

The background features a light beige color with faint, technical-style line drawings of gears and circular components. These drawings are scattered across the page, with some larger and more detailed than others, creating a sense of engineering and precision.

INSIDE OUT ENGINEERING PRESENTS

Emotional Intelligence for Creators

Authentic *and* Polished

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CONTENT



1. THE EMOTIONAL ROLLERCOASTER OF ENTREPRENEURSHIP

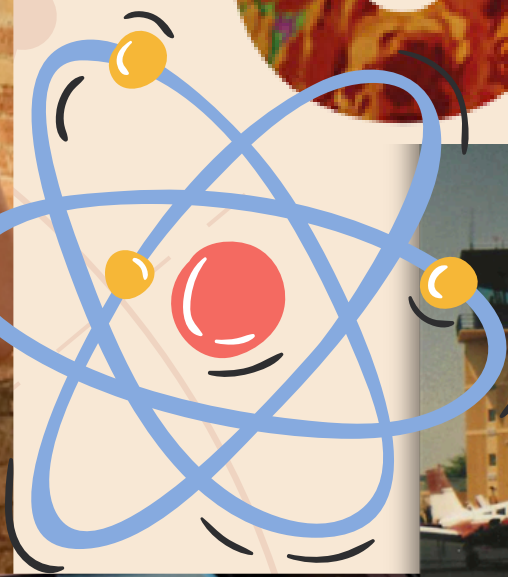
2. WHY IT HAPPENS

3. HANDLING TOUGH MOMENTS

4. CONNECTING WITHOUT OVERTHINKING

5. TURNING CONVERSATIONS INTO SALES



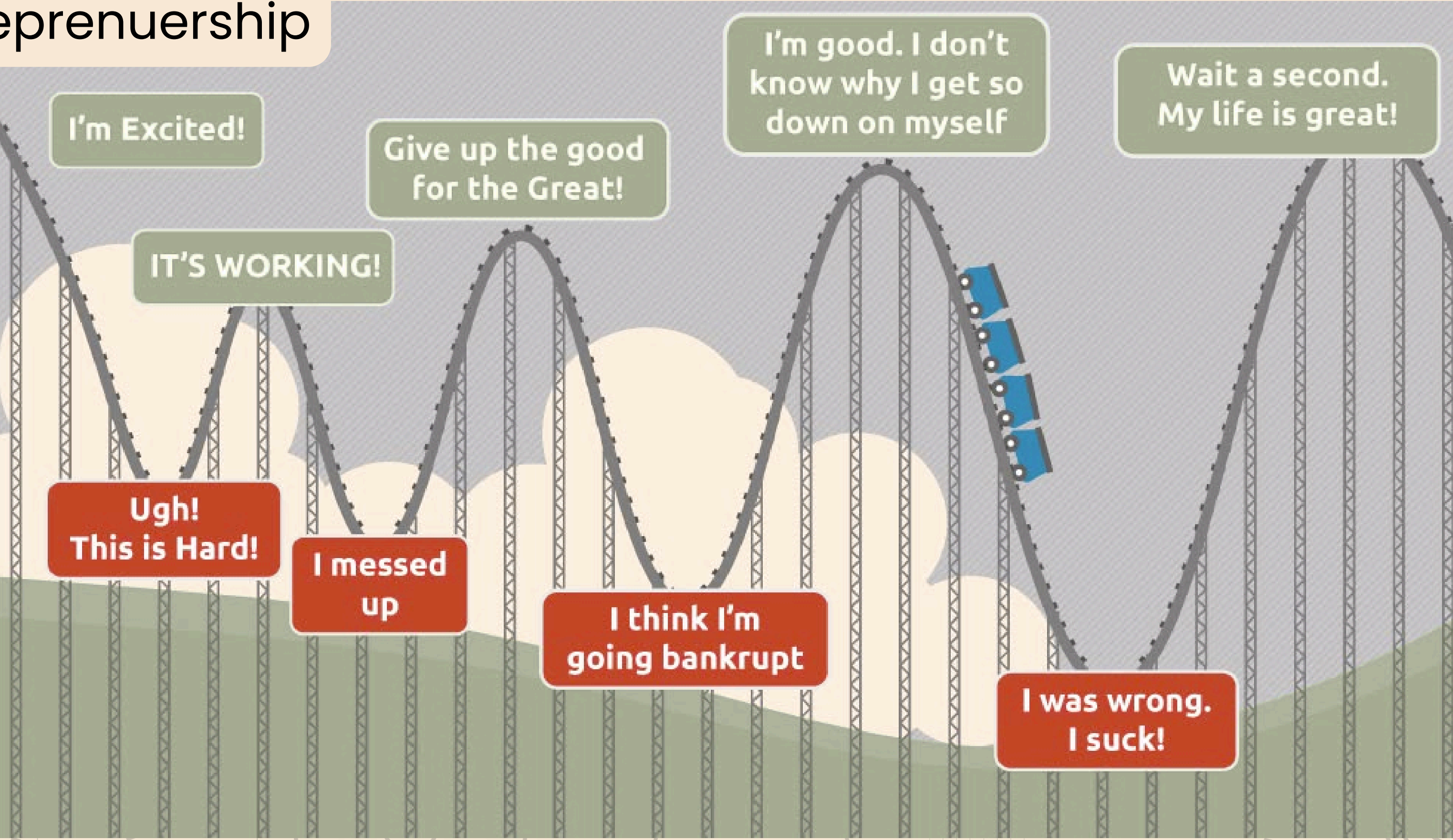


J O Y



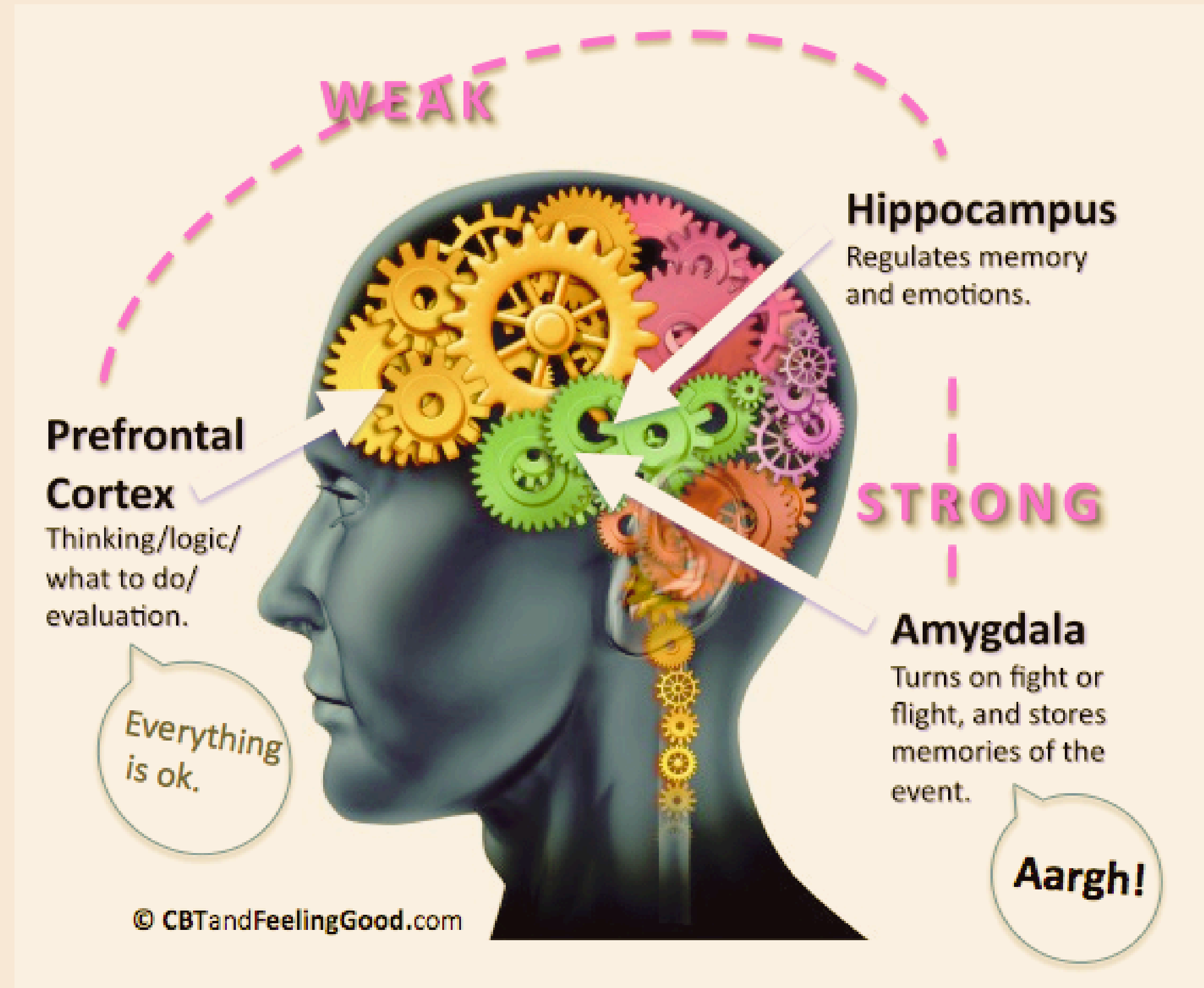
EMOTIONAL ROLLER COASTER

Of Entrepreneurship



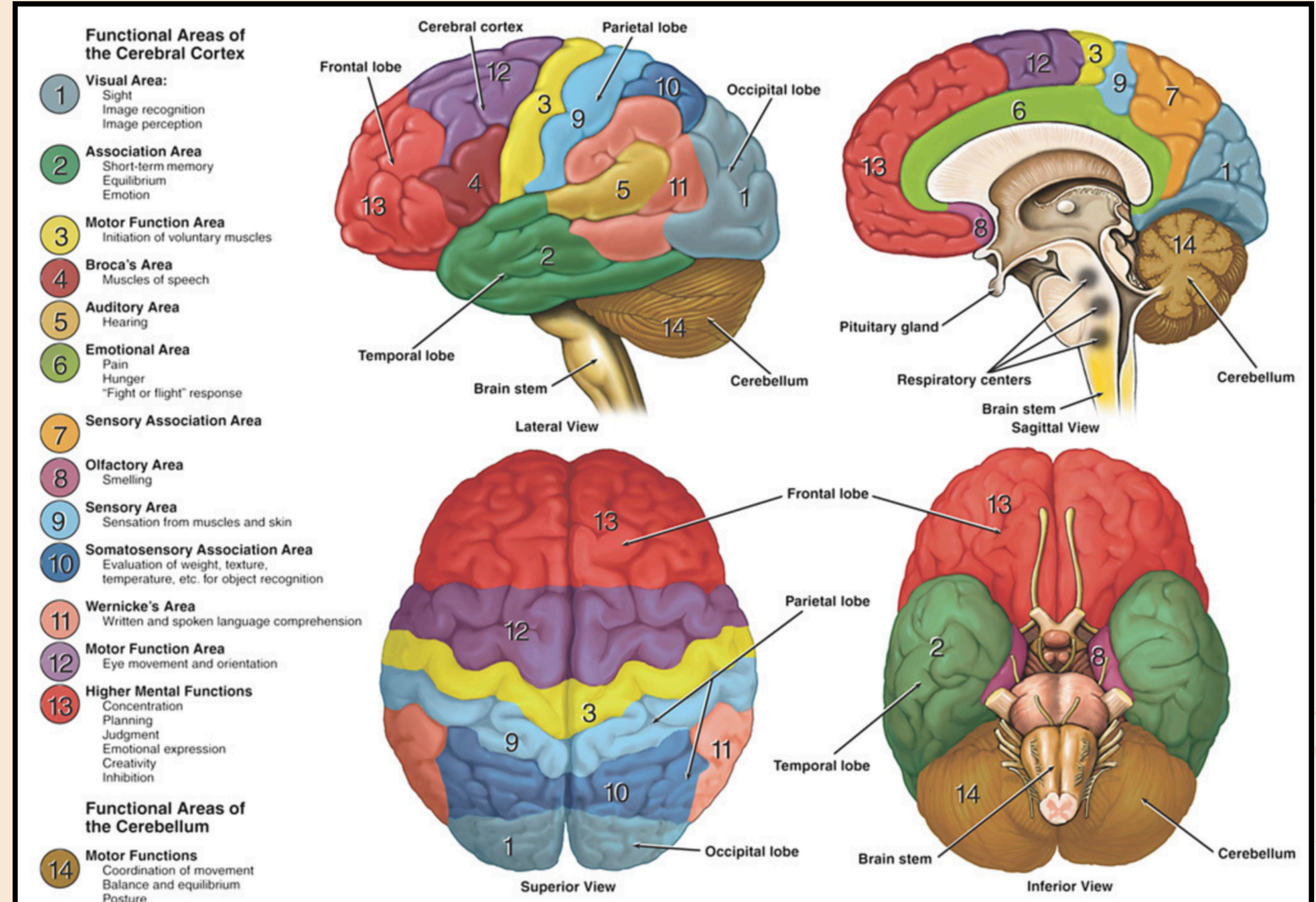
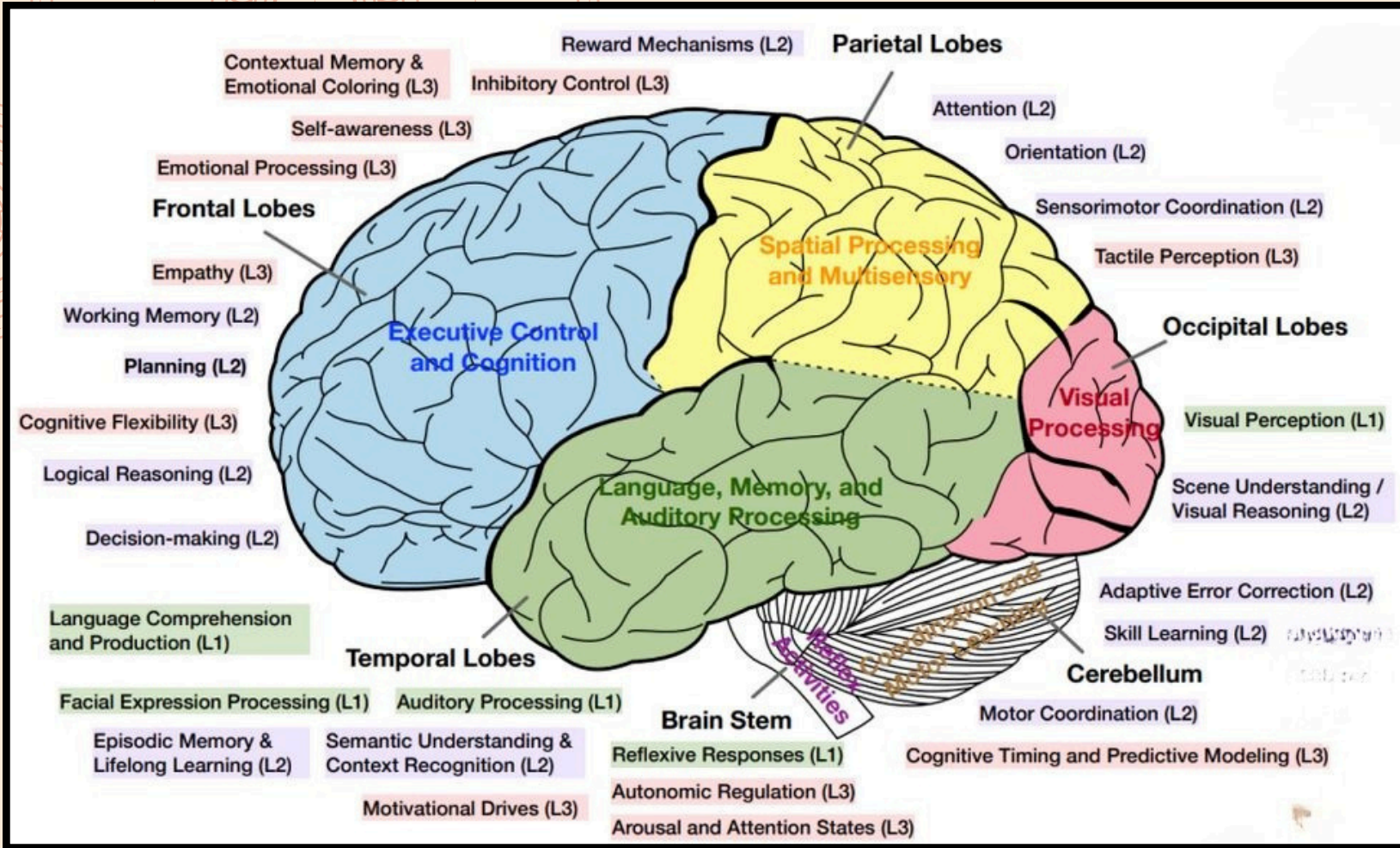
THE HUMAN BRAIN

How does it work?



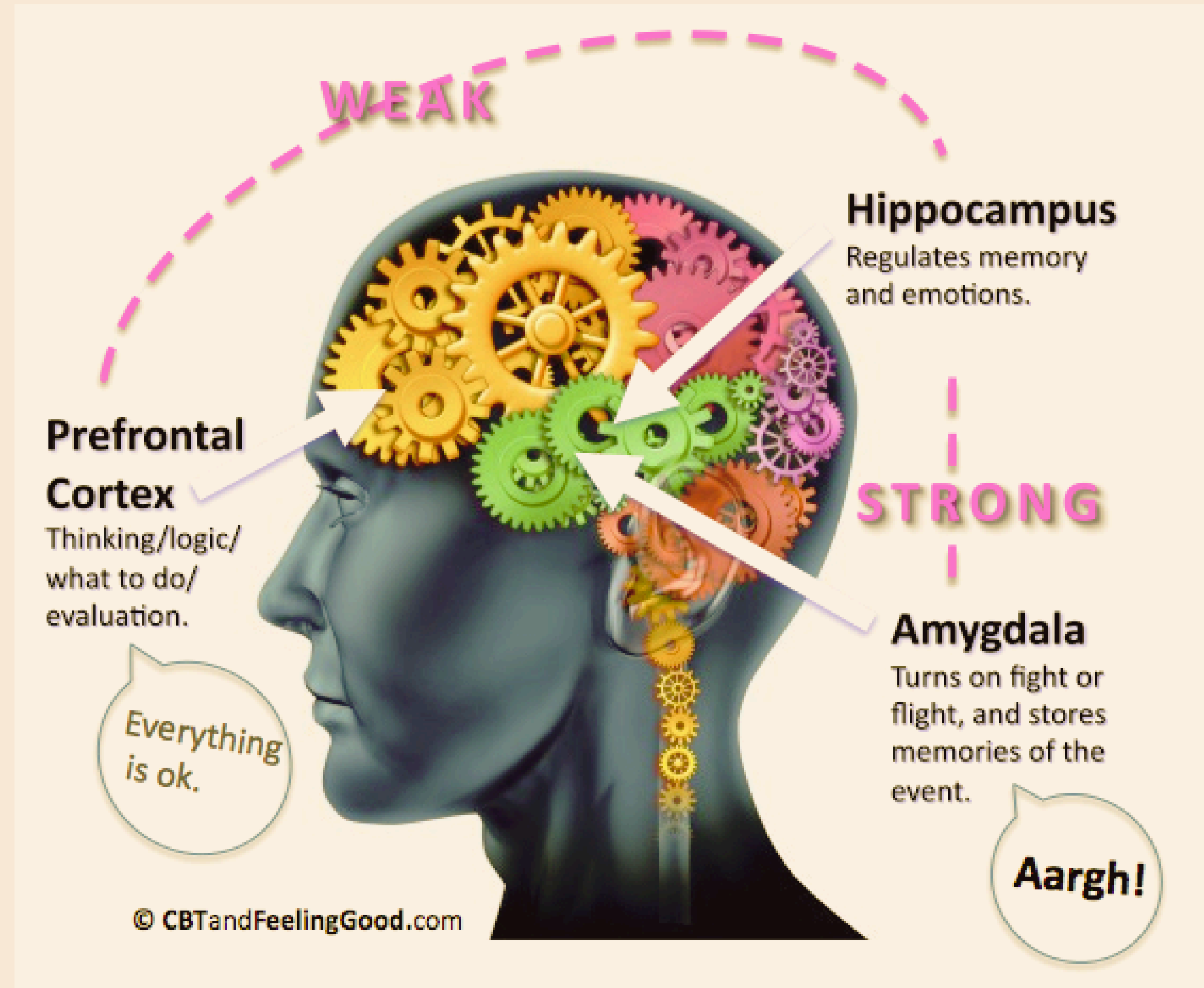
THE HUMAN BRAIN

How does it work?



THE HUMAN BRAIN

How does it work?



EMOTIONAL IQ

What is it?

Emotional intelligence is the ability to understand, use, and manage

your own emotions

in positive ways to relieve stress, communicate effectively, empathize with others, understand other's emotions to overcome challenges and defuse conflict.

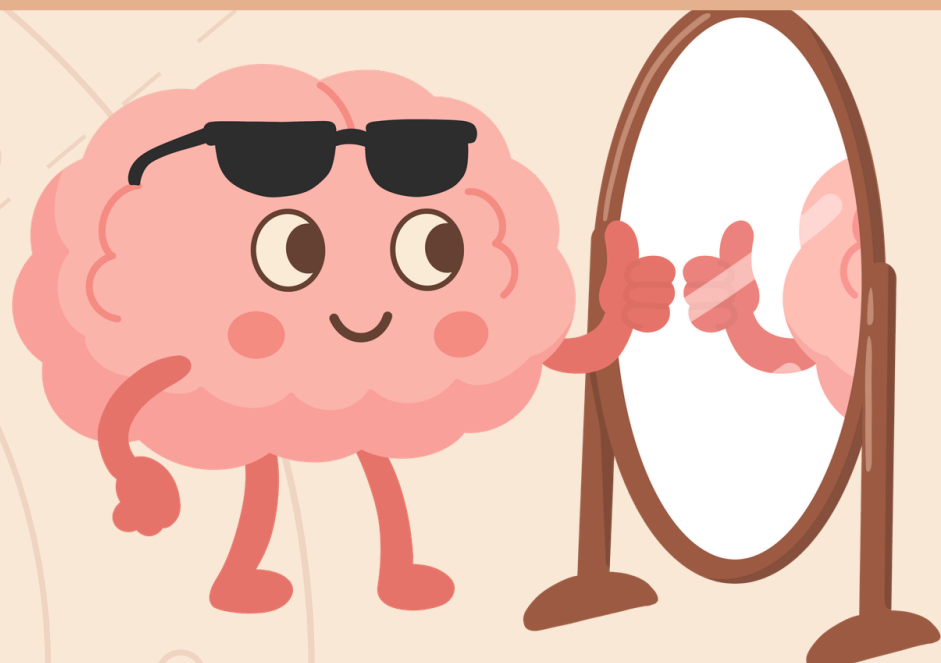
EQ = Self-Awareness + Empathy + Relationship Skills

SELF-AWARENESS + AUTHENTICITY

SELF AWARENESS:

- Knowing your thoughts, **emotions**, and **patterns** in *real time*
- Recognizing your triggers
- Understanding *how you come across to others*

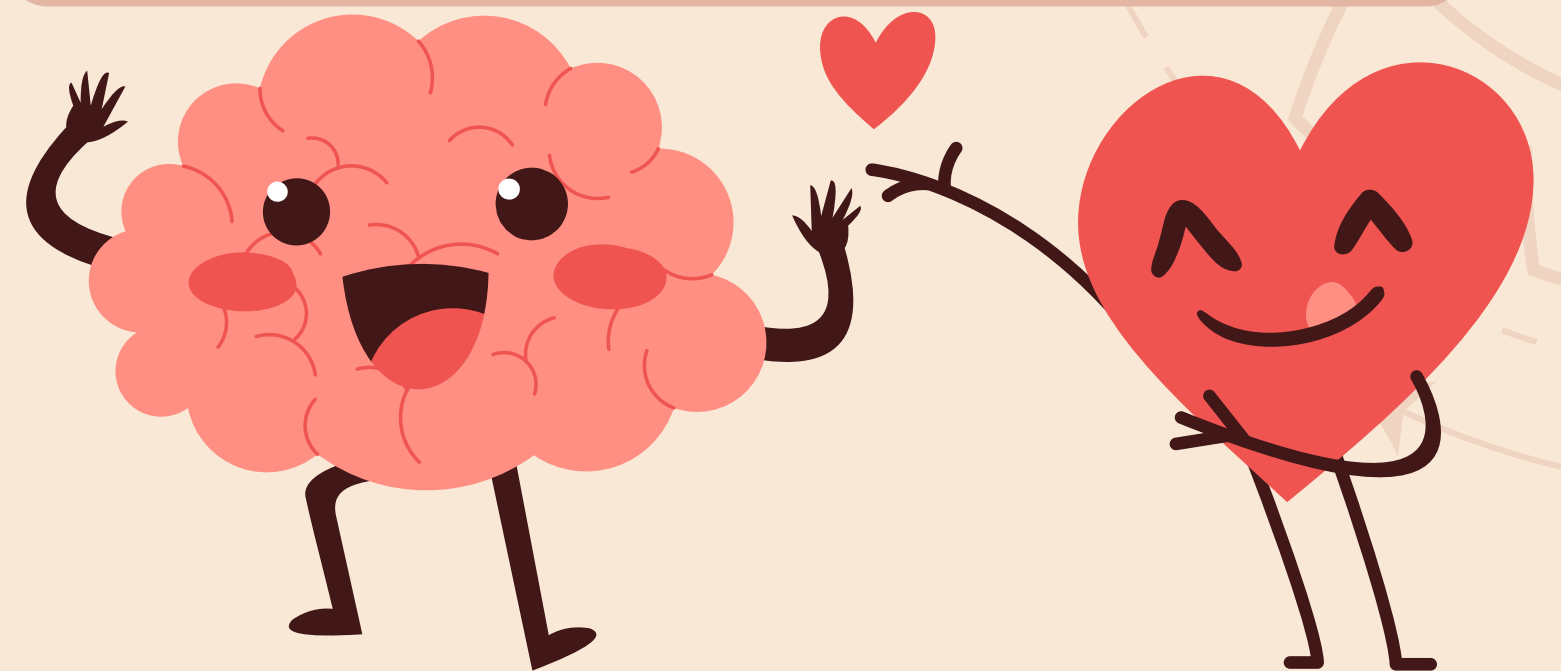
SEEING YOURSELF CLEARLY



AUTHENTICITY:

- Expressing yourself in a way that feels **true to you**
- Aligning your behavior with your **values**
- Being real... with *intention*

CHOOSING HOW YOU SHOW UP



VIDEO EXAMPLE....



“I COULD DO THAT MYSELF”

Neuroscience Snapshot

- Amygdala hijack** → emotional “takeover” under stress
- Mirror neurons** → others sync to your emotional state
- Emotional contagion** → your calm becomes their calm

Selling Truth

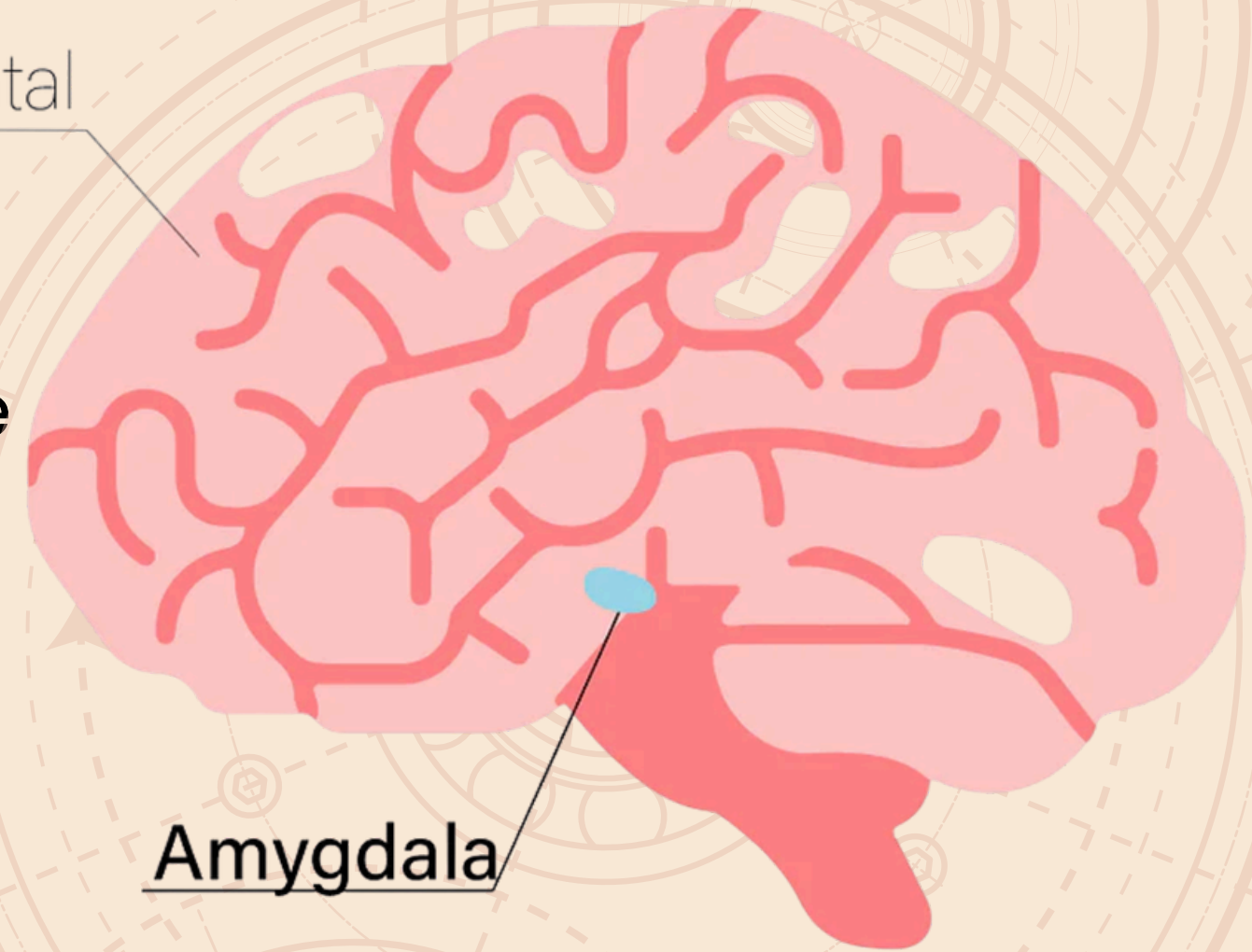
Staying **calm** under pressure builds credibility

Presence > position

People buy **nervous systems**.

Prefrontal
Cortex

Amygdala



“I COULD DO THAT MYSELF”

Role Play

SCENE:

Someone comes in your booth...

Walks around, grabs a few things,
notices the price and scoffs....

WHAT DO YOU DO?



SALES + NETWORKING



SALES

- There is a clear outcome
- You are helping someone **understand value**
- You are leading the interaction toward **action**
- **Requires connection**

GUIDING SOMEONE TO A DECISION

NETWORKING

- There is no *immediate* transaction
- The goal is **connection**
- You're **planting seeds**, not closing deals

BUILDING RELATIONSHIPS
WITHOUT PRESSURE

Sales → designed to drive a **decision**

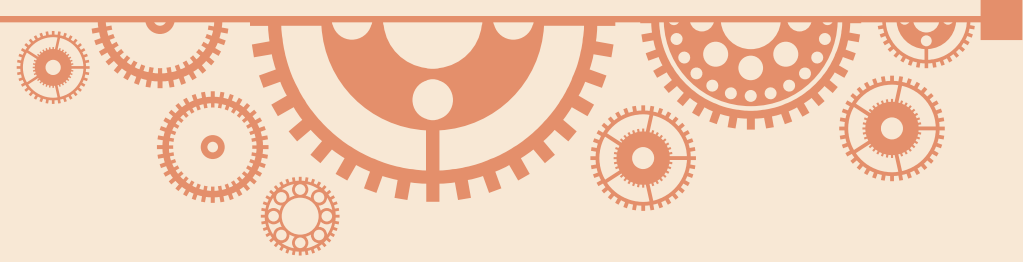
Networking → designed to build **trust over time**

TAKEAWAYS

- Your **emotional state** affects how you show up + sales you make
- All emotions are *valid*, all behaviors are **not**.
- Not every one is **worthy of your most authentic self**.
- You can be authentic *AND* professional.
- Making **connections** = sales!



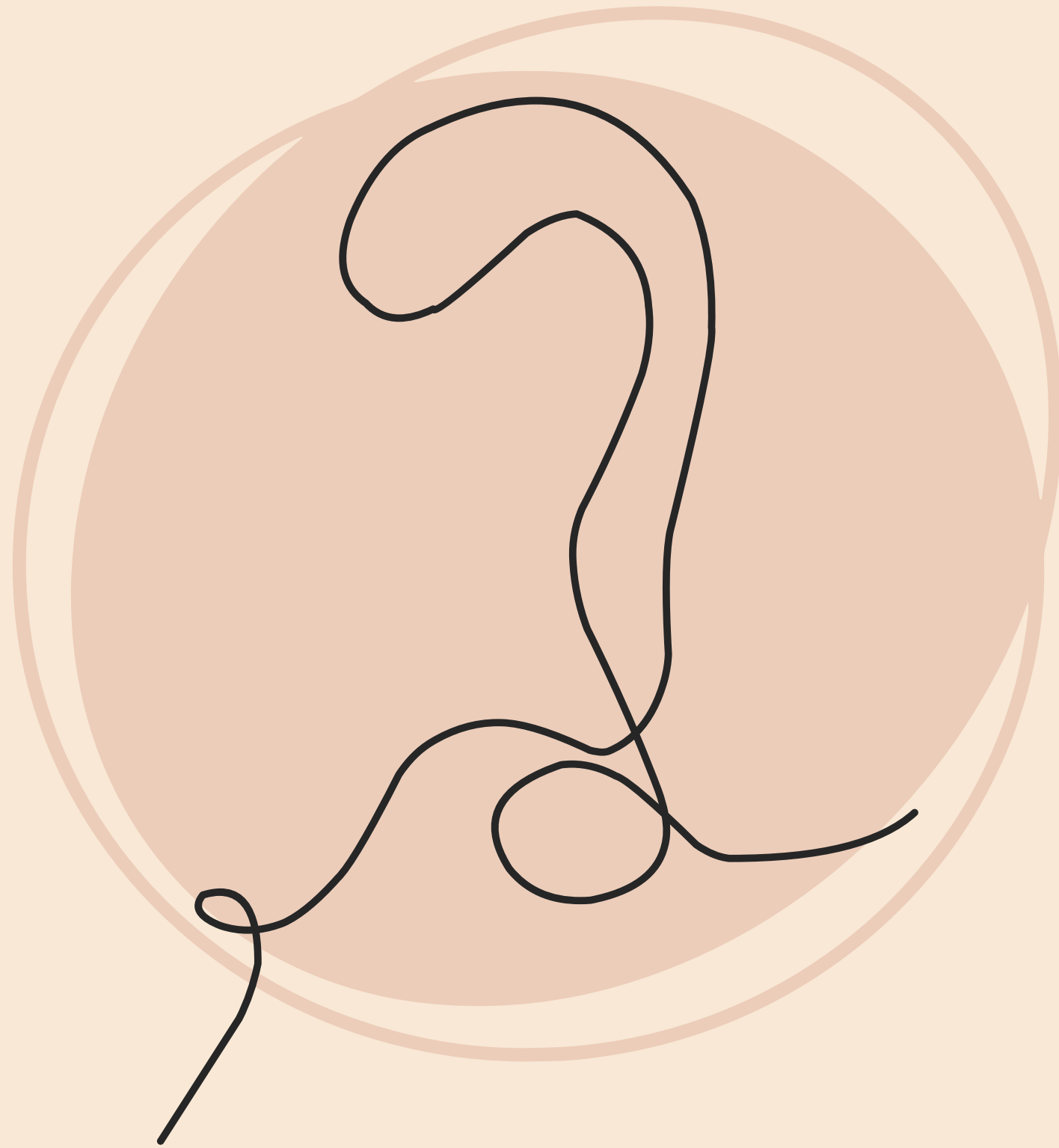
HOMWORK



- Write down:
 - How you want to **feel about yourself** when you're selling
 - What you want **potential** clients to feel when they're around you
 - What your **inner circle** to feel around you



Q&A



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Resources:

- Daniel Goleman - Emotional Intelligence (1995)
- Center for Creative Leadership, Empathy in the Workplace
- Harvard Business Review, The Neuroscience of Trust
- Brene Brown - Dare to Lead
- Richard J. Davidson (2012) - The Emotional Life of Your Brain
- Matthew Lieberman (2013) - Social: Why Our Brains Are Wired to Connect

TOOLS

Emotional Regulation

Research indicates that recognizing and acknowledging emotions is crucial for mental health (Gross, 1998)



Establish Safety

Maslow's Hierarchy of Needs highlights the importance of safety and stability in overall well-being (Maslow, 1943).



Set Goals

Studies show that setting specific, achievable goals can enhance motivation and reduce feelings of overwhelm (Locke & Latham, 2002).



Self-Care

The benefits of self-care practices, including exercise and mindfulness, are well-documented (Goyal et al., 2014).



Social Support aka Super Peers

Connect with friends, family, or a therapist. Talking about your experiences can help you process feelings and gain perspective.



Routines and Structure

Routines can promote psychological stability and improve mental health (Gatz et al., 2014).

