



*This tool, above all others, stands-out as the single most valuable instrument to the leaders and leadership teams I serve.*

*The EQ In Action Profile offers leaders a laser-like focus on how to take their leadership to the next level of excellence.*

*Gene Mendoza  
Senior Consultant  
US Cellular*

# EMOTIONAL INTELLIGENCE & YOU

## What Is Emotional Intelligence?

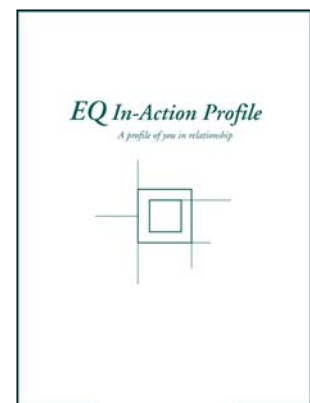
Emotional Intelligence is the title given to a group of emotional capacities that make human relationships work effectively.

These three foundational abilities are: the ability to be aware of one's own experience, to be aware of others experience, and the ability to effectively manage oneself and one's emotional in relationships.

Having the ability to work with others in a highly effective manner results in individual, team, and organizational success.

Emotional Intelligence makes or breaks a team's performance and a leader's ability to effectively lead others during challenging times.

**Effective leadership is all about Emotional Intelligence.**



## Emotional Intelligence and Performance: Why it matters?

### Research Findings:

- **Emotional competencies are twice as important** in contributing to excellence as pure intellect and experience
- **73% of abilities** reported to be key to superior performance were emotional competencies
- “On average, close to **90% of leadership success** was attributable to Emotional Intelligence”
- “At the highest levels in leadership positions, **emotional competence accounts for virtually the entire advantage.**”

*Daniel Goleman, Working with Emotional Intelligence*



### EQ Profile Measures

- Access to range of feelings
- Positive/Negative orientation
- Self-Other Orientation
- Balanced Reliance on each dimension of experience
- Empathy Accuracy
- Empathy Compassion

## The EQ In Action Profile

- Take it online in English or Spanish
- The highly customized colorful report averages 20 pages in length
- It comes with an EQ Fitness Handbook with 300 practices for building each dimension of Emotional Intelligence
- It provides easy to understand information that helps interpret the tool and gives extensive ideas for development
- It was developed in a multi-year, rigorous process with multiple statistical measures of reliability and validity available

## Why Choose the EQ In Action Profile—What's the Unique Difference

1.: It measures one's internal experience while watching 8 short video vignettes where one is being directly challenged by another person :

*A. Why? Emotional Intelligence is demonstrated in the context of a relationship. This profile asks participants to access their immediate response to the interchange with the person in the video.*

2: It is not a self-report.

*A. Why? Self-report data is biased by the individual's self-perception rather than reporting an immediate response to an actual interchange.*

3: It focuses on the core capacities of EQ that underlie and support all competencies and skills.:

*A. Why? Increasing one's core Emotional Intelligence capacities has the greatest impact for gaining awareness and for lasting change.*

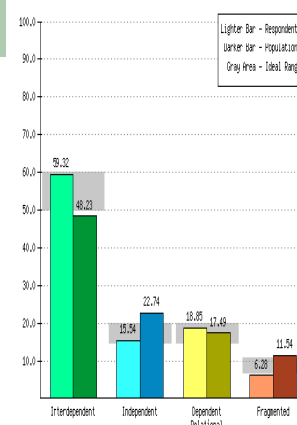
4. There is no EQ score. It is designed to foster a conversation with a coach or consultant about one's various EQ abilities

*A. Why? Giving a grade interferes with self discovery, learning and action.*

## What it Measures and Why

The EQ In Action Profile measures the core capacities of Emotional Intelligence. These include:

- **Self-Awareness—Self Reflection** — The ability to be aware of one’s own experience including what I am thinking, feeling, wanting in the moment when being challenged.
- **Self-Regulation**— The ability to manage one’s own emotions and effectively manage one’s emotions in relationships.
- **Empathy** — Both empathy accuracy, the ability to tune into others and accurately see what the other is experience, and empathy compassion, the ability to join the other in caring ways and the ability to stay emotionally connected with another, even when challenged.



Graph: How I manage myself in Relationship

*Emotions ....are at the root of everything we do, the unquenchable origin of every act more complicated than a reflex.*

*Emotions are humanity’s motivator and its omnipresent guide.*

*Thomas Lewis, A General They of Love*

## Executive Coaching, Leadership & Team Development

The EQ In Action Profile is used throughout North America and Latin America with growing use in Asia and Europe.

Customized team reports are available

### Current Applications

- Executive coaching
- Life coaching
- Leadership Development
- Team Development
- Graduate Education
- Promotion and Selection

## How to Build Emotional Intelligence

The recent brain research and resulting literature powerfully document the neuroplasticity of the brain, which means the brain has a vast capacity to change itself depending upon what we focus on and attend to. “Use it or

lose it” is the perfect description of the brain.

Thus we can radically restructure our brains and build the capacity for Emotional Intelligence by highly focused, disciplined practices. It takes consistent atten-

tion, just like strengthening our bodies or becoming a master of anything. The results can be transformational.

*The EQ Fitness Handbook includes 300 EQ practices, designed for each dimension measured in the instrument.*

**EQ FITNESS HANDBOOK**  
**You In Relationship**  
 300 Daily Practices to build EQ Fitness



Sample list of organizations who have used the EQ In Action Profile.

- Microsoft
- US Cellular
- Gold Corp
- Pacific Northwest Labs
- Boeing
- Novo Nordisk
- Metro Vancouver
- Cameco Mining
- Fraser Health System
- Land O'Lakes
- Port of Seattle
- Pacific University
- University of Oregon Health Sciences
- University of St. Thomas
- Sutter Health Systems
- Toyota
- Pillsbury
- Devon Corporation
- Gonzaga University
- BP
- Aramark Corporation
- Humana Corporation
- Johnson & Johnson
- General Electric
- Shell Canada
- Pillsbury
- Space Labs
- British Columbia Gov
- National Education Assoc
- Honeywell
- EPA
- Jack in the Box
- Leprino Foods
- RSM International

Learning In Action Technologies  
liat@learninginaction.com  
<http://learninginaction.com>  
206-299-2360



6021-CI California Avenue SW, Seattle, WA 98136

## LEARNING IN ACTION TECHNOLOGIES

*Learning In Action Technologies specializes in Emotional Intelligence with a clear focus on relationships. Emotional Intelligence is developed and sustained in relationship so understanding oneself in relationship is the core of EQ. Learning in Action has been in business for fifteen years. The EQ In Action Profile was developed over several years and has been widely available for seven years. Our primary product is our assessment tool. We train and certify all practitioners who are using the tool. We also provide specialty training for coaches and consultants in the dimensions of EQ and we offer consulting in designing and implementing EQ training and 'EQ development programs. See our website at <http://learninginaction.com>*

## Examples of Demonstrated EQ Skills in the Workplace

### Self Reflection—Self-Awareness

- *Take responsibility for one's own feelings, thoughts, wants, and actions*
- *Observe oneself and use that information to change one's course of action when appropriate*
- *Focus on self and other, moving between self and other with ease*
- *Value, honor, and trust one's own experience*

### Self-Regulation—Management of Self in relationships

- *Deal with difficult issues in a straight forward, direction and non-blaming manner*
- *Monitor the intensity of one's response in a way that is appropriate to the situation*
- *Manage one's own distress, retaining the ability to make informed choices and serve as a positive balance for others*
- *Be counted on by others for honesty, integrity, and trustworthiness*
- *Foster open communication and stay receptive to bad news as well as good news*
- *Cope with unexpected chaos and manage effectively in the high anxiety organization*
- *Maintain a "low anxious presence" which can help others cope*

### Empathy

- *Offer useful feedback with identifying a persons need for future growth*
- *Mentor others, giving them timely coaching and support*
- *Show sensitivity and understanding of other's perspective*
- *Respect and relate well to people from varied backgrounds*
- *Seek out relationships that are mutually beneficial*
- *Build rapport and keep others in the loop*
- *Listen, tolerate, and learn from differences*
- *Guide the performance of others while holding them accountable*