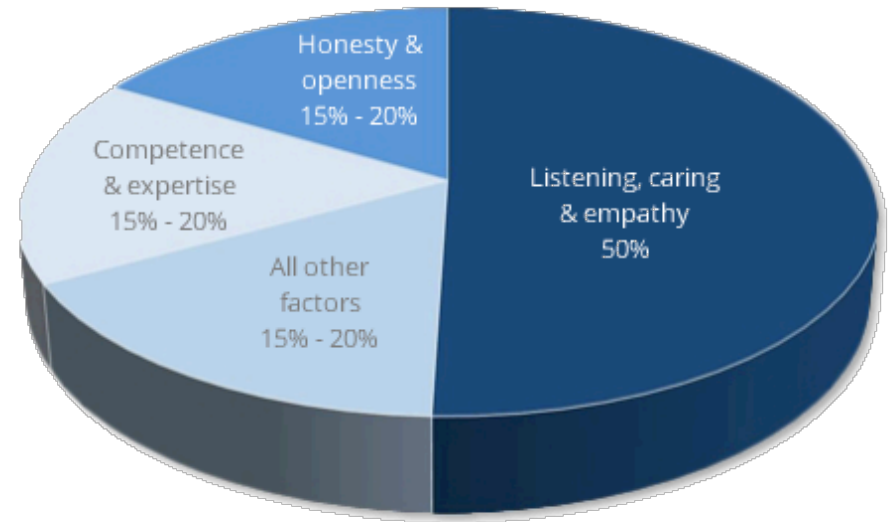
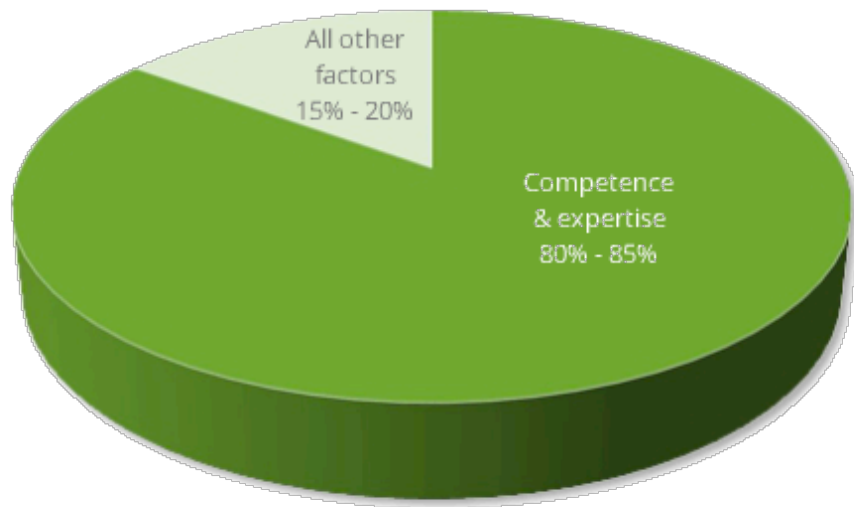


EFFECTS OF EMOTIONS ON COMMUNICATION



*Inspired by Dr. Vincent Covello, 2011.

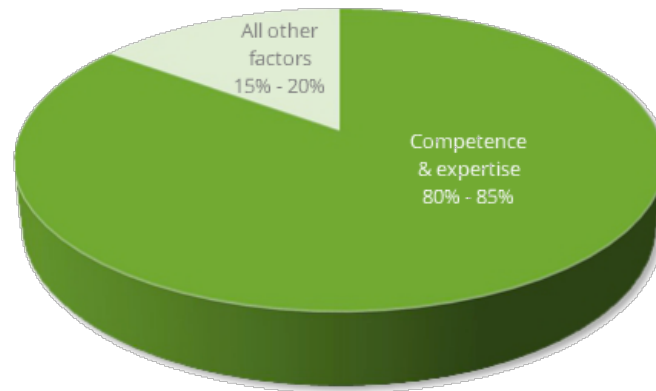
Low Levels of Emotion

80%-85% Competence & Expertise

Competence & expertise refers to how credible the sender is. The legitimacy of information and how believable the message is in the context being sent to the receiver.

15% - 20% All other Factors

Other factors can include whether the receiver has heard a similar message before, predispositions to the sender, environmental factors, interference, level of importance of the message being sent, the communication method being used and more.



*Inspired by Dr. Vincent Covello, 2011.

High Levels of Emotion

15% - 20% Competence & Expertise

In situation of high emotion, the importance of competence & expertise diminished dramatically. The receiver is no longer concerned as much with credentials as their personal emotion state and how any communication in progress affects their level of security or happiness.

15% - 20% All other Factors

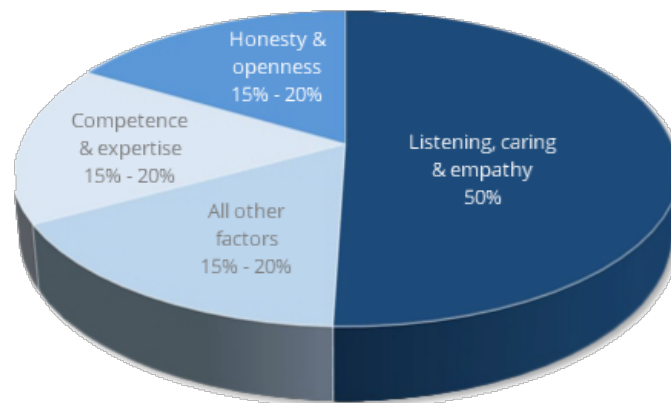
In the case of high levels of emotion, the external factors in the communication processes retain the same importance as in situation with low levels of emotion.

15% - 20% Honesty & Openness

With emotions running high, the perceived level of honesty and willingness to share with the receiver becomes just as important as competence and expertise.

50% Listening, Caring & Empathy

In high emotional states, listening to feedback, demonstrating you care and empathizing with the receiver monopolizes 50% of the factors important in a successful communication process. The receiver can assess this from the sender in the first 9-30 seconds.



*Inspired by Dr. Vincent Covello, 2011.