

THE HIDDEN EQ GAP IN FAST-GROWING COMPANIES

The Emotional Context Protocol (ECP)



WHAT CREATES THE EQ GAP?

- Founders think in leaps.
- Teams think in steps.
- Founders act on intuition.
- Teams wait for context.
- Founders feel urgency internally.
- Teams experience it externally.

*Your speed is not the problem.
Your missing emotional context is.*



HOW THE EQ GAP SHOWS UP?

- Your team asks for too much clarification.
- Decisions move slower than your expectations.
- People misread your intensity as pressure.
- Brainstorms become “orders” without you realizing.
- Leaders wait for your approval before taking risks.

*They are not resisting you.
They are trying to decode you.*



WHAT HAPPENS WHEN YOU CLOSE THE GAP?

Your team moves at your speed. *Decisions become clearer and faster.* *Decisions become clearer and faster.* *People take ownership instead of waiting.* *Execution finally matches your vision.*

When you share the logic behind the leap, your team can finally leap with you.

