



## Emotions & Business : How compatible are they?

The Mind and Heart are always battling with each other. When mind gives the logic and matrix for a decision, it is the heart that steers it the other way. Mind wants things to be organized and well formed, while the heart just wants what it wants.

Sharp consulting and implementing company (SCICO) believes in transforming a product into a brand. Branding is most often an important step that a business has to take in order to survive and thrive in this cutting edge corporate world. SCICO believes in developing a brand that makes a mark and leaves an impression. The founder director of SCICO, Mr. Vijay Sokhi, is a highly experienced professional who has worked in both, established as well as establishing companies. Because of this, he has a profound understanding of what logic shall brain apply and what emotions does the heart need to put to work. In the business world there are many companies that establish themselves with a dream of becoming a strong competitor of their contemporary businessmen yet lose their track due to various reasons. The companies which are able to stand in a storm are the ones that communicate well. Communication can be an important aspect of running a business. Good communication skills are the key to having the company able to convey their messages to clients. A clear understanding of the customer's needs and expectations is normally a byproduct of good communication. When companies are able to navigate through what these clients want, communicate well with them and are able to take feedback, these businesses strive and thrive better.

The sharp cutting edge environment of business has forced us to absorb the toxicity of logic, especially applied without involving the heart. Mr. Vijay Sokhi, hence believes in following the heart too. For him, it is very important that people do not lose touch with their emotions. With this connection, comes an undeniable authenticity. The companies that launch their products focusing on the needs of market, branding and so on only listen to their logical side. There is a reason to this, the mind likes to measure. The moment the logical brain sees the patterns, dopamine is released and one experiences ecstasy. This is the way in which most of the companies see, this is also the reason why they struggle. Mr. Sokhi then goes on to talk about a friend of his who had to quit a start-up. He stated to him that the start-up had a strong financial background but he could not keep the clock of patience. The product though fabulous, was only working through logic. It is a well-known fact though, that you cannot develop a market using just the logic. People are not just the creatures of logic rather are creatures of emotions too. Hence a start-up needs to appeal to the emotions of the people in order for them to become valuable customers. Companies don't consider or completely ignore the emotional aspects of running a business. Mr. Sokhi says that when a company understands that it needs to take care of the emotional side as well, is when they start taking their steps towards

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Vijay Singh Sokhi (Founder, SCICO)

success. And more often than not, reach their goals. Even psychologists and organizational behavior experts agree that emotional intelligence is an important element that adds layers of success to any company. When businesses start to consider this emotional intelligence side and become mindful of how to treat their employees or present their product, they create an overall growth. This overall growth may be slow and steady but it is definitely bound to reach the top. Not only will such a company reach the top, it will also uplift its employees. Employees working in such companies, report to have a happy heart, increased productivity and a high level of job satisfaction. Such a mindfulness in turn helps the company to spread its wings far and wide.

Mr. Sokhi, sharing his experience, talks about a previous client who, on the completion stage of a communication poster, demanded a static poster with benefits on it. But Mr. Sokhi, being mindful of his customers' emotional side, suggested that he take care of human elements as well. He advised him to test the response by devising 5 communication posters and asked employees to comment on them. All the positive feedback were on posters with human figure on them. People connect with people.

However, there has to be a balance between the mind and the heart because when heart alone starts to rule, everything fails.

SCICO can bring this transformation in all your business with it's perfectly crafted MAP TAP ADAPTTM and Sharp's PentagonTM model.

*Vijay Singh Sokhi is also an avid reader and a blogger. You can connect with him on LinkedIn. To know more about SCICO, log on to [www.scico.in](http://www.scico.in)*