**RESTART: Resilience and Training for SMEs**

**Case study template**

**(Project Result 3 - Task 3.1. & Task 3.2)**

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| **Author of the case study:** | *IDP* |
| **Name of the module to which the case study is assigned:**  |  *Emotional intelligence and well-being in the business context* |
| **Title of the case study:** | *How Emotional Intelligence Boosted Business for Italian SME, Il Ciliegio* |
| **Description of the case study:** |  *Il Ciliegio, an Italian SME, was facing a major challenge in their commercial department. The sales team was struggling to meet their targets, and one of the key sales representatives was not recognizing the leadership of the sales manager. The situation escalated into frequent conflicts, causing tension not only within the team but also in front of clients. The traditional approach taken by the company's management did not solve the problem, and the situation remained unchanged for months.**A Strategic Consultant and Leadership Trainer was hired to implement emotional intelligence (EI) training for the company's management and employees. The approach included developing skills such as empathic listening, self-awareness, autonomy through coaching, team coaching for conflict resolution, and team building for strengthening teamwork. The results were impressive, and the company saw significant improvement in the sales team's performance, as well as a reduction in conflicts and tension.**By utilizing EI principles in their people management strategy, Il Ciliegio was able to overcome the challenges and improve the overall business performance. The company's management learned to understand and respond to their employees' emotional needs, resulting in a more motivated and productive workforce. This approach is a clear example of how the application of EI in business management can benefit SMEs and contribute to their success.* |
| **Link for further information:** | *https://www.leadershipmanagementmagazine.com/articoli/intelligenza-emotiva-nelle-pmi-esempi-pratici-per-un-people-management-emotivamente-intelligente/* |
| **Target group of the case study:** |  [x] Micro, Small & Medium Enterprises (MSMEs)[x] Employees of MSMEs [x] The EU VET ecosystem[x] Business support organizations |
| **ESCO competencies and skills**  |
| * Transversal skills and competences
* Social and emotional skills
* Critical thinking
* Analytical thinking
* Problem-solving
* Self-management
* Business management
* Adaptability
* Resilience
* Creativity
* Networking
* Initiative
* Flexibility
* Openness
* Understanding complexity
* Cooperation
* Empathy
* Innovation
* Leadership

  * Skills
* Technological skills
* Product marketing
* Digital marketing
* Digital skills
* Communication
* Cooperation
* Emotional intelligence

  * Knowledge
* Business management
* Online learning and training
* Advertising
* Cloud computing
* Big data
* E-commerce
* Artificial intelligence
* IoT
* Digital literacy
* Cybersecurity
* Data mining and analysis
* Sustainability
* Well-being
* Climate change
* Social media management

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