

THE GREAT BALANCING ACT



WHEN TO FEEL AND WHEN TO THINK

Leadership is often painted as a battle between intellect and emotion—IQ versus EQ. But the truth is, the most effective leaders don't choose between the two; they master the interplay. The ability to think critically while remaining emotionally attuned is what separates transactional decision-makers from transformational leaders.

When to feel and when to think – its not as simple as we think it is.

Society has long favored logic over emotion in decision-making, equating rationality with strength and emotional sensitivity with weakness.



But strip emotion from leadership, and you strip away connection, trust, and ultimately, effectiveness. Studies show that leaders with high emotional intelligence (EQ) foster stronger teams, drive engagement, and even improve bottom-line results.

There are many strategies over the years that I have seen evolve that a leader can employ in mastering this dance. Before a leader can balance EQ and IQ, they must first master self-awareness. Recognizing how emotions influence decisions is crucial—without this, logic alone can lead to disconnected, impersonal leadership. Mindful decision-making, where both emotion and logic are weighed, prevents knee-jerk reactions and fosters thoughtful leadership.



It's always good to take time to reflect before making a decision instead of a knee jerk reaction – modernly known as mindful decision making – to ensure that both emotion and logic are being considered. And always create a feedback loop to understand how your decisions impact morale and performance of those around you.

A true leader is always authentic and connected to the self and vicariously connects to others – and is always striving for that sweet spot.

Cultivating the Balance

Leadership isn't reserved for those with direct reports—it's a mindset that applies to every facet of life. Whether leading a team, a family, or yourself, the ability to balance thinking and feeling is essential. A wise heart knows when to feel and when to think. It doesn't matter what you do you're always in this balancing act and the more you understand your heart the mind will follow.

Reflection Questions

- When faced with a big decision, do you lean more toward emotions or logic?
- Can you recall a time when one approach led to a better outcome than another?
- How do societal expectations shape your decision-making style?

True leadership is an alchemy of EQ and IQ. Master the balance, and you master the art of leading with both heart and mind.

Let's keep the conversation going—what strategies have helped you find this balance?

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