



Emotional Response-Ability®

Turn Stress into Creativity. Conflict into Collaboration. Victimhood into Ownership.

What is it?

Emotional Response-Ability is a new competency that helps leaders decode emotions into needs, and use this information to elevate their performance—and that of their teams.

Emotional Response-Ability is built on a revolutionary understanding of the specific subconscious needs that drive workplace performance. This understanding empowers leaders to turn **stress into creativity, conflict into collaboration, and victimhood into ownership**—enhancing their effectiveness in complex, high-stakes environments.

How does it work?

Emotional Response-Ability changes the way leaders

- ... **listen:** “When I’m in meetings, I now listen for people’s needs instead of their judgments, and the meeting goes a lot smoother.”
- ... **empathize:** “When people are upset, I used to sympathize with their situation. Now, I help them connect to their needs.”
- ... **resolve conflict:** “Our conflicts used to be never-ending. Now, we just put our needs on the table and find a solution that works for everyone.”
- ... **solve problems:** “It’s an inherently creative approach to solving problems.”
- ... **make decisions:** “My bold decisions have gotten me recognized by senior management!”
- ... **exercise authority:** “I’ve gotten so much better at holding people accountable.”
- ... **create safety:** “We are less avoidant as a culture and more willing to engage on topics that would historically incite blame.”
- ... **learn:** “Our leaders are making better use of the skills they have, and learning new ones faster!”

Who’s using it?

ERA benefits leaders at every level.

- **Senior leaders** are using it to sharpen their ability to assess risk and craft strategy.
- **Middle managers** are using it to excel at aligning culture with strategy.
- **New supervisors** are using it to boost productivity and innovation.

To Learn More

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