



Publication

## EQ: a critical tool for the purpose-driven company

The concept of emotional intelligence, or EQ, isn't new. But while many psychological concepts have come and gone in business and organizational development, why has EQ recently re-emerged in hallways, boardrooms, conferences and studies? And what does it have to do with sustainability?

Without elevated organizational EQ, not only will talent likely seek a more self-aware environment, but employees who do not experience alignment with their values may be unsatisfied at the workplace with limited opportunities for growth, development, achievement and recognition.

For those charged with shaping the culture of an organization – including those responsible for an organization's environmental and social responsibility – high EQ is a critical pursuit that will lead to maximum team performance and, ultimately, increased productivity and goal achievement. But many such leaders are unsure of how to go about boosting EQ to achieve a truly purpose-driven culture.

[Click here](#) to read more in the GreenBiz article authored by Haley & Aldrich's sustainability business partner Rory Bakke.