**MONTHLY EDITORIAL**

**From The Desk of The Editor:**

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**!!!! Emotional Intelligence & Leadership !!!!**

A leader decides policy and strategy to sail the organizational boat. Unless the boat is moved by  its people it can not sail .Therefore a Leader must have emotional intelligence to understand  and analyze the peoples‘ ( employees )  emotions and then apply accordingly .**When we talk about the Core Competency of Management Effectiveness**  we find that without an emotional intelligence a leader will not be able to justify management effectiveness . He has to decide in a peculiar situation whether be aggressive or remain cool. This aspect was very clear when a very popular brand of Nestle , MAGGI was suddenly  banned in India. There was a good example of Nestle head ( India ) maintaining cool and tried to resolve in spite of a heavy business and brand jolt.A leader without emotional intelligence can not understand its own emotions, like self regulation, empathy., social skills and motivation and its effects on the people around then he is likely to be a failure .His efforts and strategy will fall flat on the people’s ears. A leader with negligible  emotional intelligence can not motivate its employees.It would be very difficult to drive the working force to a logical achievements of Corporate objectives. Its more difficult in case of crisis management and expansion programs of the Company.

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