

# The Importance of Emotional Intelligence in “Neuroleadership”

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*“Be the change you want to see in the world.”*

***Mahatma Ghandi***

## **Abstract:**

Curiosity is the driving force behind human civilization; we are constantly in search of how things work, what motivates us to act in a certain way and is the essence of our emotions. Economists and business people are not free of curiosity either. If we look at the evolution of business administration, we can pinpoint that nowadays we have reached a state where we need to understand everything on the ‘neuro’ level. The present paper looks at leadership at level ‘neuro’ where we unravel how some self-aware leaders lead their own and other peoples’ brains using a strong arsenal of emotional intelligence. To better understand the concept of Neuroleadership, we need to first understand the leader, its self, its world, emotional intelligence, the brain mechanisms and necessary personal competences. Besides, Neuroleadership is studied in the aspects of current economic theory where it overlaps with other fields within Neuroeconomics. We also address today’s challenges that most leaders in organizations face: how to choose the right personnel both with the correct IQ and right personal and social competences. Our survey includes a case study done in a big organization to answer the ultimate question whether leaders are born or can be trained.

*Keywords: Neuroleadership, emotional intelligence (EQ), business administration, psychology of emotions, emotional management, Neuroeconomics, Neuroscience, Neuromarketing.*

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