

Report on Integrated Communication and Emotional Intelligence

On Friday, October 13, 2023, Center for Career Guidance and Development, Integral University, conducted a seminar on "Integrated Communication and Emotional Intelligence for Success." The seminar was specifically designed for final-year students across various programs, including **BBA**, **B. Com**, and **B. Tech** from all branches. The guest speaker, **Ms. Tanzim Fatima**, an expert trainer in communication and soft skills, delivered a comprehensive presentation on the significance of emotional intelligence and its role in personal and professional success. Total of **162 students** were present for the session.

The primary learning objectives of the seminar were as follows:

- Understand the concept of emotional intelligence and its relevance in daily life.
- Realize the importance of recognizing and regulating one's own emotions.
- Recognize the significance of empathetic communication.
- Learn practical strategies to enhance emotional intelligence.

Ms. Tanzim Fatima commenced the seminar by introducing the concept of emotional intelligence (EI) and highlighting its paramount importance for personal and professional development. She explained why understanding and regulating one's own emotions, as well as recognizing the emotions of others, are fundamental to achieving success in life and the workplace. To enhance emotional intelligence, she emphasized the practice of journaling as a vital tool for understanding one's emotions. By documenting one's daily experiences, interactions, and the people who affect one's emotions, individuals can gain insights into their emotional responses and make positive changes. She encouraged the creation of a gratitude list to cultivate a sense of thankfulness and appreciation for one's life, relationships, skills, and current circumstances. This exercise can boost one's emotional well-being.

Furthermore, she recommended daily positive affirmations as a way to enhance self-confidence and maintain a positive self-image. Affirmations like "I am strong" and "I can achieve my goals" empower individuals to build self-belief. Mindfulness, according to Ms. Fatima, is another crucial element of emotional intelligence. It involves being fully present in the moment and aware of one's

thoughts and emotions. Practicing mindfulness can help individuals understand their emotions better and respond to them constructively.

Ms. Tanzim illustrated how enhanced emotional intelligence improves attitude, social intelligence, assertiveness, optimism, self-confidence and coping under pressure.



Ms. Tanzim Fatima, Soft Skills Trainer, Imparta, making a presentation.



Students attending the seminar

The coordination of the seminar was carried out by **Dr. Nazia Akhlaque** from the Department of Commerce and Business Management and **Ms. Huma Iqbal** from the CCG&D. The session concluded with an engaging question and answer round, where students had the opportunity to seek clarifications and insights from the guest speaker who provided thoughtful and accurate responses to the students' queries. In conclusion, the seminar provided students with valuable insights and practical tools to enhance their emotional intelligence, paving the way for greater success in both their personal and professional lives.