

SHRM25
JUNE 29 – JULY 2, 2025

You Make Me Sooo Mad!
Emotional Intelligence
for Real People



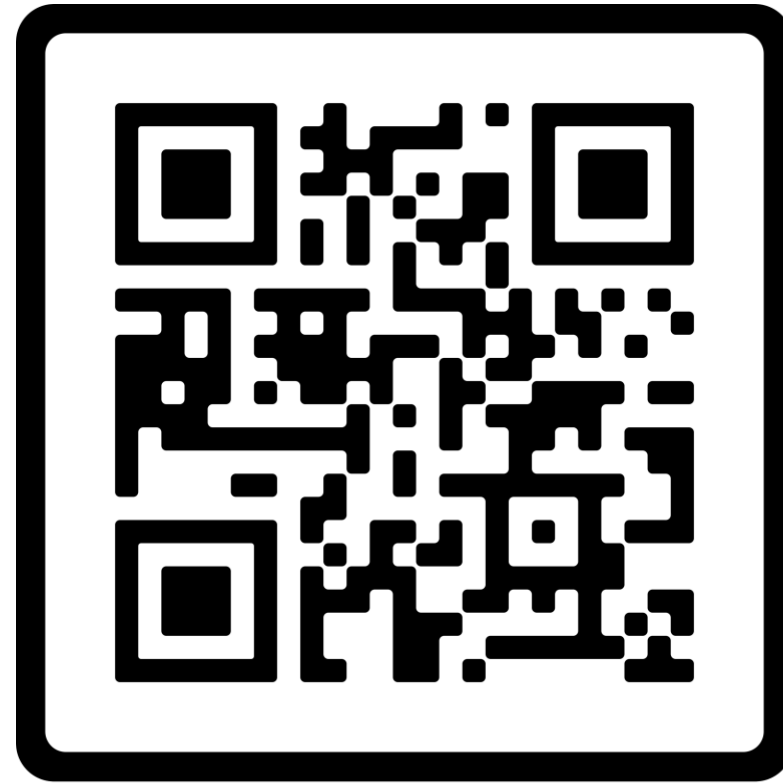
SHRM
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Julie Burch *jb* Speaks!
www.julieburch.com

You Make Me So Mad!

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Julie D. Burch • julieburch.com

Let's Start With an Exercise!



What is America's Best-Selling Candy Brand?

Hershey Bar

Reese's

M&M's

Snickers

Kit Kat





The Correct Answers

1. M&M's
2. Reese's
3. Hershey Bar
4. Snickers
5. Kit Kat

According to CNBC Daily Meal,
reported by Fox News

WHY Did You Eat - OR - Not Eat the Candy?



The Marshmallow Test

Stanford University
The 1960's



The Marshmallow Test!

Delayed Gratification
Emotional Triggers
4 Year Olds





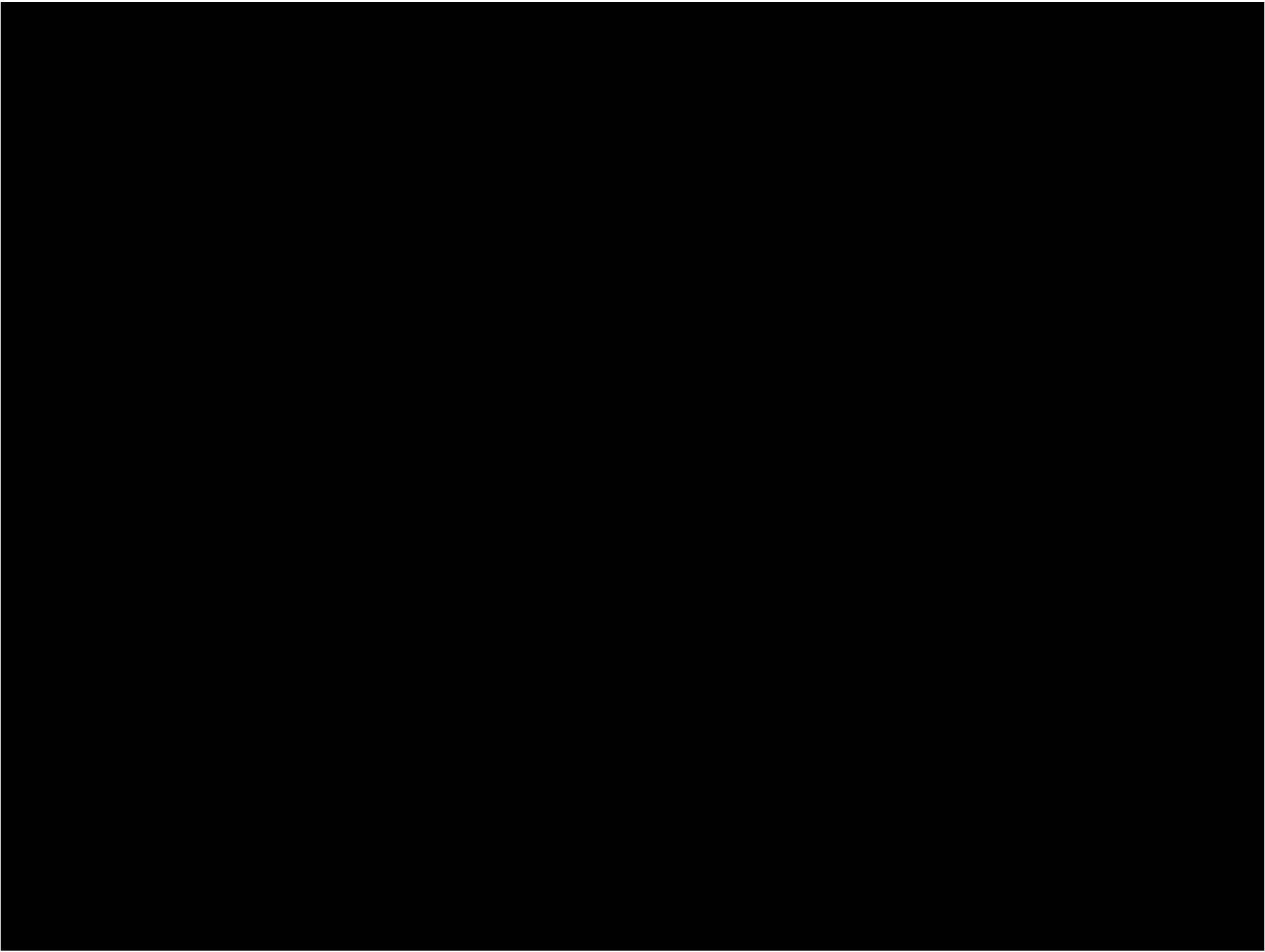


Emotional Triggers

Impulse Gate

Reaction vs. Response





Sometimes it is
Better to do good
than to feel
good.

No Emotions
At Work.





“There’s no crying in Baseball!!”

**Some emotion is
GOOD emotion.**





Even Negative Emotions are a Catalyst for Action.

A woman with short blonde hair, wearing a black t-shirt and black pants, is sitting on a large, curved red leather couch. She is resting her head on her hands, looking down with a thoughtful or sad expression. In the background, a red wall features a glowing neon sign that says "FEELINGS".

FEELINGS

**When the pain of
change is less
than the pain of
staying the same,
you'll change.**

Stephen Slater!!



Emotional Intelligence

**Self
Awareness**

**Social
Awareness**



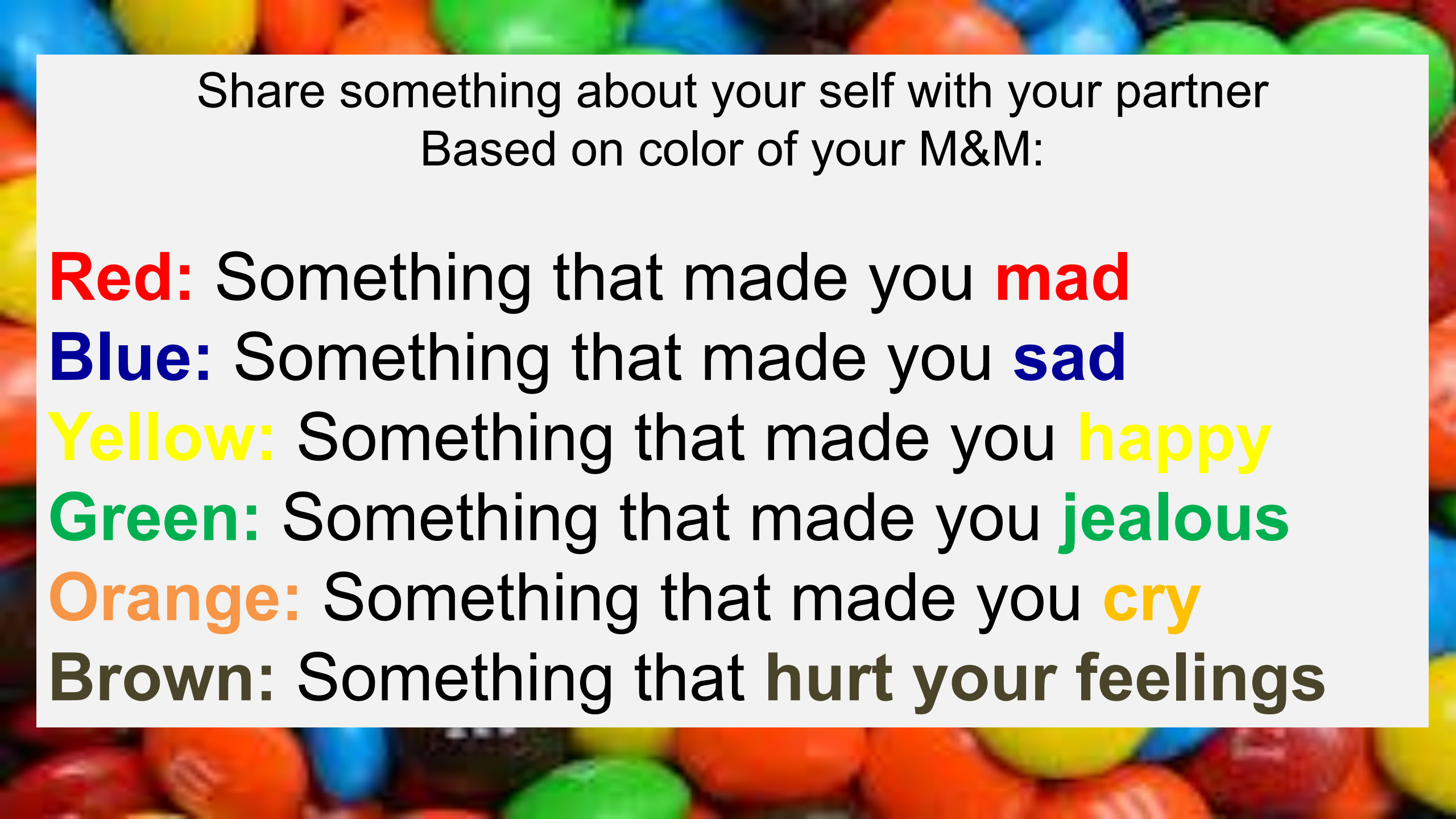
**Self
Management**

**Relationship
Management**



What is Your Favorite Color M&M?





Share something about your self with your partner
Based on color of your M&M:

Red: Something that made you **mad**

Blue: Something that made you **sad**

Yellow: Something that made you **happy**

Green: Something that made you **jealous**

Orange: Something that made you **cry**

Brown: Something that **hurt your feelings**



Relationship Management
Is about Empathy

How Do We
Show Empathy?



Being open minded
Be approachable
Be flexible
Open communication
Active listening

Let's Talk

Communication and Listening



Exercise



**Communication is not just
about what you say, it is about
what is heard.**



Let's Do an Exercise!

A portrait of a Black woman with voluminous, dark, curly hair. She is wearing a bright yellow, ribbed sweater. Her right hand is resting against her chin, with her index finger pointing upwards. She is looking slightly upwards and to the left with a thoughtful expression. The background is a solid, muted blue.

Stand Up and Find a Partner.



Visual ☀️ **Vocal** 🍬 **Verbal**

Pass the
Butter Voice.





Listening Is:



1. Gathering Information.

2. The Biggest Psychological
Need People Have.

Two Reasons We Listen



You.



Them.



How Do We “SHOW” Listening?





S Smile
O Open Posture
F Forward Lean
T Territory
E Eye Contact
N Nod Your Head



Why do
we struggle?

3 Reasons We Struggle To Hear

Environmental
Noise



3 Reasons We Struggle To Hear

Mental Noise

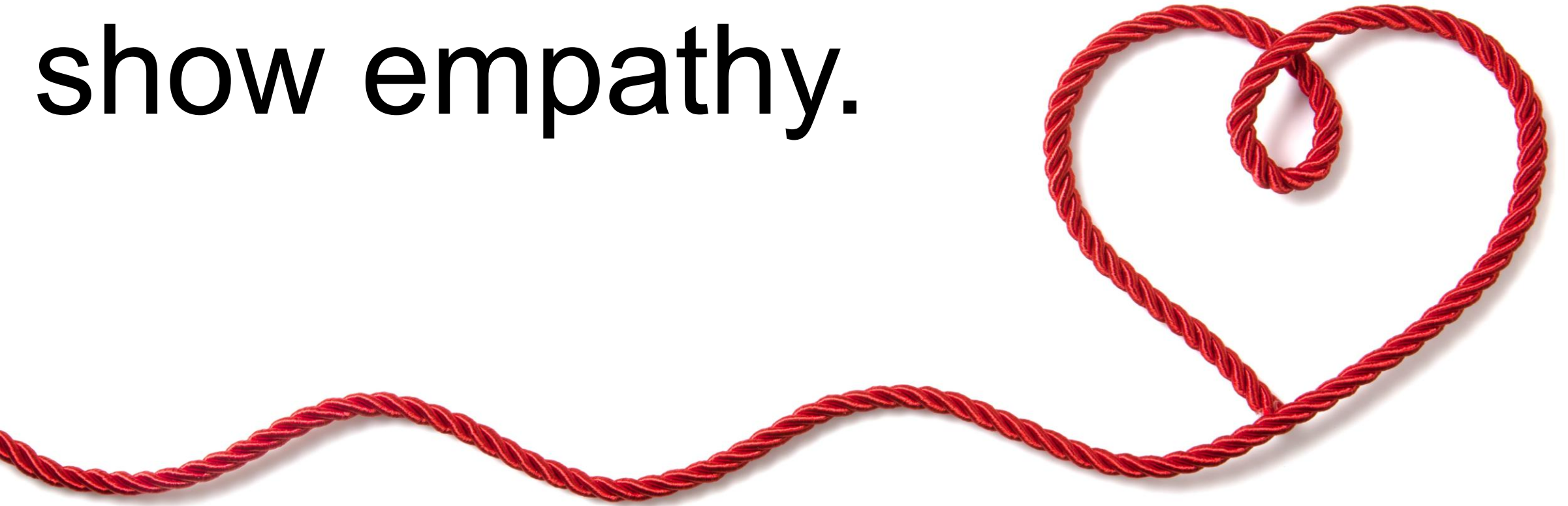


3 Reasons We Struggle To Hear

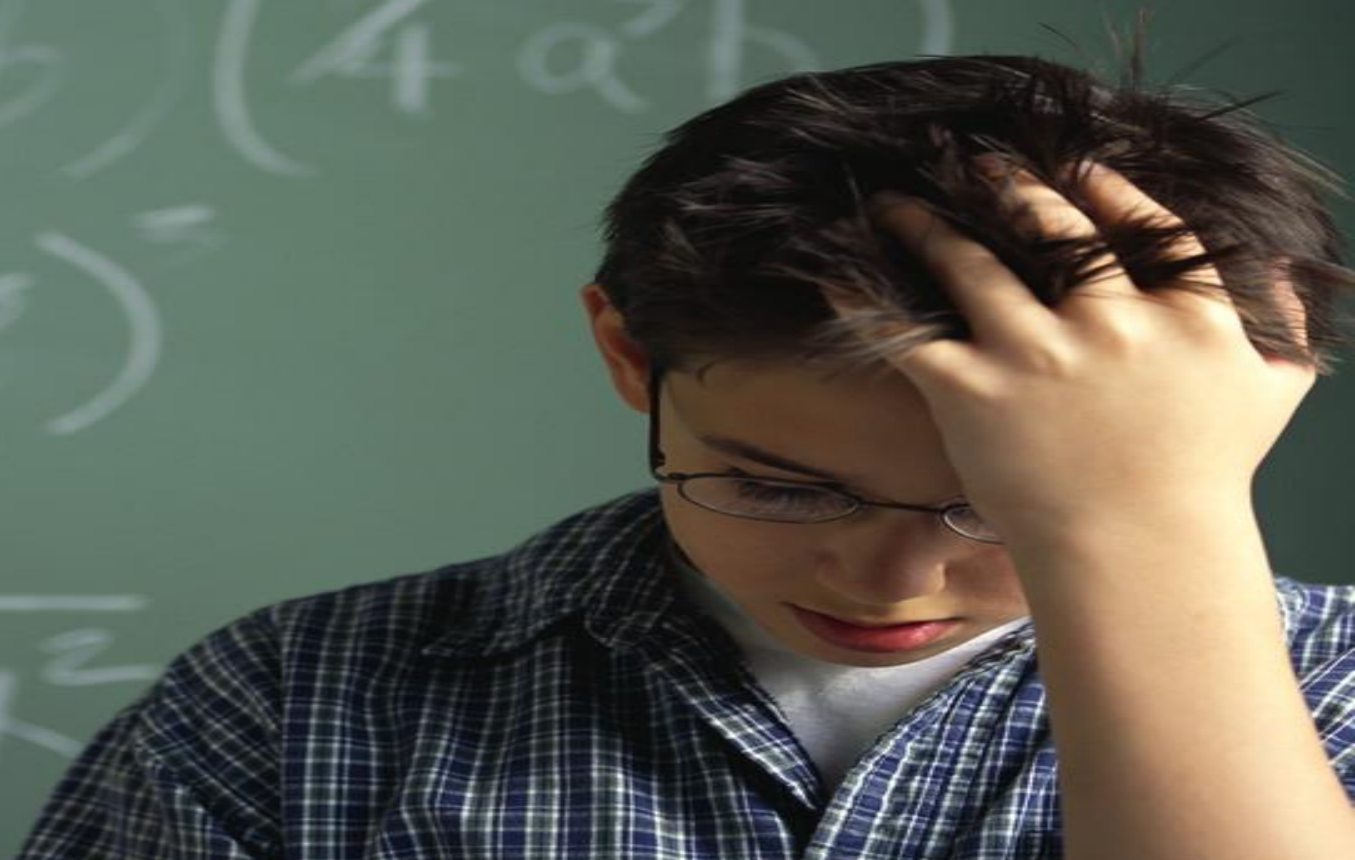


Mental Impatience

Personal accountability
and Active listening
show empathy.



Now You Try It!



Scenario:

You are in a meeting—

A coworker speaks to you in an insulting tone that crosses

The line between sarcasm and rude. There are several

Other people present.

**Do you say something to them right then
or do you say it later?**

What do you say?

Acknowledge Transition:

Acknowledge what they say

Transition back to where you want to be

**“You can’t Change
What you don’t acknowledge.”**

Dr. Phil

Negative Inquiry



**“That’s a different perspective Frank.
Can you expand on that?”**

**or “I don’t actually see it that way,
help me to understand your position...”**

**or “That’s an interesting point, tell me more
about what you are thinking, Frank.”**

Go Big!



“Frank, that sounded really negative.
Is that how you meant it?”

“Wow, Frank, that sounded like a
Personal attack. Is that how you meant it?”

Be Honest and Tell Them

When...

Then...

So...

Knowledge
is
power!



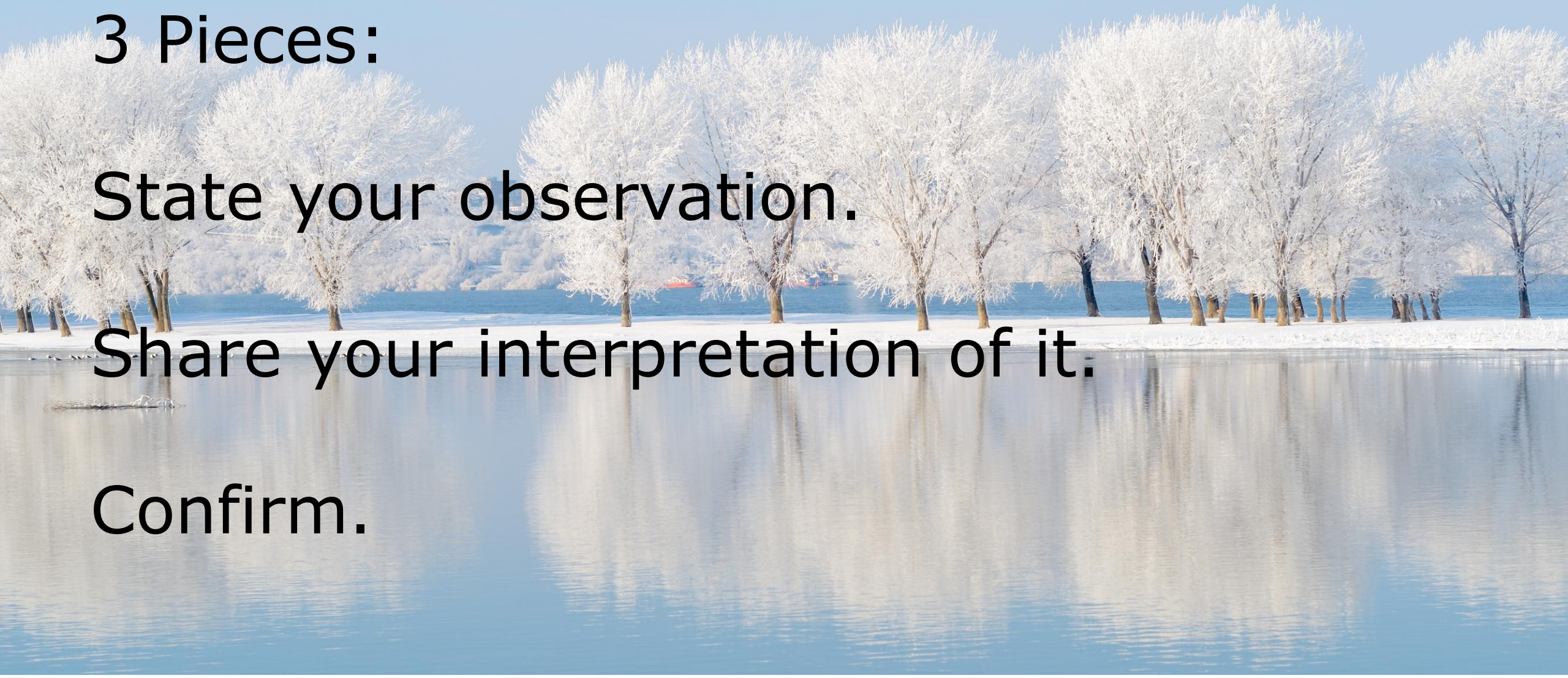
Perception Checking

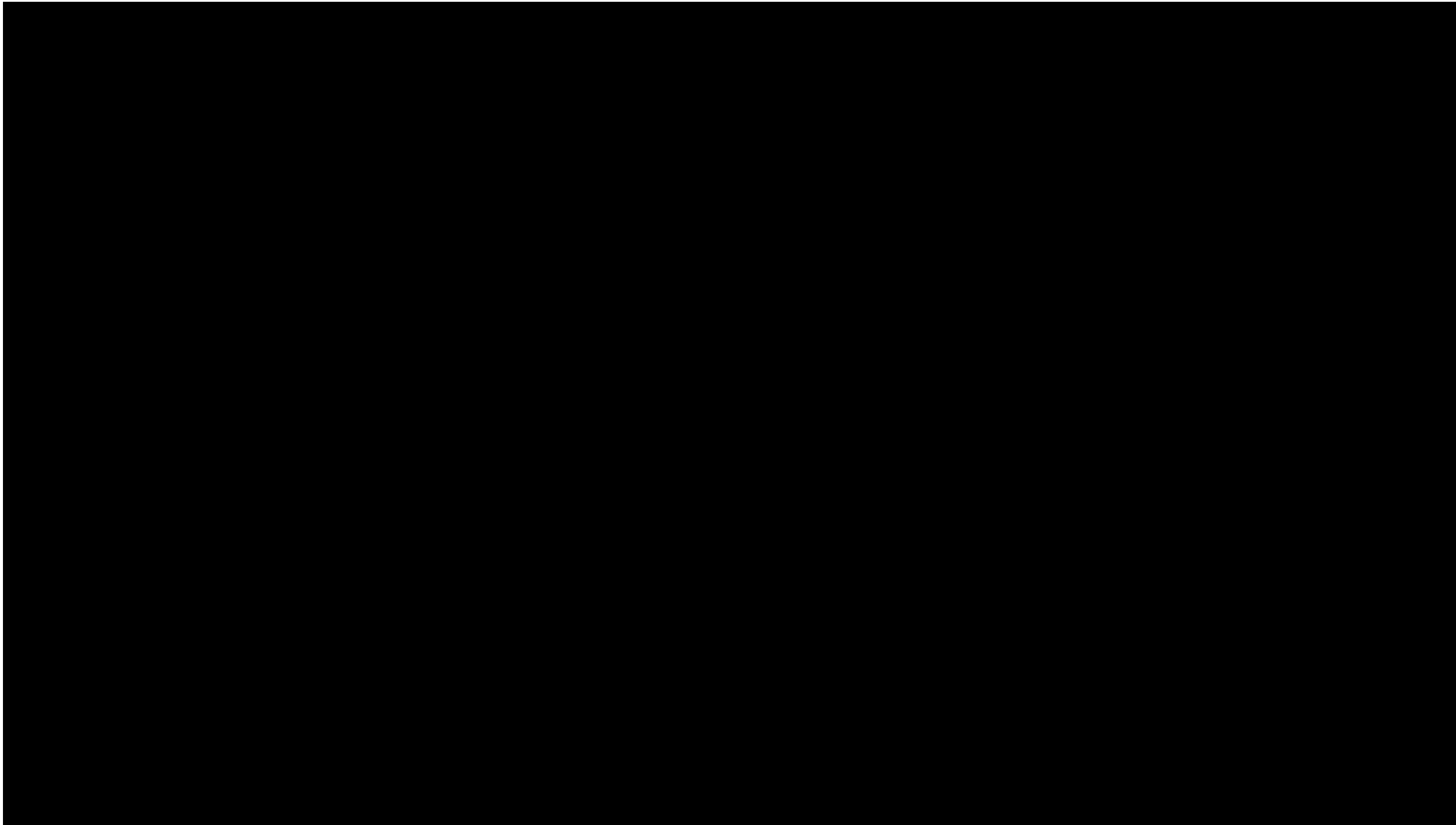
3 Pieces:

State your observation.

Share your interpretation of it.

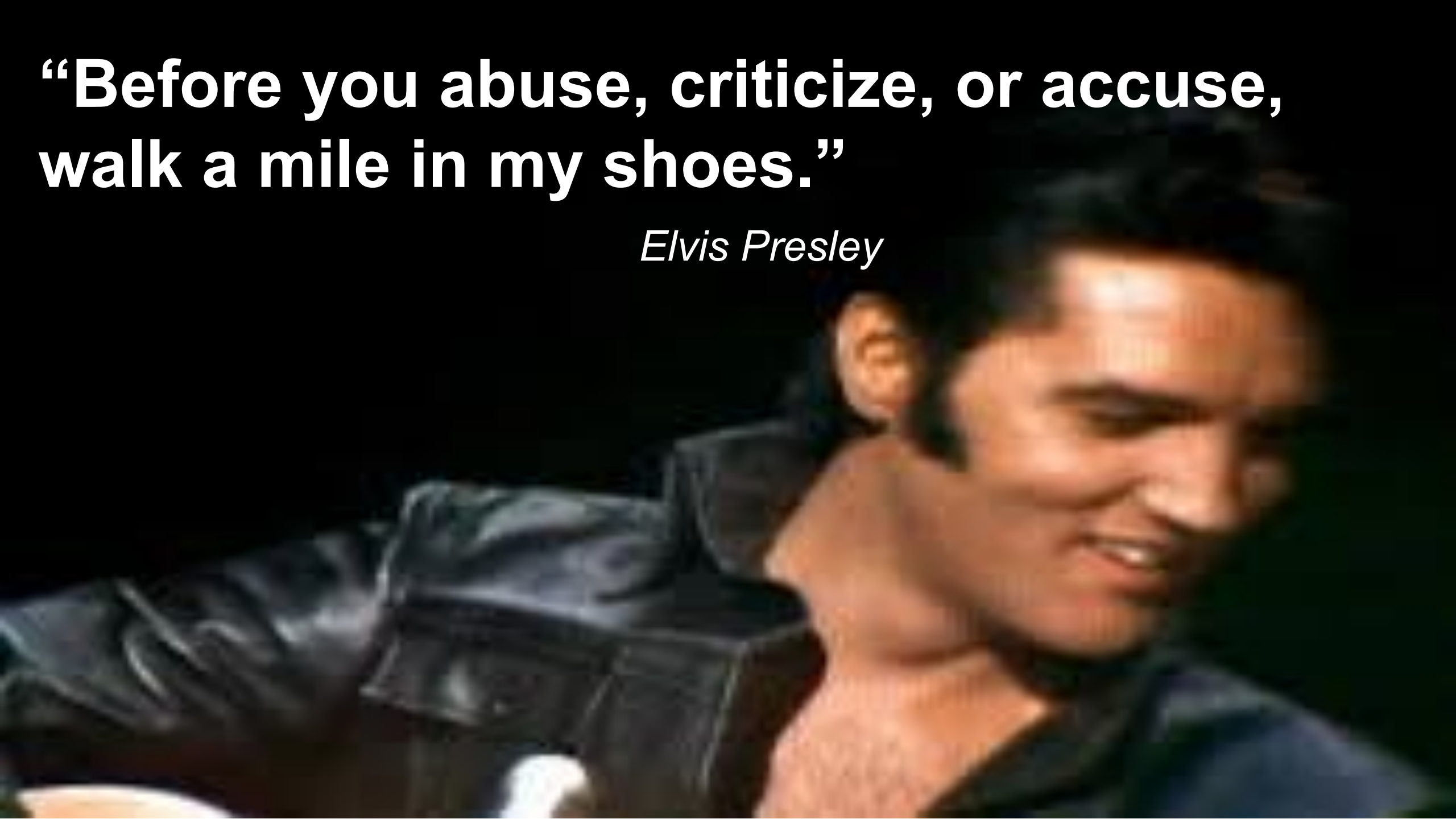
Confirm.





**“Before you abuse, criticize, or accuse,
walk a mile in my shoes.”**

Elvis Presley



Emotional Intelligence is also:

**Self
Management.**





Julie's Favorite Place.



Walk on Left

Stand on Right



Circle of Concern

**Circle of
Influence**

Circle of Influence



Circle of Influence

Do Something!

NOT “All or Nothing”

Small Steps





My Siblings!

My Brother Jeff



**Move from why we can't...
To how we can.**



Circle of Concern





Let it Go.

Your emotions will settle by
acting counter to them.

My Mom Taught Me:

1. Feel the emotion

2. Vent it out





3. Give Yourself
a Time Limit.

Your Emotional Bucket

A large, weathered metal bucket with a handle, positioned on the right side of the image. The bucket is divided into three horizontal sections by two thick black lines. The top section is labeled 'Whatever you are feeling Right Now', the middle section is labeled 'Current Stressors', and the bottom section is labeled 'Past Traumas'. The bucket itself is made of metal and has some rust and scratches on its surface.

**Whatever you are
feeling Right Now**

Current Stressors

Past Traumas



I Hope You Got Lots of Ideas!



I would LOVE your feedback!
Scan the QR Code

(And get a free super cool communication tip sheet!)



Be empathetic, with yourself and with others, and it will change your emotional intelligence forever.

I guarantee it!

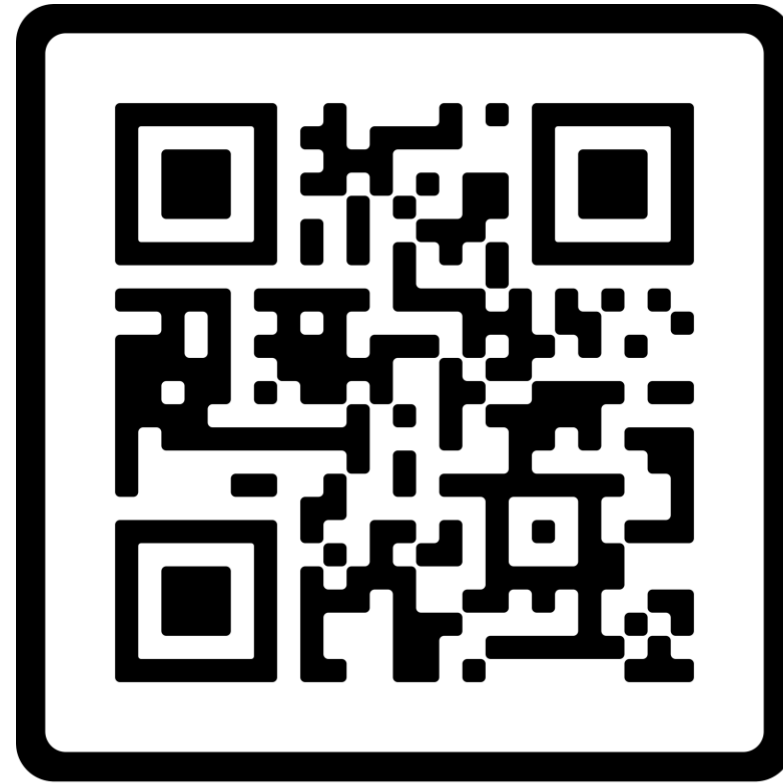


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