

How Emotional Intelligence Makes a Difference for a Public Relations Officer in Building the Reputation of an Economic Institution: A Case Study of Sonelgaz

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Summary :

The role of the emotional intelligence of the public relations in improving the image of the economic establishment is one of the decisive factors in the success of institutions in the modern competitive environment. Emotional intelligence, which includes the ability to identify and manage subjective feelings, understand and deal with others' feelings and deal with them effectively, plays a pivotal role in promoting the performance of a public relations official. By owning these skills, the public relations can build strong and solid relationships with the internal and external audience (customers, partners, public public), which reflects positively on the image of the institution.

First, emotional intelligence helps improve effective communication, as a public relations official can deal intelligently with the emotional reactions of the public, which enhances mutual understanding and reduces misunderstanding. Second, in cases of crisis, a highly emotional, intelligent public relations can manage the situation wisely, reduce the negative impact on the reputation of the institution, and may even turn the crisis into an opportunity to enhance confidence.

Moreover, emotional intelligence contributes to building confidence and loyalty between the institution and its audience, as the public feels understanding and sympathy, which enhances their emotional association with the institution. This emotional link is ultimately translated into brand loyalty and an increase in sales or services provided.

Finally, in light of the economic challenges and intense competition, successful institutions depend on public relations cadres with high emotional intelligence to achieve excellence and build a positive image that supports their strategic goals. Consequently, investing in developing emotional intelligence for the public relations team is an investment in the future of the institution and its reputation

Keywords: Emotional intelligence ; Public Relations; Foundation image ; Economic Corporation ; Improving reputation ; Crisis Management .

The problem:

Mental images are one of the most important factors that affect the success and continuity of the economic establishment in the market, as they play a crucial role in influencing consumer behavior, investment decisions and creating opportunities for cooperation with it, It is a group of knowledge, ideas and beliefs that consumers make as a result of their awareness of something or a specific event related to the institution, which are affected by the previous direct and indirect experiences that they lived, may be rational.

To build a good image, the economic establishment follows many of the communication steps and strategies to which this goal is achieved, foremost of which is the public relations, which is a link between the institution and its internal and external audiences. According to Paul Jarrett, it is not a defensive means to make the institution appear in a mental image contrary to its true image, but rather it is the continuous efforts of the administration to gain the confidence of the public through the works that are respected.

Where public relations are a vital tool for companies and establishments to build a good mental image and make communication with their audiences by understanding the needs of stakeholders that enables him to design a good connection to meet the needs of each party, as it works to build a strong relationship with customers by showing interest in their needs and providing solutions to their problems ; And this requires finding human competencies that carry out a set of tasks that achieve this desired goal called a public relations man, where it is required to have technical skills to provide a good image of the institution. Among these skills we find emotional intelligence as a basic skill that enables him to build confidence with various stakeholders and build positive relations and enhance

loyalty to customers and society, through his self-awareness and skill in communication and resolving conflicts, and through this skill can be for the existing With public relations, enhancing the Foundation's image and achieving its goals better.

The Sonelgaz Foundation is one of the most prominent economic institutions in the electricity and gas sector in the world, as it has many transactions with many parties and is located in many crises, challenges and problems that affects its reputation in some cases, which requires it to enhance its image among the public and gain their confidence through the use of effective mental queens such as emotional intelligence, leadership personality, Interaction and other creative technologies, and accordingly, based on the great importance of the public relations man through the roles entrusted to him within the institution, it comes to minds of the main question, the following: **What is the role of emotional intelligence for the public relations man in improving the mental image of the Sonelgaz Foundation?**

Sub -questions:

- 1-Does self-awareness affect the public relations man in improving the mental image of the Sonelgas Foundation?
- 2- What is the impact of the social skills of a public relations man on improving the mental image of the Sonelgas Burj Bou Arreridj?
- 3- What is the effect of self-control among the public relations man on improving the mental image of the Sonelgas Burj Bou Arreerj?

Study curriculum:

'Rashid Zeroti' defines the curriculum as a set of operations and steps followed by the researcher in order to achieve his research.¹

Since our study aims to know the role of emotional intelligence among the public relations man in improving the mental image of the Sonelgaz Foundation, we relied on the survey (field research) that falls within the descriptive approaches.

¹ Khoja Bassem, the most important curricula and samples of scientific research tools in the field of science and sports activity techniques, in Rawafid Journal of Studies and Research in Sports Science, Volume 02, No. 01, 2022, Muhammad Boudiaf University, Al -Messila, Algeria, p. 16

The survey is defined as a method of analysis based on adequate and accurate information on a specific phenomenon or subject through known period or periods of time in order to obtain scientific results that have been interpreted in an objective way and in line with the scientific data of the phenomenon, While others see that the survey approach is a way to describe the topic to be studied through a correct scientific methodology and photographing the results that are reached on expressive digital forms of their interpretation.²

Research community and The sample:

According to the 'Qurayons', the research community is an ended or infinite group of pre -defined elements on which notes are based, and it is a group of elements that have a feature or several common characteristics that distinguish it from other other elements that are being searched.³

- The research community in our study is the Sonelgas Foundation and its communication.

- The sample, according to Maurice Ingress, is a sub -group of the research community elements, as it is that part of the society that is chosen according to scientific rules and methods so that the community represents a correct representation.⁴

Given the nature of our studied topic, the best sample can be applied is the intentional sample It is chosen on the basis of previous experience. The researcher may notice from previous studies that a group of vocabulary is the characteristics of which makes their results close to the results of society as a whole. The sample is in our study in the connection to the Sonelgas Foundation 'Lunakal Nariman'.

Because he is the only person authorized to provide information on the subject under study.

Data collection tools:

- Any scientific research needs data collection tools that are an essential step and it is impossible to dispense with its great importance and control the nature of the information that the researcher wants to collect in the form of the tools that he depends on.

² Muhammad Obaidat and others, The methodology of scientific research, rules, stages and applications, 2nd edition, Wael Publishing House, Jordan, 1999, p. 46.

³ Issa Yongi, the sample and the foundations of inspection in social research, in the Journal of Al -Rawaq for Social and Humanitarian Studies, Volume 07, No. 02, year 2021, Al -Ashour University, Djelfa, Algeria, p. 530

⁴ Mohamed Dar, the most important curricula, samples and tools of scientific research, in the Journal of Al -Hikma for Educational and Psychological Studies, No. 09, 2017, Ammar Thaliji University, Laghouat, Algeria, p. 313

In this study, we have relied on the interview tool with the aim of collecting the necessary information, which is defined as a dialogue or conversation that is usually between the researcher on the one hand and one or other people on the other hand in order to reach information that reflects specific facts or situations that the researcher needs to reach and obtain.⁵

The interview was with Mrs. Lunakal Nariman in charge of communication, which we divided into three axes, as follows:

The first axis: The self -awareness of the public relations man in improving the mental image of the Sonelgas Foundation.

The second axis: the social skills of the public relations man in improving the mental image of the Sonelgas Foundation.

The third axis: the self -control of the public relations man in improving the mental image of the Sonelgas Foundation.

Introducing the receiving institution:

The Distribution Directorate of the Sonelgas Foundation Burj Bou Arreridj is a district of 19 directorates for distribution by the Sonelgaz Foundation, the East Distribution represented by the director of distribution at the state level performs his duties according to a mandate in the name and for the benefit of Sadeg/RDE.

Which emerged after the restructuring of the Algerian Electricity and Gas Company, Sonelgaz, under Law 02 01 issued dated 2002 05 related to electricity and gas distribution by channels.

Foundation's tasks:

- Ensuring the representation of the Sonelgas Mother's company at the local level
- Security and safety of people and property associated with distribution activities
- Preparing, experimenting, developing the building, maintenance and exploitation of the facility
- Preparing work programs related to its tasks and ensuring work control.

⁵ Khoja Bassem, previous reference, p. 25

Media and Communication Cell:

It consists of:

A public relations man in charge of media and communication, Mrs. Nariman Lunakal.

View and analysis of the results of the study:

The first axis: self -awareness of the public relations man in improving the mental image of the Sonelgas Foundation.

First- It appears to us by answering the person in charge of communication Nariman Lunakal When the question is asked, is the programs and strategies for a public relations man a role in increasing the interaction of the Sonelgas Foundation fans The answer is that the public relations man has always been seeking to provide a positive image of the directorate as well as contribute to achieving the ruler goals. To achieve this, the public relations man puts plans and communication programs in accordance with the directorate's strategies. These communication programs have a major role in influencing customers, as we mention for example the scheme of collecting debts suspended by various customers who are late to pay their bills without resorting to cutting supplies with electricity and gas Here, the public relations man sets a media and communicative program to plan and draw the goals that are ruled by it to persuade these customers and make them interact with this media campaign by approaching the relevant interests to settle their financial status and respect the deadlines specified to pay the bill. The tasks of the public relations man are carried out through a built plan according to the directorate's strategy to achieve a specific impact according to a selected and seized style.

Through his answer, it is clear to us that the public relations man always seeks to improve the image of the Sonelgaz Foundation for customers in particular, and the public in general, and this is through a tight program for the supervision and planning committees of the Directorate.

This can be explained by the perspective that the public relations man uses the various programmed and programmed programs and programs, as the public relations man seeks to take the necessary measures and plans with each issue raised within the "Sonelgaz 'Foundation" Likewise, as much as possible, to preserve the image of the institution in order not to shake between the various groups of society.

This result is what Samia Awaj emphasizes in her study of emotional intelligence based on public relations, as a public relations specialist is known as the person appointed by the institution and his job is to prepare and implement public relations plans and programs. Following its results and submitting suggestions for senior management and working within the framework of the goals determined by the Foundation in cooperation with the Public Relations Service in addition to that its presence must be permanently in the institution.

Second-When the question is asked, is the cognitive and scientific gains of the public relations man an effect on the mental image of the Sonelgaz Foundation was the answer to the person in charge of the call as follows:

One of the main tasks of a public relations man is to provide a positive image of customers while preserving them, and this is done through: organizing press conferences, editing media data, preparing radio classes, preparing TV robots. Conducting media interviews and interventions, preparing awareness and awareness-raising media campaigns, using the right to respond and clarifications in the case of a press article or radio or television information. It affects the image of the directorate, all of which are operations on which a public relations man depends and is based on scientific gains and knowledge that must be demonstrated in order to influence and communicate efficiently with the clients of the institution and draw a positive mental image.

Through the answer to the communication, we conclude that the public relations man lies his job duties in preserving the positive mental image of the institution and critics on a periodic basis in the field of media and multiple communication.

This can be explained as the image of the Sonelgaz Foundation, which is abundantly exposed to a group of vibrations that affected its image within the audience, as it is clear through the answer to the person in contact with the question about the role of cognitive and scientific gains and its impact on the image of the institution. We find that the multiplicity of persuasion tools for the public from scientific seminars, press conferences, awareness and awareness campaigns ... etc. are nothing but evidence that the Sonelgas Foundation always seeks to improve its image that is being shaken in abundance due to factors that are sometimes from the internal and external environment.

This is confirmed by Ali Ferjani in his book *Public Relations and Communication Strategies* that one of the most prominent functions of public relations is It is to participate in his book press news and prepare for it to participate in implementing and organizing meetings and seminars to prepare media

materials for various occasions. Talk to editors and journalists often follow up on what is published in the media.⁶

Third-When the question is asked, is the job experience of a public relations man has an impact on the mental image of the Sonelgaz Foundation.

The public relations man acquires during his daily practice of his tasks experiences that enables him to benefit and employ them for the benefit of the institution, the most important of which is the ability to communicate good and effective and deal with all segments of society without exception, as well as the ability to create successful relations with civil society and the press is effectively managing crises.

Likewise, new and innovative ideas all these acquired experiences would affect and contribute to organizing and forming a positive mental image among the clients of the Directorate.

Through the answer, it becomes clear to us that the experiences acquired by the public relations man plays a crucial role in shaping a positive mental image of the Sonelgaz Foundation through effective communication dealing with society, building good relations. The public relations man can transfer the image of an effective, transparent and innovative institution. This leads to enhancing confidence and satisfaction with customers and the public in general.

This can be explained that the functional experiences of a public relations man are a powerful tool for forming and improving the mental image of the Sonelgaz Foundation, every skill and experience that it acquires contributes to presenting the institution positively in front of the public, which improves its reputation and increasing customer loyalty.

This is confirmed by Samia Awaj in her study of the emotional intelligence of the public relations man in the Algerian institution that the communication skill enables the public relations to be positive in the positive influence in others through his relationship with the press and the media and try to draw a positive mental image of the institution and also helps him to manage crises effectively.⁷

⁶ Ali Ferjani: Public Relations and Communication Strategies, Amjad Publishing and Distribution, 1st edition, Amman, 2018, p. 35

⁷ Samia Awaj, the emotional intelligence of the public relations in the Algerian Foundation, a field study for the public relations in the municipal institutions of Setif in the magazine: Horizons of Science, Eighth Issue, Part 2, June 2017, University of Djelfa, Algeria , p. 201.

Fourth-When the question is asked, is the personality of the public relations man an effect on the mental image of the Sonelgaz Foundation.

The personality of the man of public relationship is based on a number of characteristics that he has, and therefore all are reflected in the role he plays. Among these characteristics is the characteristic of innovation imagination and intelligence, this is what makes him always seek to search for new methods and methods in order to bring closer to the clients of the directorate and satisfy them in terms of treatment and services provided and leave a good impression of them and thus give a positive image to the directorate.

By answering, we conclude that the personality of the public relations man that includes qualities such as innovation of imagination and intelligence in improving services plays an important role in building a positive mental image of the Sonelgaz Foundation in front of customers.

This can be explained that the characteristic of innovation and imagination is an essential part of the personality of the public relations man, as he always seeks to use new methods and ways to communicate with customers directly and get closer to customers through good treatment and provide excellent services, which contributes to satisfying customers and achieving a positive experience for them in addition to this innovative method of a positive mental image of the Sonelgaz Foundation between customers and the public in general.

This is confirmed by Dr. Samia Awaj in her studies under the title of emotional intelligence of the public relations in the Algerian institution, where she stated that one of the most important features and specifications that should be available in public relations in order to be able to perform his duties is to mention the character of imagination and intelligence, as it is considered one of the most important features required in practicing public relations.⁸

This is what we notice in the contact of the Sonelgaz Foundation, where the study was conducted.

The second axis: the social skills of the public relations man in improving the mental image of the Sonelgas Foundation

First- When the question is asked, is the public relations man open and integrated within the technical and practical circles of the Sonelgaz Foundation? The answer to the person in charge of

⁸ Samia Awaj, previous reference, p. 198.

communication was as follows: It is also one of the characteristics that the public relations man must have is the ability to work within a team and it is part of the ability to communicate good and effective, and accordingly, he is required to achieve good communication, both at the internal level of the directorate with his integration in the midst of his work or at the external level with customers and the basis for the success of external communication begins with the success of internal communication.

Through the answer, we conclude the importance of working within a team in the role of public relations, as if the public relations man is able to work effectively within a team, then he has the ability to communicate effectively with members of the whole team as well as external parties, and to achieve this, it requires that he enjoy effective communication skills and the ability to build strong relationships internally and externally, and therefore the success of external communication begins with the success of internal communication.

This can be explained that there are characteristics that a public relations man must have in order to build good relations and achieve effective communication within the institution, which leads to the creation of strong relationships with customers and partners outside the institution and this reflects a positive image of the institution and enhances it.

In his study, Muhammad Al -Akati recalls the ability of a public relations man to interact between personal characteristics and knowledge experiences. He has many communication skills such as the skill of speech, skill of listening, and the ability to effectively communicate with the diverse audience, simplifying topics and communicating them clearly.

The communication must actively manage programs, persuade them to manage them, and the ability to understand the progress of work, good planning, and mastery of negotiating methods and work as part of the team.⁹

Second-When the question is asked, how can the application skills and rhetoric for a public relations man influence the public?

The answer to the person in charge of the communication was as follows that the skill of application and rhetoric is very important for a public relations man, through which the target group of customers

⁹ Muhammad Hajjaj Al -Ateati, Professional skills for public relations practitioners in Kuwaiti ministries, a thesis for a master's degree, under the supervision of Dr. Tahsin Al -Mansour, Faculty of Information, Middle East University, 2021, pp. 38-37.

and also persuading what the directorate seeks to do through his ability to choose the appropriate method of the topic, for example during awareness and awareness campaigns about the risks of using natural gas. The public relations man always seeks to educate citizens and persuade them to follow care and slope to use this material and he chooses for example a method of Intimidation of his speech by mentioning the incidents that occurred as a result of the absence of safety conditions, negative results and deaths that were registered, but in the case of providing a new service similar to the electronic payment service, he tries, through his speech, to tempt customers with the positives of the service, so the introduction and rhetoric skills are very necessary for the public relations man to influence the consumer public.

By answering, we conclude that the application skills and rhetoric are important in the field of public relations. Public relations man is the primary responsible for communicating with the target audience, as he uses these basic skills for his grandparent and persuading him of certain services.

His success depends on his ability to choose the method that is appropriate for the subject, as it is clear in the examples mentioned, for example, the method of intimidation can be used in awareness bras.

This can be explained that the importance of the introduction and rhetoric skills in helping the public relations man in achieving the desired results by influencing the public, whether by raising awareness about specific issues or by enhancing the response to certain services, which increases its role and position within the institution.

In this context, Abd al -Rahman Ibrahim al -Shaer mentioned the skills of presentation and the presentation that it is one of the reinforcements of the effect of the verbal message, the skills of its presentation and its delivery.¹⁰

Third- How do adaptation skills among a public relations man with the internal and external environment changes of the Sonelgaz Foundation?

The answer was as follows: The public relations man must adapt to all conditions, whether external or internal, through scientific gains from communication skills, as well as the acquired experiences that contribute to adapting and adapting to all variables.

¹⁰ Sami Hassan, Public Relations: Principles and Applications, Dar Al -Rafidain Publishing, Syria, p. 120.

Through the answer, we conclude the necessity of adapting the public relations man to all the surrounding circumstances, whether they are inside or outside the institution and that adaptation requires a set of scientific gains that the public man must have a strong communication skills. These skills include the ability to communicate effectively with a varied audience by writing letters or interacting with the media or others.

Also, his possession of practical experiences is very important because of these experiences that enable him to accurately understand the methods of work within the institution and in the market in which it interacts, and these experiences include surrounding internal policies as well as a deep understanding of the opportunities and challenges facing the institution.

This can be explained by the importance of the integration of practical skills and theoretical knowledge of the communication in the institution and how this integration contributes to making it adapt to the surrounding conditions, whether inside or outside the institution, which helps him to achieve success in strengthening the Foundation's image and achieving its goals in a changing environment.

In this context, Dr. Sami Ahmed Hassan is known in his book *Adaptation* as the ability to change behaviors, attitudes and attitudes responses to changes in the environment.

In the context of the public relations man, adaptation skills are necessary for his success, as the environment in which he works is characterized by permanent change.

He also mentioned the importance of adapting to a public relations man, which was building good relations, communicating effectively and preserving a positive image of the institution.¹¹

The third axis: Self -control methods of resolving crises among the public relations man in improving the mental image of the Sonelgas Foundation

First- When the question is asked, how does the powers granted to a public relations man affect the image of the Sonelgas Foundation?

¹¹ Muhammad Hajjaj Al -Alaati, previous reference, page 28.

The answer to the person in charge of the call was as follows: The powers granted to a public relations man in the Distribution Directorate Bordj Bou Arreridj are always linked to the powers of the manager.

We conclude by answering that there is a direct relationship between the public relations man and the institution's manager, which means that the public relations man does not have complete freedom to make decisions regarding the plans, but rather needs the approval of the manager before implementation.

This can be explained that it reflects cooperation and coordination between the public relations man and the director within the institution to ensure a delivery and building a good fatty image of the institution for the internal and external public.

In this context, Muhammad Hajjaj Al -Ateati indicates that the public relations profession seeks in essence to create a good mental image in the hearts of members of society, the satisfaction of workers in this profession and their behavior in society has a strong influence on the establishment of the positive image in the minds of the masses.

The process of building the mental image depends on the understanding of the public relations practitioner of its professional role and its proper practice of communication activities and good planning for programs, as well as understanding the senior management of the role of the profession, providing an opportunity for public relations an opportunity to assist the administration in making the right decisions.¹²

Second- When the question is asked, is the rational behavior of a public relations man enough to achieve harmony within the Sonelgas Foundation?

The answer to the communication was as follows: The public relations man must have several characteristics in addition to rational behavior, such as the ability to effectively communicate, the spirit of belonging and the ability to control reactions are all characteristics that contribute to adaptation and integration with the internal and external environment.

Through the answer, we conclude the importance of the multiplicity of the characteristics of a public relations man, as he does not need rational behavior only, but must have a spirit of belonging to the

¹² Muhammad Hajjaj Al -Ateati, previous reference, p. 17.

institution in which he works and dedication to enhancing its reputation and achieving its goals and must have the ability to deal with various reactions and provide the appropriate response to maintain the reputation of the institution and the ability to communicate effectively with various stakeholders, whether within the institution or customers outside the institution.

This can be explained that the attributes contribute to enabling the public relations man to achieve harmony and adaptation within the institution and integrate effectively into the internal ocean, which helps in functional performance.

Jackson indicates that the former head of the American Public Relations Association is that the public relations practitioner needs to be a researcher, a plan, a strategy, a consultant, a communication, a creator and a creator who is able to solve work problems, so that he can perform his profession tasks in a proper way and achieve his goal, as his success depends on the extent of the communication capabilities and intellectual levels.¹³

Third-When the question is asked, is the idea of dividing tasks among a public relations man priority in the institution?

The answer by the person in charge of the communication was as follows: At the level of the Distribution Directorate, Burj Bou Arreridj, a public relations man or the media and communication official, is the one who draws and embodies media plans, as he is independent of the rest of the interests.

Through the answer, we conclude that the media and communication official at the level of the Distribution Directorate Bordj Bou Arreridj is responsible for developing and implementing media plans independently from the rest of the other departments in the directorate.

This can be explained that the public relations man holds the responsibility for developing media action plans and implementing them freely without interfering in his decisions by other parties and this independence allows him to develop and create plans and strategies that are appropriate to the institution's goals, as well as meeting the demands of the target public.

According to Ismail Mohamed Amer in his article on the duties and role of the public relations official, the communication is creating relations between the employees of the institution's

¹³ Muhammad Hajjaj Al -Ateati, previous reference, p. 32.

departments and his duties: setting strategies for the goals of the institution, introducing the institution to the public and other institutions, participating in conferences and activities as well as following up the departments employees and distributing tasks on them in addition to assessing the results of the plans and activities of the institution.¹⁴

Fourth- When the question is asked, how can time be managed by a public relations man within the Sonelgaz Foundation?

The answer by the person in charge of the call was as follows: Time management with a man of relationships is by setting plans and controlling their application, as good planning allows time management.

By answering, we conclude that the time management of the Sonelgaz's relations man requires the development of a court plans for daily, weekly and even monthly activities. He must define his priority, which helps him to allocate time, effort and flexibility in dealing with emergency tasks in dealing with emergency tasks.

This can be explained that time management means organizing tasks and activities well to achieve ruler goals. Where the public relations man in Sonelgaz determines what to do and when the required time is required, taking into account setting priorities and focusing on the most important tasks and using planning technology and dealing with flexibility with urgent tasks.

According to what Fatimah Zaza and Zulekha knew in their studies time management as the art and science of good use of time and its investment effectively, and the process of quantity and quality in that one, as it is based on planning and organization and it is a process directed to the future by predicting and standing on its exercise and its attractions of the goal and that the process of planning in time management is almost complete control over everything and therefore it is an ongoing process that requires the availability of desire In development, improvement and planning with the aim of maximizing the time available to reach the specified goals¹⁵

Study results:

¹⁴ Ismail Muhammad Amer, Public Relations and Digital Development, Electronic Reference for Informatics, 2023: <http://almerja.com/more.php?idm=201435>

¹⁵ Fatima Zaza and Zulekha Daktnit, the role of time management in improving the performance of workers, in the Algerian Journal of Economic Order, No. 06, 2017, Batna University 01, Algeria, 62.

The problem of research has been centered on a major question that the emotional intelligence of the public relations man in improving the mental image of the Sonelgas Foundation?

The organization's communication cell consists of one individual, who exists in all internal and external activities, whether it is in the communication or media aspect of the institution.

The communication is manifested by the spirit of belonging as an emotional attribute that helps him greatly in preserving the image of the institution and making the customer interact with it.

- The public relations man sets off commun.
- The public relations man adapts to all conditions inside and outside the institution through scientific gains gained.
- The Foundation seeks to build good relationships with the parties that can be used to download and give a positive mental image to the institution.
- The Foundation conducts awareness and awareness campaigns and provides service offers to attract the target audience and persuade him of what it seeks.
- The public relations man seeks to innovate and search for new ways and methods in order to get closer to customers and satisfy them and leave a good impression of them.

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