you disagreed with me 100%, I'd love to hear about it.