

---- FOR IMMEDIATE RELEASE ----

The Booth Company
800-332-6684
303-581-1408
info@boothco.com
www.boothco.com

TBC Partners Up With The Adele Lynn Leadership Group To Offer A 720 On Emotional Intelligence - 02.03

The research is undeniable. Mastery of leadership, management and most organizational roles requires a high "EQ". Self-awareness is the first step toward developing emotional intelligence and that makes a validated 720 feedback instrument the best place to start. For the past year, TBC has been assisting the author, Adele Lynn, with the conversion of her Index of Emotional Intelligence(TM) as a "720" while also establishing its psychometric properties. TBC is now proudly announcing its availability as a stand-alone coaching tool and as a supplement to its Clark Wilson survey programs. IEI measures self-awareness and control, empathy, social expertness, personal influence, and mastery of vision. The vision element is unique to IEI.

About The Booth Company

The Booth Company publishes and administers 360 degree feedback surveys based on the Task Cycle®, a validated theory of leadership and management roles. Its comprehensive set of surveys measure the fundamental skills of mission-critical organizational roles, including executives, first-line and middle managers. The survey results are compared to continuously updated industry and country norms. Since 1972 The Booth Company has distributed its surveys and feedback workshops internationally through corporate universities and an exclusive network of certified senior executive coaches.

---- END ----