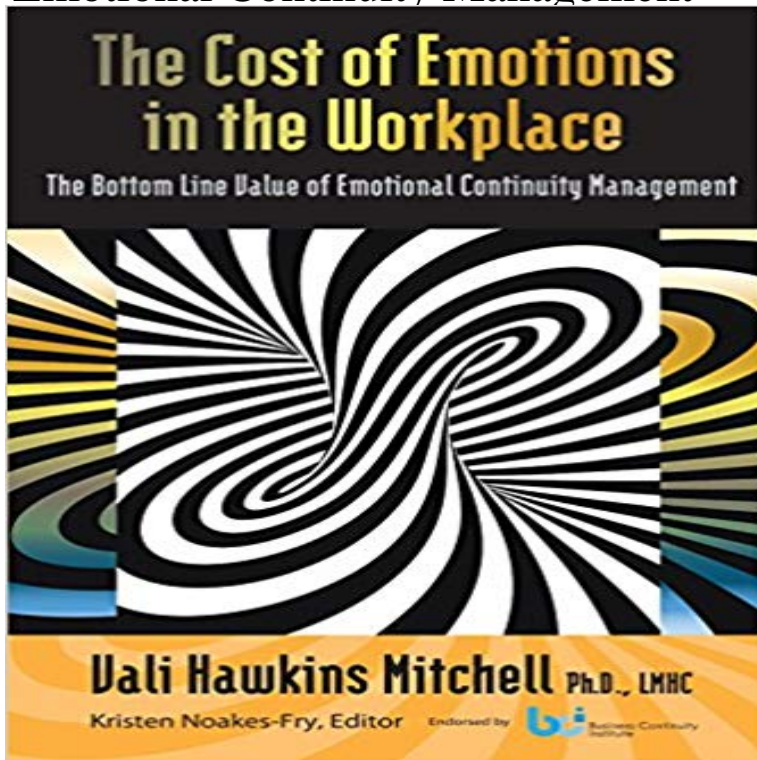


The Cost of Emotions in the Workplace: The Bottom Line Value of Emotional Continuity Management



Finally - a people management guide that goes way beyond the typical problem employee books to help you understand and systematically manage the entire emotional culture of your organization. Many of us have witnessed - sometimes in helpless horror - how a simple problem can spin into a corporate crisis as people take sides, outside professionals are brought in, and company reputations suffer. Sometimes, like a tornado, violent co-workers can leave a company in emotional rubble. Companies can prepare for these events with corporate policies and procedures to defuse such emotionally charged situations - long before alarming human and financial costs hit its bottom line. Managers can learn to recognize and stop emotional spinning from gathering destructive force. Dr. Vali calls her ground-breaking solution Emotional Continuity Management. She provides tools you can use right now to avoid costs in decreased productivity, injured goodwill, employee turnover, plummeting employee engagement, and severed business relationships. In this practical book, Dr. Vali gives you: * Real-life case studies that show you how to calculate bottom line, dollars and cents costs of disruptive employees and managers and emotionally charged incidents. * Proven techniques to help you identify variations in behavior that are early warning signs of trouble. She compares them to tornado warnings and provides a 5-point scale. * An understanding of the psychology driving emotional terrorists, who stage themselves as victims and gather an army of acolytes to assist in their campaigns of emotional disruption, and a game-plan for managing such attacks before, during and after an event. * Practical tools for managing workplace emotions before, during and after an emergency, based on the authors extensive on-the-ground experience in counseling first responders and victims

during major national and international disasters. * Policies and procedures for working with military veterans returning to the workplace - and the need to deal with PTSD. * Techniques for containing and mitigating the damage created by workplace bullies - and when to decide if an amputation is required or a less-extreme strategy is needed. * Sample policies and plans, and detailed instructions for company-wide training programs, up and down the organization. You'll look with new eyes at the enormous role played by human emotions in today's business. I endorse this new book as a guide for the 21st century global workforce. --James J. Cappola, MD, PhD, Medical Director, Medical Affairs, Harvard Clinical Research Institute Demonstrates that Emotional Continuity Management is not a soft issue and makes a compelling case that it relates directly to cost and increased risk - which should definitely take human emotions much higher up the Board agenda. ECM definitely ranks high as a new topic for Business Continuity practitioners to master. --Lyndon Bird, FBCI, Technical Director, Business Continuity Institute Vali Hawkins Mitchell, PhD, LMHC holds a Doctorate in Health Education and Masters degree in Applied Psychology. As a Certified Traumatologist, her critical insights on the real human factors of disaster and emergency planning have been shaped by her experiences with major events such as the World Trade Center, Hurricane Katrina, Samoan earthquakes, Indonesian tsunami, and Pacific Northwest Wildfires. She is considered a leading authority in the growing field of Emotional Continuity Management and a highly regarded public speaker and trainer, author, consultant, and educator.

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