

Keynote speech 2

How to communicate effectively from the emotions

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Seville (Spain)

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2. Emotions are...
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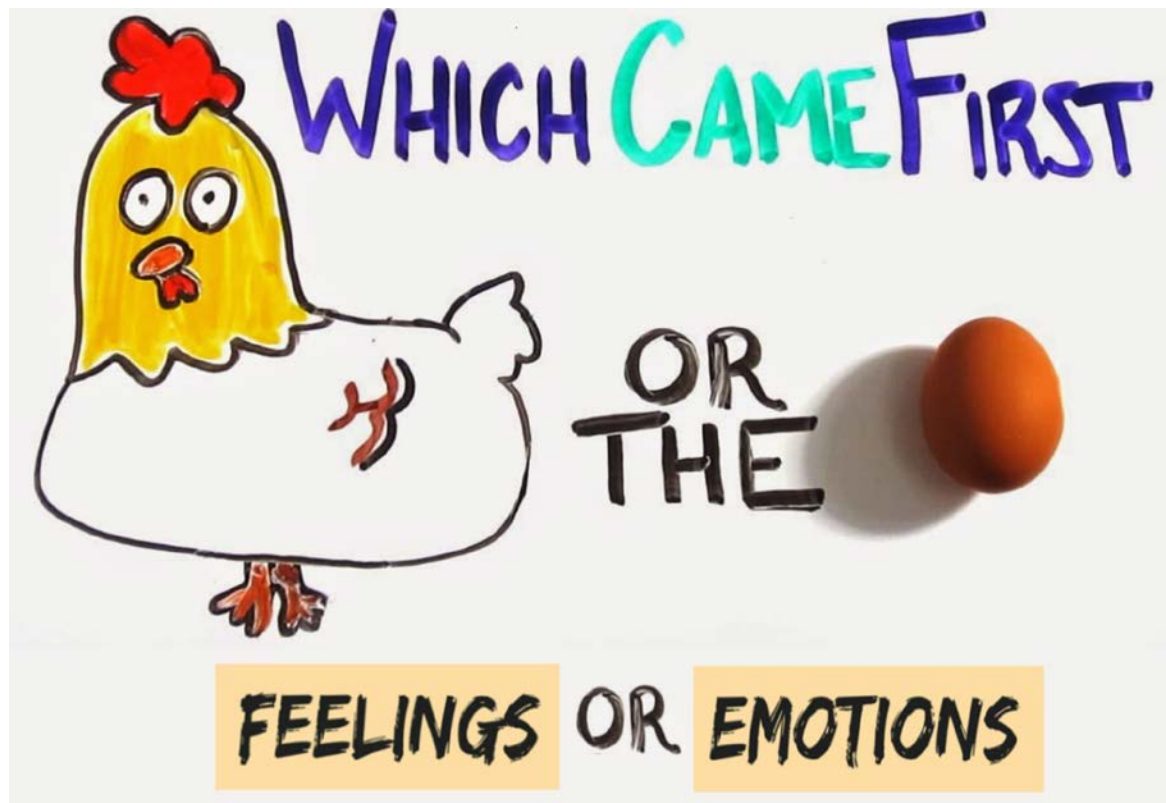
1

Emotions and/or feelings



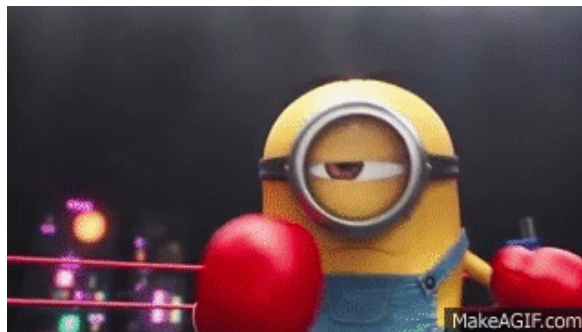
What is an emotion?

... and a feeling?



Who believes
emotions come
first?

Who believes
feelings come
first?





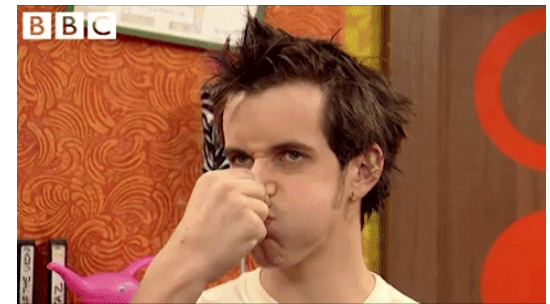
2

Emotions are...

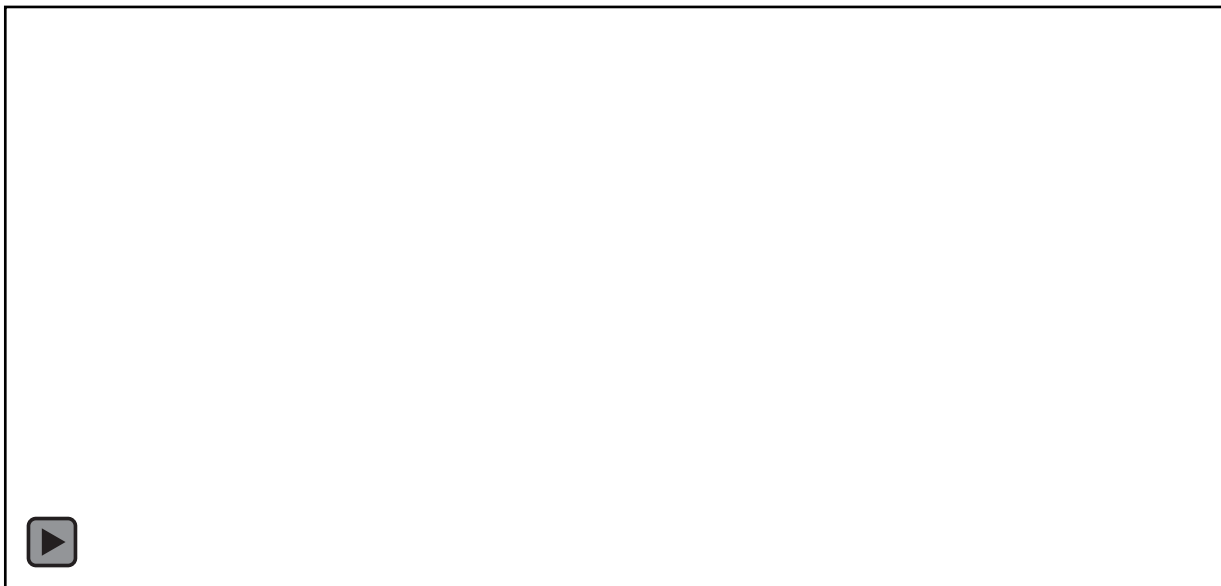


Definition of 'emotion'

Dictionary of Psychology: n. a **complex reaction pattern**, involving **experiential**, **behavioural**, and **physiological** elements, by which an individual attempts **to deal with a personally significant matter or event**.



Let's get to know the emotions!





Surprise!





EMBARRASSMENT



ANXIETY



ENVY



BOREDOM

Secondary emotions!

2

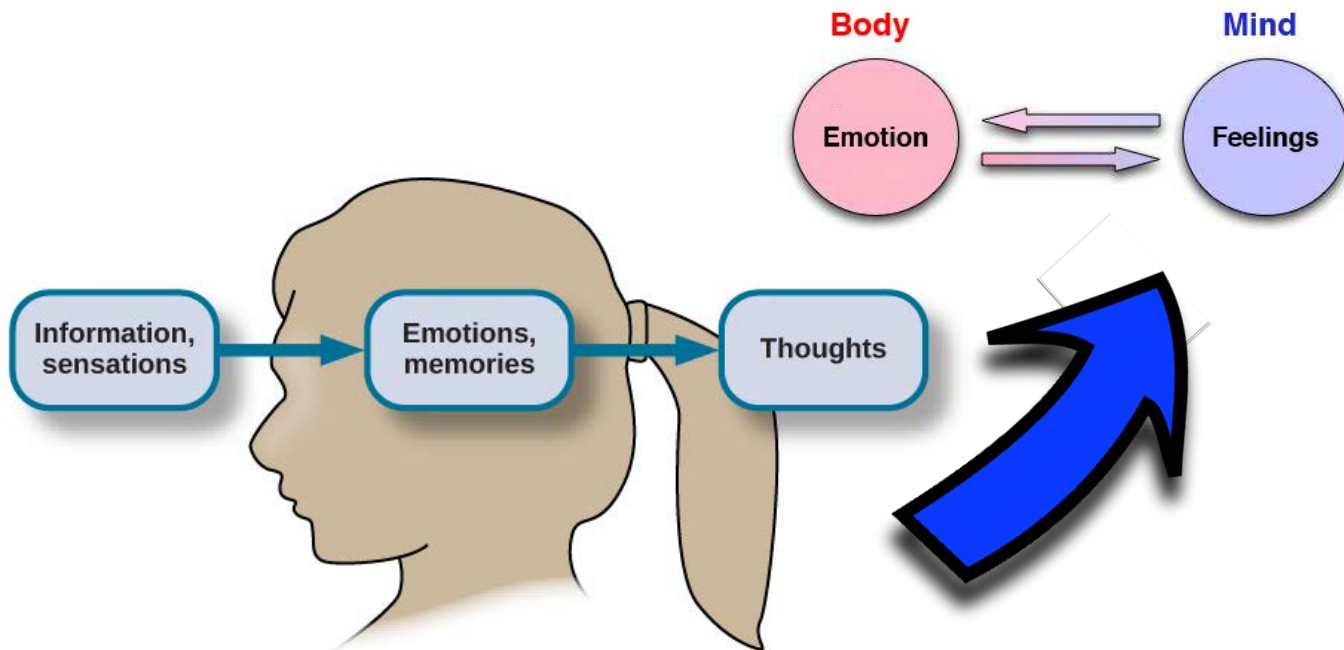
Feelings are...

Let's get to know what a FEELING is!



REMINDER: Emotions = **reactions** that human beings experience in response to **events** or **situations**. The type of emotion is determined by the circumstance...





feeling



Definition of 'feeling'

1. A feeling is a subjective **response to a person**, thing or situation. Feelings are influenced by our emotions, but they are generated from our mental thoughts.
2. The ability to experience physical sensations, such as heat, pain, etc.



3

How to communicate with emotions

when?

what?

which?

COMMUNICATION



why?

where?

how?

which?

when?

what?

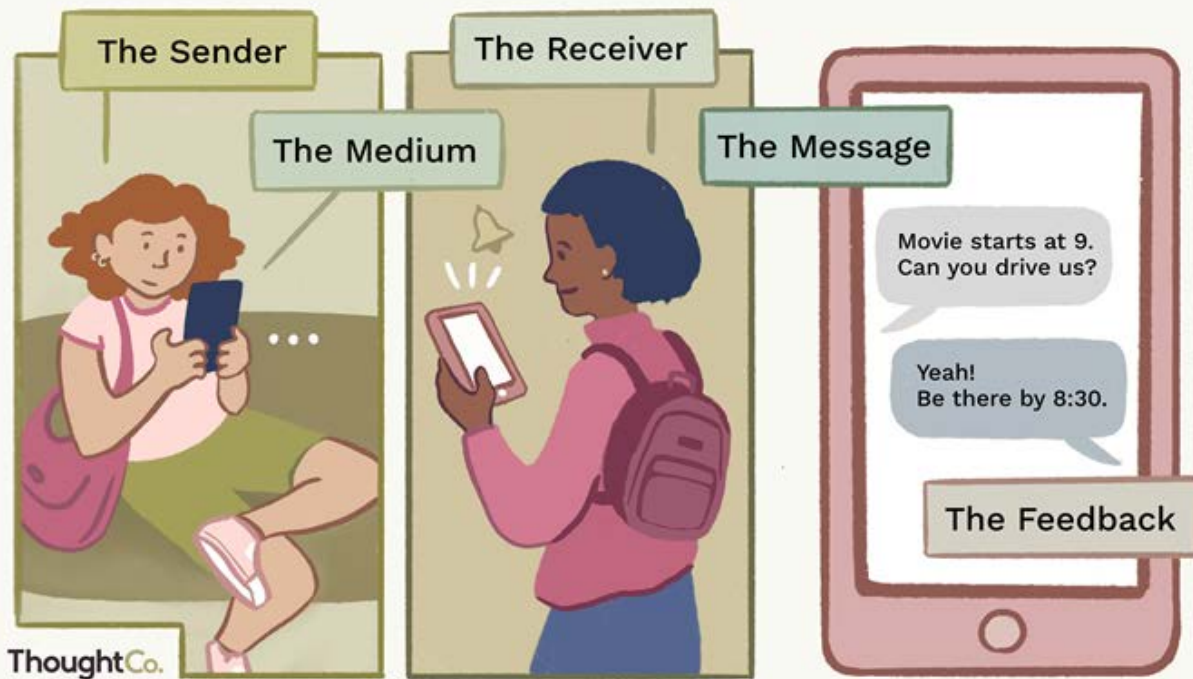
EMOTIONS

how?

who?



Elements of the Communication Process



**How to make
communication
more
emotional?**

CONTENT



The 3 Key Elements of Emotion

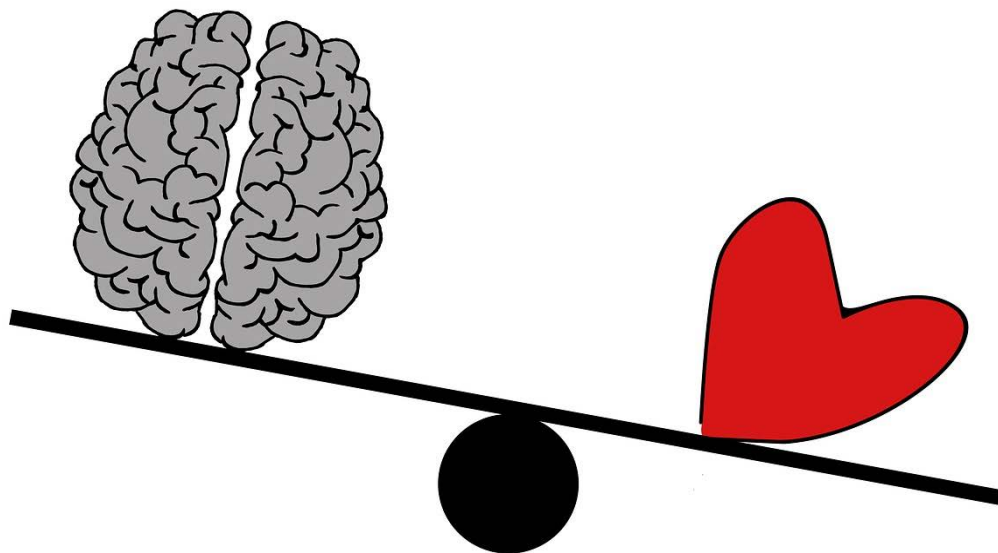
Subjective Experience

Physiological Response

Behavioral Response

verywell

How?



how?

El (Goleman): “the ability to recognise, assess, control, and utilise your own emotions, and those of others.”

Get to know sender and receiver!

who?



Engage listeners. They'll respond!



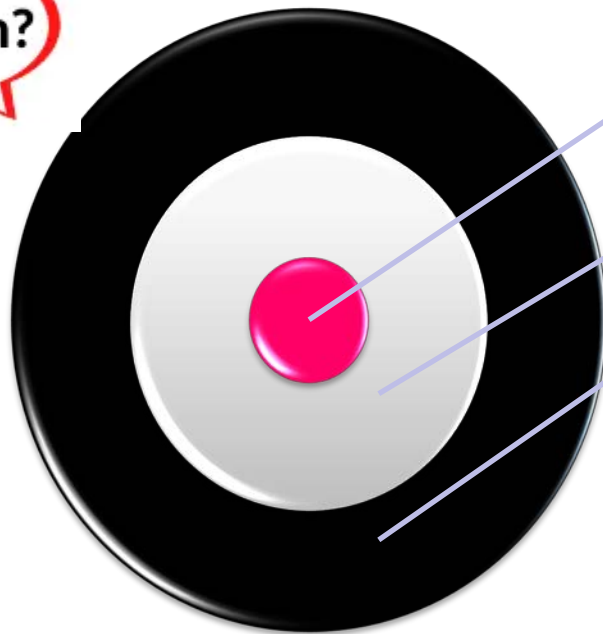
Be yourself! Speak honestly about what you believe in.

which?



Focus on the type of audience, not just on content.

which?



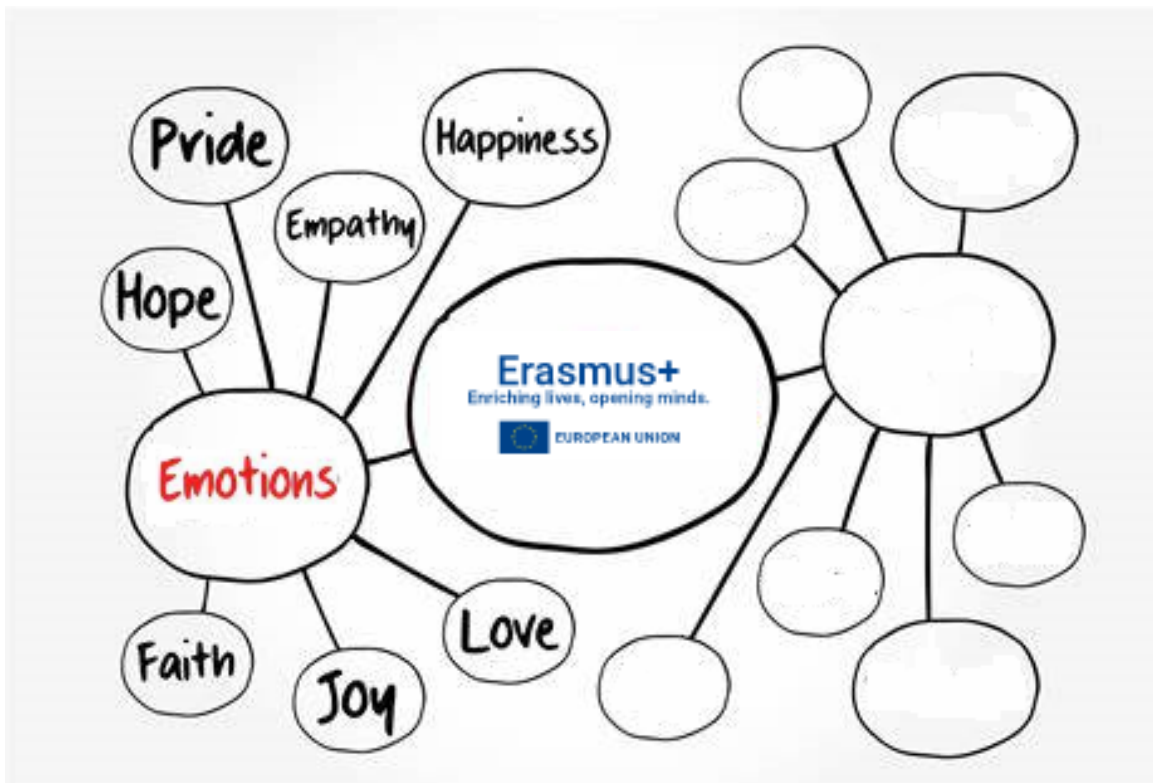
Audience 1: Students and teachers;
Education and Training organisations

Audience 2: Families

Audience: peers



Make emotional connections and experiences with your audience.



How



What?

Never be satisfied with just conveying information, as nothing is more boring for listeners

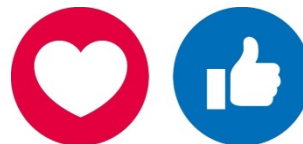
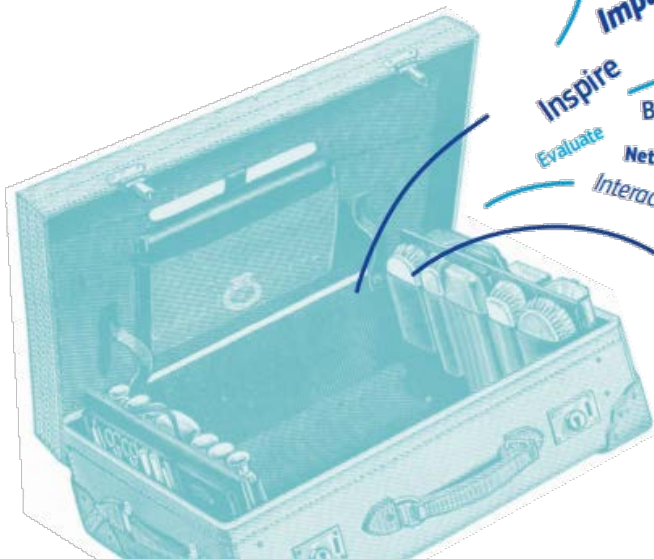
what?

CONTENT

Content can never live on its own



✓ Emotional words and connotations create a heartfelt response in people. "Love" beats "like"



“ It's not all about content. It's all about stories. It's not all about stories. It's all about great stories. ”

Mishael
entrepreneur



Develop an emotional message

Erasmus+
Enriching lives, opening minds.

Erasmus+
Enriching lives, opening minds.

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When?

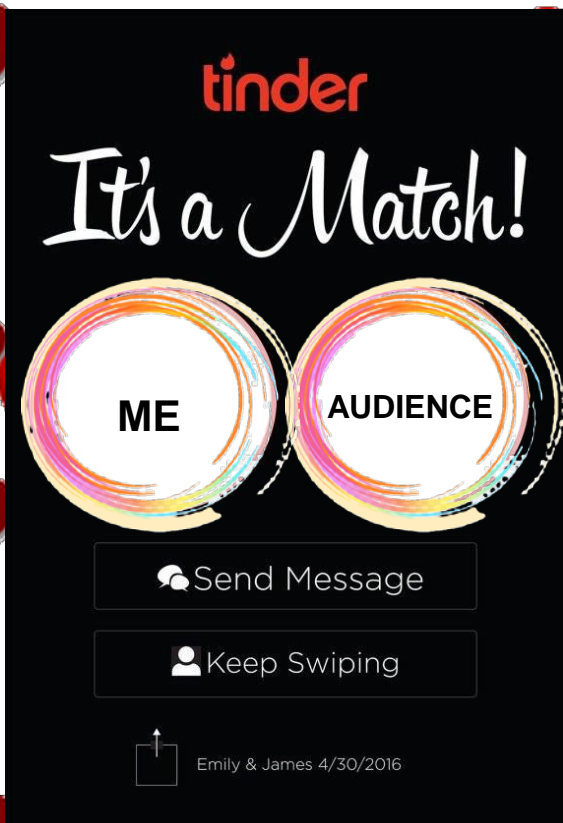
when?

KPI
(KEY PERFORMANCE
INDICATORS)



- ✓ *Keep **p**eople **i**nformed.*
- ✓ *Keep **p**eople **i**nvolved.*
- ✓ *Keep **p**eople **i**nterested.*
- ✓ *Keep **p**eople **i**nspired.*







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Thank you for your attention!



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