



SDSU Student Accounting Society

Meeting Minutes: Becker CPA Growing Relationships Through Emotional Intelligence 3/25/2021

Presenters:

Nahal Shafagh:

- Becker Professional Education
- Account Manager
- Success Coach
- Was a recruiter for PWC

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Presentation:

6 Key EQ Competencies

- Empathy
- Emotional Self Control
- Influence
- Emotional Self Awareness
- Accurate Self Assessment
- Presence/ Self Assessment

DISC Assessment

- D = Dominance
- Results Oriented
 - Bottom Line
 - Direct

I = Influence/Interactive

- Social
- Enthusiastic
- Optimistic
- Motivational

S = Steady/Supportive

- Harmonious
- Helpful

- Good Listener
- Consistent

C = Compliance/Conscientious

- Detail Oriented
- Logical
- Systematic
- Questioning

Communication Cues

- D: "What's the bottom line"
- I: "The world is my stage"
- S: "Is everybody happy"
- C: "Show me"

High "D"

- Results Oriented
- Fast Pace
- Assertive and Outspoken
- Visionary: sees big picture
- Focus on Task, then people

High "I"

- Animated
- Energetic
- Very Persuasive
- Thrive Socially
- Focus on people, then task

High "S"

- Knowledgeable
- Organizer
- Peacemaker
- The Champion of the People
- Focus on people, the task

High "C"

- Analyst and Problem Solver
- Likes rules and logical processes
- Critical decision maker
- Focus on people, then task

Emotions

D - Anger

- Quick to Anger
- Easily Forgets the “upsets”
- Leaves others with the “upset”

I - Optimism

- May “overpromise and underdeliver”
- High need to like

S - Non-Emotional

- May show up as “passive aggressive”
- May be in “overwhelm”

Development Opportunity

“D”

- To directive
- Ignorant with others
- Doesn't listen well
- Argumentative

“I”

- Overpromise and underdeliver
- Say YES to everything
- Listen situationally
- Inattentive to detail

“S”

- Take criticism as a personal affront
- Resistant to change
- Trouble prioritizing
- Internalizes feelings
- Too hard on self
- Waits for orders before action

“C”

- Hesitates to act without precedence
- Overanalyze: analysis/paralysis
- Get bogged down in the details
- Defensive when criticized
- Select people like themselves

C- Looking for Information/Facts

- Give them the data

- Be Patient, Slow
- Give a lot of info
- Do not be Pushy

D - Looking for results

- Be direct
- Let them win
- Don't try to build a friendship

Other information

D

- Vision
- Expectations

I

- Building blocks and brainstorming
- Content step by step

S

- Content step by step
- Details, Deliverables, Results

C

- Details, Deliverables, Results

Becker CPA Information

- #1 CPA review course
- Over 1 million professionals passed
- Have deals with the Top 100 CPA firms
- 90% of Watt Sells Award winners prepared with Becker
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Questions: No questions were asked.