

# Being Emotional is great for business!

 By [Cindy Diamond](#)

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When last did you hear your colleague, business partner or boss receiving praise for being emotional? I'm pretty sure most would either reply, "Never" or "Seldom", and yet human beings, at their core, are naturally emotive creatures.



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Over the past few years the obsession to analyse and gain insight into consumer behaviour has perched the “F” word firmly on the lips of Marketers. The notion that a “F”eeling can dictate buying behaviour and that cognitive thought-based processes play less of a role, has seen businesses ploughing billions into consumer research and insights. And all for one reason, to uncover the secret sauce that triggers emotion and makes consumers respond in a particular way.

Today, in order to understand external motivators, marketing to consumers requires a healthy dose of Emotion. Getting into the hearts and minds of the customer is what every brand is obsessed about, and how better to do this than turning our attention inwards, to our very own emotional prompts.

As consumers ourselves, we are well versed to make sound assumptions about the psychology that surrounds the cause-effect behaviours of consumers. We should not minimise the importance of tapping into our own life experiences to help solve pivotal pain points for business. Research and data-based science is there to validate or correct our assumptions and point us in the right direction.

In short, I hope that the “F” word continues to root itself in the ‘real conversations’ required to bring about successful and sustainable business solutions... and when next you told to “take the emotion out of it” remind your colleagues, business partners and bosses o”F” this.

## ABOUT CINDY DIAMOND

With almost 20 years of experience in media, Mediamark Group Sales Director Cindy Diamond leads top sales teams tasked to craft multichannel advertising solutions for brands. Cindy is one of the founders of Mediamark and has been instrumental in its transformation from a radio sales house to a media results company drawing on the benefits of radio, digital, tv, content and events, including activations.

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