




Growth. Performance. Success.

NCPA 2025 ANNUAL CONVENTION



1



**The EQ Advantage: Managing Stress,
Strengthening Communication, and
Resolving Conflict Amongst
Pharmacy Teams**

➤ **NCPA 2025 Annual Convention and Expo**

This program is supported by an educational grant
from the Cardinal Health Foundation.



2

Speaker



Kelley Babcock

Co-Founder

Leadership Growth Formula



3

Disclosure Statement

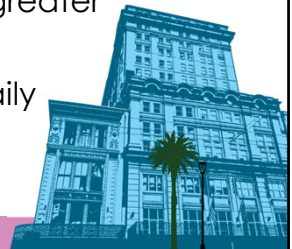
There are no relevant financial relationships with ACPE defined commercial interests for anyone who was in control of the content of the activity.



4

Pharmacist and Technician Learning Objectives

1. Identify common stressors that influence pharmacy team performance and morale.
2. Outline five conflict management styles.
3. Define the four domains of emotional intelligence and their relevance to conflict management and effective communication.
4. Review three EQ-driven communication techniques for greater effectiveness in challenging or high-stakes situations.
5. Develop an action plan to integrate new EQ skills into daily interactions for improved professional outcomes.



5

Why is Emotional Intelligence an Advantage?

1. Better decision making under pressure
2. Conflict resolution becomes a strength
3. Communication that inspires, not commands
4. Influence beyond formal power
5. Resilience and adaptability



7

Common Pharmacy Stressors



8

Yerkes-Dodson Human Performance Curve



Citation: Yerkes-Dodson Law, 1908

10

Conflict Management Styles



1. Accommodating
2. Competing
3. Avoiding
4. Compromising
5. Collaborating

Benefits of Moderate Levels of Conflict



- Increases the motivation and energy available to do tasks
- Enhances innovative thinking
- Increases understanding of each person's own position
- Increases greater self-awareness

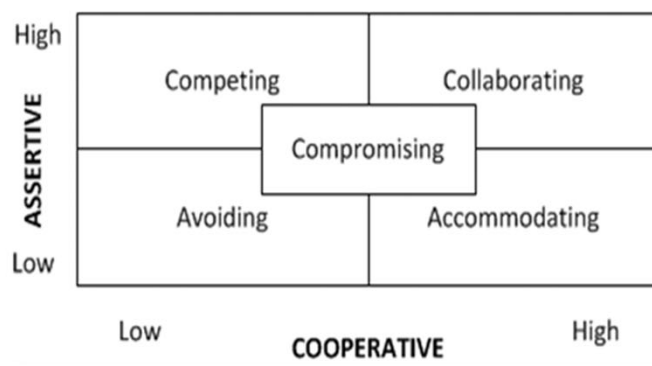
Consider Conflict Variables

- Each party's beliefs about the possibility of arriving at an agreement.
- The objective possibility of finding a win-win solution.
- The relative consequences for each party if either or both cannot find a satisfactory solution.



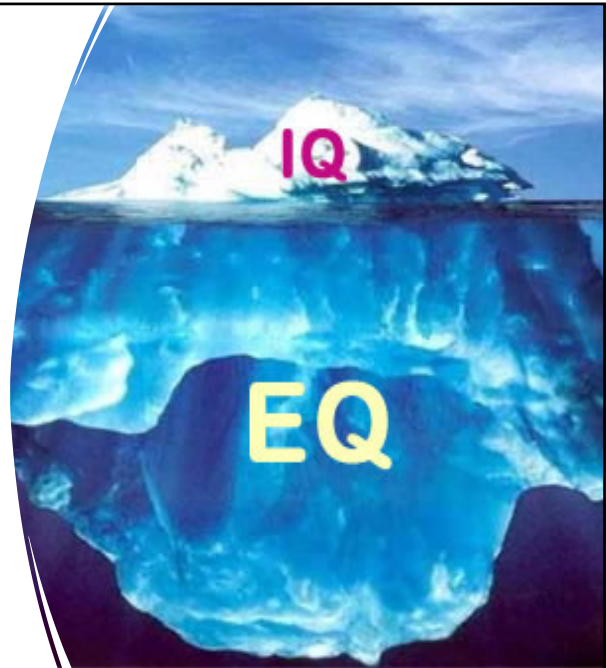
Thomas-Kilmann Conflict Mode Instrument

The Thomas Kilmann Conflict Mode Instrument is a model for handling conflict:



Emotional Intelligence

"The ability to monitor one's own and others' feelings and emotions, to discriminate among them and to use this information to guide one's thinking and actions."



Emotional Intelligence Domains

	Self	Social
Recognition	Self Awareness <u>Self-Confidence</u> Emotional Self Awareness Accurate Self Assessment	Social Awareness <u>Empathy</u> Organisational Awareness Understanding the environment
Regulation	Self Management <u>Self-Control</u> Trustworthiness Conscientiousness Adaptability Drive and motivation Initiative	Social Skills <u>Influence</u> Inspirational Leadership Developing others Influence Building bonds Team Work and Collaboration

Self-Awareness



Self-Management





Social Awareness



19

Relationship Management



20



21



EQ-Driven Communication

1. Active Listening
2. Powerful Questions
3. Assertive Communication Technique

22

Active Listening – Formal Training

<u>Skill</u>	<u>Use</u>	<u>Training</u>
Writing	9%	8-12 years +
Reading	16%	6-8 years +
Speaking	35%	1-2 years +
Listening	40%	0-1/2 years +

Active Listening Practice Steps



1. Take three deep breaths
2. Go into the conversation with a beginner's mindset
3. Empty your mind - be completely available
4. Notice what they say
5. Notice how they say it
6. Notice what they didn't say

Impact of Powerful Questions!



Assertive Communication Technique

- **Observation:** Without judgment
- **Feelings:** Separate from thoughts (you own your feelings; thoughts can be argued)
- **Needs/Wants:** What's not yet being met
- **Request:** Ask, with clarity, for what you want/need

Emotional Literacy



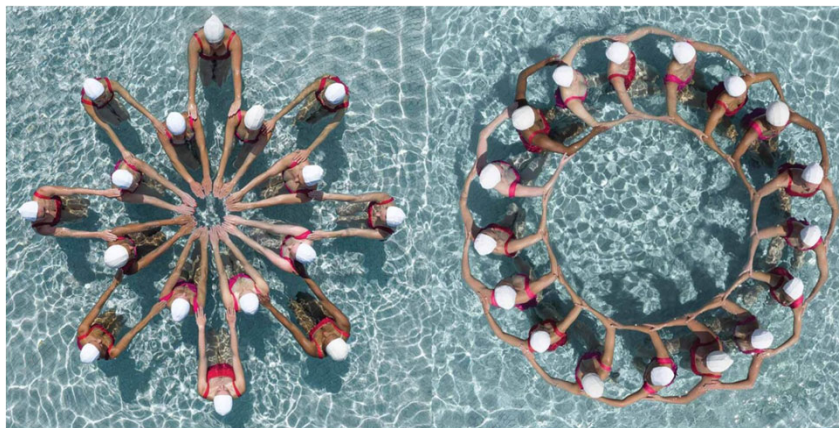
Putting it All Together – Course Correction

- When I see/hear (Observation)_____
- I feel (Feeling)_____
- Because I need/want (Unmet Need)_____
- I would like you to (Request)_____Or,
- Would you be willing to (Request)_____?

Putting it All Together – Positive Acknowledgement

- When I see/hear (Observation)_____
- I feel (Feeling)_____
- Because I (Tie to Values, if Possible)_____
- Thank you!

“How-To” Tactics to Build EQ



How to Develop Self-Awareness



Goal:

Recognize your emotional patterns, triggers, and their impact on others

Tactics:

- Name it to Tame It
- Daily Check-In
- Journaling
- 360-Degree Feedback

How to Develop Self-Management



Goal:

Stay composed and positive, especially under stress.

Tactics:

- Power of the Pause
- Reframe Stress
- Mental Rehearsal
- Breath Work or Body Scan

How to Develop Social Awareness

Goal:

Accurately perceive others' emotions and perspectives.

Tactics:

- ✓ Observe Before You Speak
- ✓ Empathy Stretching
- ✓ Curiosity Questions
- ✓ Mirror and Match



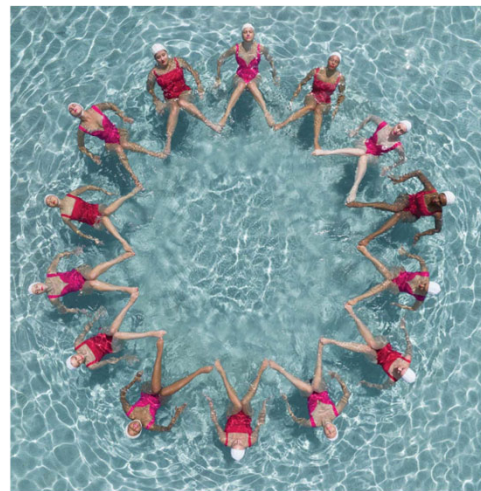
How to Develop Relationship Management

Goal:

Communicate effectively, manage conflict, and inspire others.

Tactics:

- ❖ Feedback with Care
- ❖ Repair, Don't Retreat
- ❖ Conflict as Collaboration
- ❖ Practice Micro-Encouragements



Bonus: Build an EQ Reflection Habit

1. When did I show high EQ this week?
2. When did I miss the mark?
3. What triggered me? And why?
4. What can I do differently next time?



Move into Action Every Day!

1. Which EQ domain do you want to strengthen most?
2. What is one EQ tactic you will put into practice immediately?

The EQ Advantage...it's not a "soft skill" — it's a success multiplier in pharmacy practice!



39

Contact Information

Kelley Babcock

Co-Founder, Leadership Growth Formula

Kelley@leadershipgrowthformula.com



41