

Research on Emotional Intelligence finds...

National insurance company study - agents weak in EQ sold policies with average premium of \$54,000, those high in EQ sold policies worth \$114,000. (Hay McBer 2000)

Positive mood of the leader at work promotes worker effectiveness and retention. (George & Bettenhausen 1990)

Team members tend to share moods, both good and bad - with better moods improving performance. (Totterdell, Kellett Teuchmann & Briner 1998)

A study of division heads of a global food and beverage company showed leaders with EQ competencies out-performed revenue targets by 15 - 20%. (McClelland 1998)

70% of employees' perception of the working climate is linked to the EQ of the leader. (Goleman 2000)

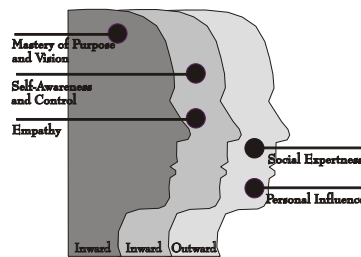
Store managers with strong EQ had highest net profits, sales per square foot, sales per employee and per dollar inventory investment. (Lusch & Serpkeuci 1990)



Index of Emotional Intelligence

Emotional intelligence is a proven gateway to improved leadership performance. This easy to use assessment offers leaders of all levels in the organization - team leaders, front line supervisors, managers, project managers and executives - a way to measure their emotional intelligence.

Why Should you Choose the Index for Emotional Intelligence?



- On-line for EASY administration
- Fully validated
- Proven research links to leadership performance
- Based on best selling model for emotional intelligence
- Self-development guide available - A Different Kind of Smart™
- Actual comments by raters offer tremendous insight
- Easy to use worksheets and development actions

The Index for Emotional Intelligence Measures 5 Factors and 10 Sub-factors:

- **Self-Awareness and Control -**
self-awareness and self-control
- **Empathy -**
listening to and understanding others
- **Social Expertness -**
social bonds, collaboration and conflict resolution
- **Personal Influence -**
influence of others, influence of self
- **Mastery of Purpose -**
knows purpose, takes actions toward purpose

The validated 360° assessment includes approximately 90 questions and is based on solid research that links emotional intelligence to leadership performance. The instrument measures emotional intelligence in five separate areas: self-awareness and control, empathy, social expertness, personal influence, and mastery of vision. The instrument has been used in a variety of industries including health care, service, banking and finance, technology, and manufacturing.

The instrument is administered on-line for easy scoring and administration. Each participant completes a survey on him/herself. In addition, each participant asks other individuals of his/her choice to complete a survey. Others can include the participant's supervisor, peers, direct reports, vendors, customers, patients or others familiar with the participant. A complete detailed written assessment is provided for each participant.

After completion of the on-line assessment, each participant receives a comprehensive written assessment report approximately 30 or more pages. The report contains overall data in the form of a centile plot, centile highlights that suggest strength areas and areas of improvement, a description of each factor and sub-factor, a question or item breakdown of each factor and sub-factor, distribution of individual item responses, and plots of both centile rank and raw scores. In addition, the survey contains a comment section with actual comments by raters.

The written assessment is accompanied by a personal coaching session with a certified consultant to interpret the assessment and to discuss developmental objectives.

For more information contact:

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About the Survey Author - Adele B. Lynn

Adele is the author of *50 Activities for Developing Emotional Intelligence in Leaders*, which has consistently been a best seller in training and development publications, and *The Emotional Intelligence Activity Book*. Her books have received international acclaim and have been published in four languages.

Since 1982, Adele has served as the founder and owner of Lynn Learning Labs, a national consulting and training firm whose clients include many Fortune 500 names. Her business focuses on helping organizations forge trusting relationships and improve productivity and quality through improvements in emotional intelligence and workplace trust.

Adele is the author of many publications, books and training programs. Her book, *In Search of Honor, Lessons From Workers on How to Build Trust* has been critically acclaimed by several sources including the Dallas Morning News who calls it "a little gem of a new book," Midwest Book Review says it "Brilliantly shows business managers how to transform the workplace from an emotional battleground to a place of worker respect and honor," and Independent Publisher urges "Anyone holding a supervisory title or above would do well to pick up this book for insights and opportunities." She has also authored a CD ROM, video and participant's book, *Mentoring: Passing on the Torch* that won the 1998 Athena Award for Excellence in Mentoring.

Adele guest lectures at numerous colleges and universities throughout the United States. She is also a frequent guest on radio talk shows and TV shows throughout the United States and Canada.

Here's what others are saying ...

"The Index for Emotional Intelligence is a great tool for leadership development! Emotional intelligence is definitely linked to leadership performance and the IEI gives leaders an organized way to assess and improve their performance."

Janet Harthward
Director of Development
Honale Manufacturing

"The Index for Emotional Intelligence is based on the richest model I've seen for mastering ourselves and our relationships."

Susan Allen
MarketSence Marketing Group

"The Index for Emotional Intelligence was an exceptional 360 experience. It motivated me to really take a hard look at some of the things I've been doing and how I could change."

Tom Hankison
Director
Merriwood Enterprises

"The Index for Emotional Intelligence was extremely practical and gave me specific areas for improvement. I would highly recommend it to anyone in a leadership capacity."

Harry Schiene
President
Schiene Manufacturing

"After taking the Index for Emotional Intelligence, I was able to create a plan using the suggestions in the self-development guide to improve my emotional intelligence. I can't believe the results. It's been a year and I'm very satisfied with the results I've achieved."

Mary Hartworth
Manager
Santone Supply

"The Index for Emotional Intelligence gave me a rational, organized approach to improve emotional intelligence. That was important from my technical viewpoint."

Allen Derert
Manager
Simpson International