



MASTER IN ENTREPRENEURSHIP
INNOVATION MANAGEMENT
IN COLLABORATION WITH **MIT SLOAN**

IN COLLABORATION WITH

MIT MANAGEMENT
SLOAN SCHOOL



UNIVERSITÀ DEGLI STUDI DI NAPOLI
PARTHENOPE

MASTER MEIM 2022

Emotions

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Exercise n.1

- A) You hear two friends of yours saying bad things about you in a party
- B) Your teacher yells at you because you made a mistake in a test
- C) A person you're attracted to tells you that you are pretty
- D) You score a goal in a soccer match
- E) You see an explicit splatter (horror) scene in a movie
- F) You see an old man beg for alms in the street (ask for money)
- G) Your best friend invites you and buys your favorite food for you

Emotions at work?





JOY

ANGER

DISGUST

FEAR

SADNESS



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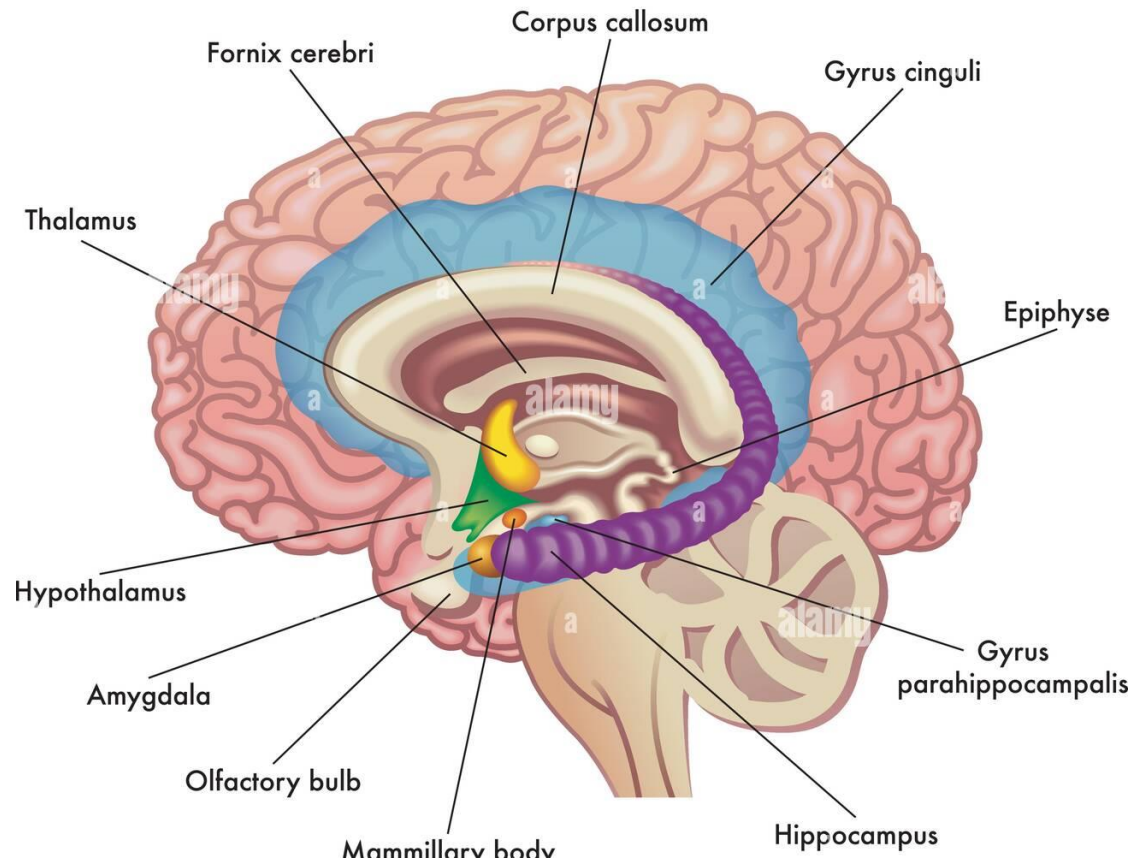
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PRIMARY EMOTIONS

SECONDARY EMOTIONS

FEELINGS

THE LIMBIC SYSTEM



Exercise n. 2

Write down a description of an emotional experience that you had:

- What elicited your emotions?
- Which emotions/feelings did you feel?
- How did you understand what you were feeling?
- How did you express your emotions?



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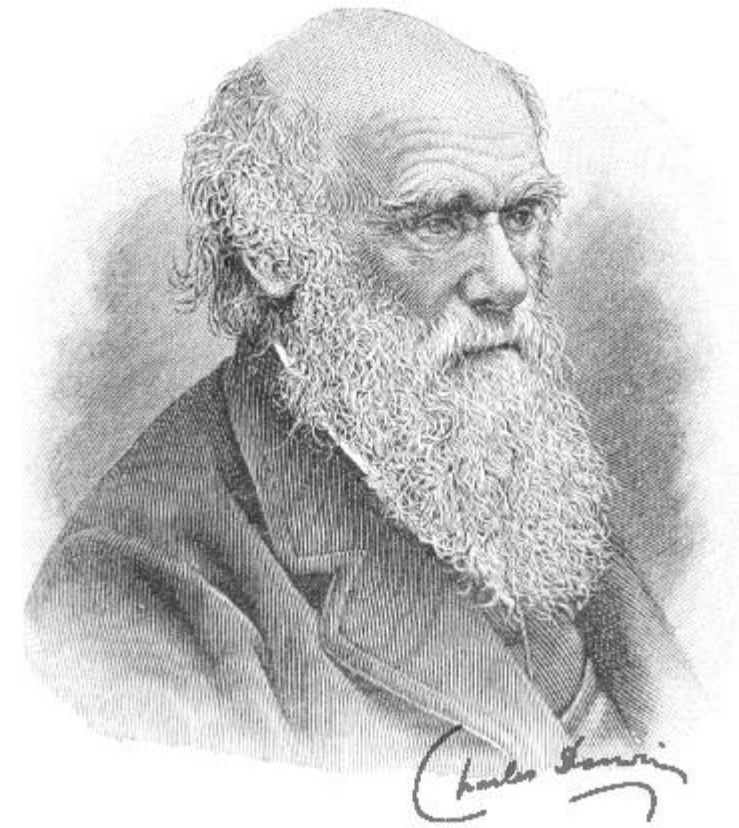
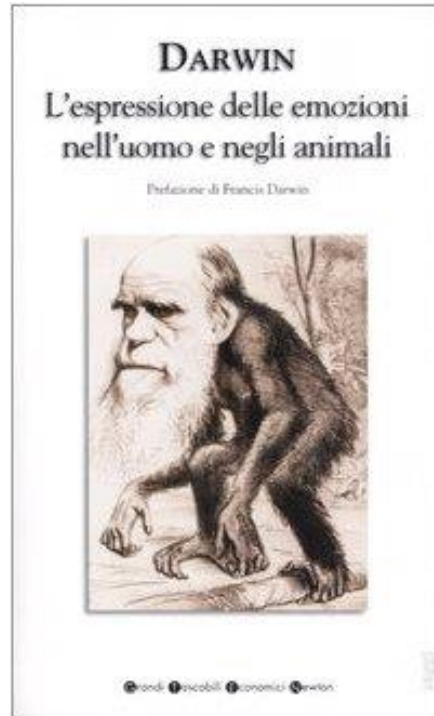


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How do you recognize an emotion?

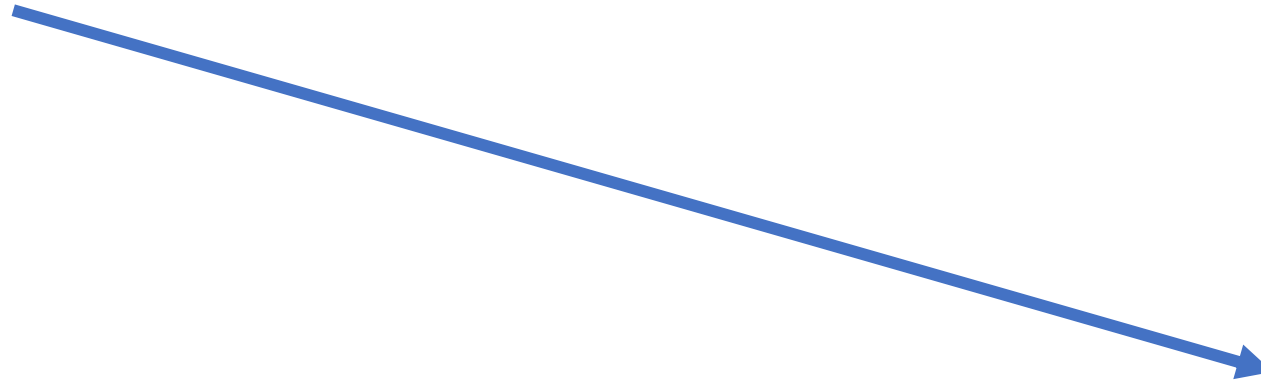
Theories on emotions:

- 1) Charles Darwin
- 2) James-Lange
- 3) Cannon-Bard
- 4) Schacter-Singer

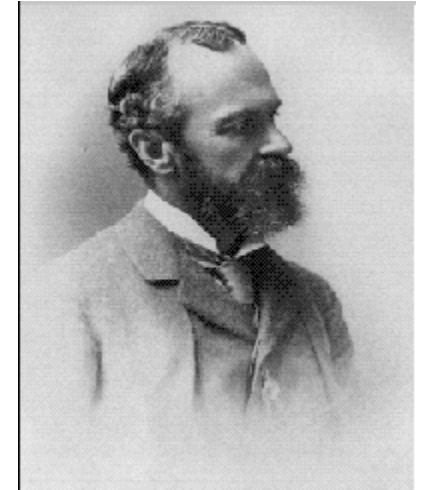


James-Lange Theory

Physical reaction to an event



Interpretation of the emotion



Cannon-Bard Theory

Brain Reaction to the event

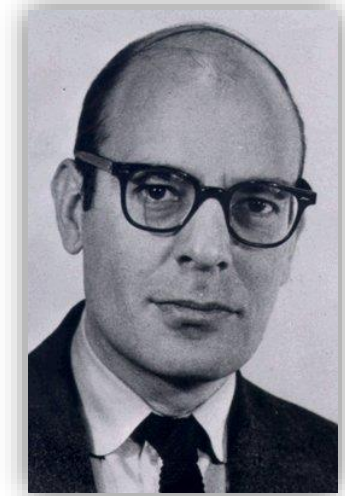
Physical Reaction

Expressive Reaction

Interpretation of the emotion



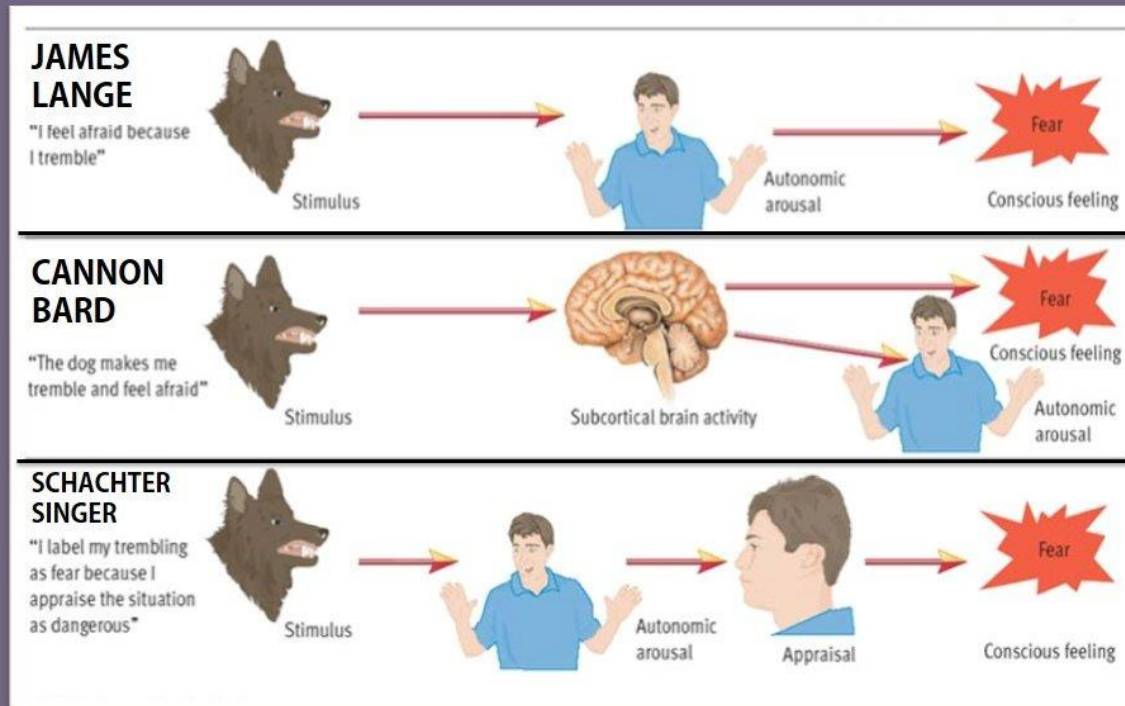
Schacter-Singer theory



Physical reaction to an event

Situation

Interpretation of the emotion

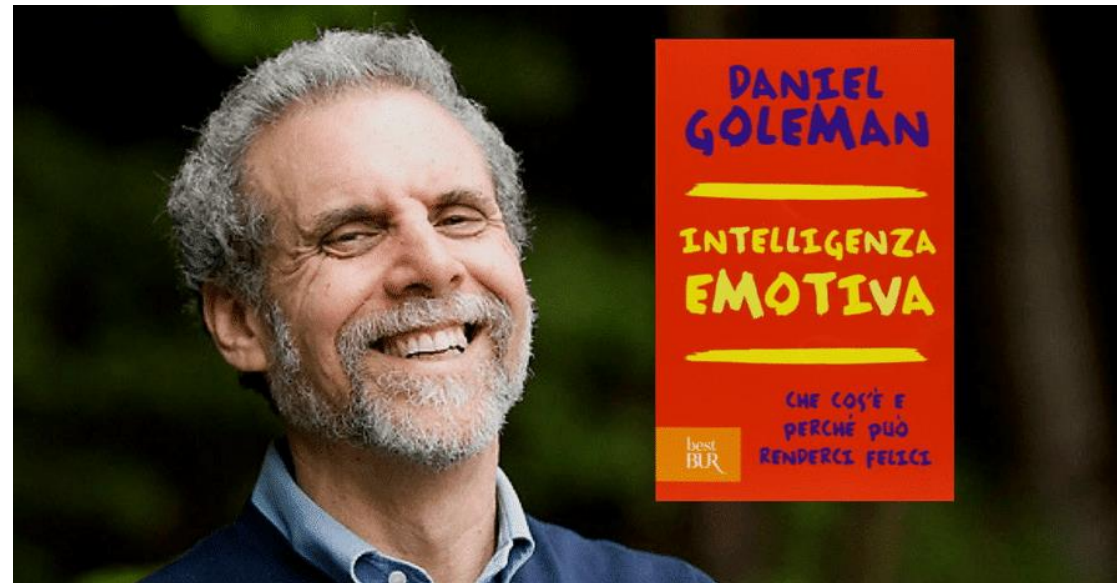


Phenomenological approach

Essential elements of emotions:

- Body experience
 - Meaning
 - Social Value
 - Expression
- Authomatism

Emotional intelligence



Emotional intelligence

- Self-awareness: understanding personal emotions
- Self-control: using personal emotions with a scope
- Self-motivation: understanding the true reasons of our behaviors
 - Empathy: the ability of feeling the others
 - Social ability: the ability of standing next to other people, understanding their relationships

Emotional competence (Saarni, 1990)

- Reading others' emotions and feelings
- Regulating personal emotion and feelings

Improve your emotional ability...

Ask:

- What do I feel? Describe emotions and feelings in detailed manners.
- Why did I do that? Clarify your motivations for your actions.
- What are they thinking? What are they feeling? Guess their emotions.
- What do you feel? Ask others about their feelings. Start to learn how they think and feel.

Improve your emotional ability...

Change your way of speaking (and thinking!):

- Use more the «I» pronoun, speak less about facts to express your emotions.
- Be detailed! Add as more information as you can to describe your feelings.

Example: «He's an ***» → «I'm angry with him» → «I felt disappointed because of his behavior that I expected to be different in that particular situation. I was emotionally aroused by this disappointment and now I feel anger towards him.»

EMPATHY

«The ability to identify with another person until being able to get her/his thoughts and affective states.»

«An affective sharing, the ability of accepting the other's point of view, even when this is not shared by the subject»



EMPATHY vs Explanation

Ability to understand the others, seeing their inner world (Jaspers, 1919), based on the fact the we share a common world.



Empathy development (Hoffman)

STAGE 0: Emotional contagious

STAGE 1: Egocentric empathy

STAGE 2: Almost egocentric empathy

STAGE 3: True empathy

STAGE 4: Existential empathy



Take home messages:

- 1) Our life is intrinsically emotional, don't underestimate it
- 2) Emotional abilities and empathy can be trained
- 3) Don't overestimate your empathy