



## Emotional Intelligence &

# Leadership

### Return on your EQ-i® investment

The EQ-i® is the first scientifically validated Emotional Intelligence (EI) tool in the world. Great starting point, we agree...but your next question is likely, "but does it work?" More importantly, will the EQ-i really make a difference for your leaders? The proof is in the results, and we have the results to prove it.

**Center for Creative Leadership (CCL)** - *Global provider of executive education with an exclusive focus on leadership education and research*

This study was conducted with the world-famous training center (CCL), and it looked at 302 leaders and senior managers, some who were quite successful and others who were struggling. They were tested for emotional intelligence with the EQ-i and were also measured on leadership performance based on feedback from superiors, peers and subordinates. The findings showed that eight emotional intelligence subscales ie: self-awareness, stress tolerance and empathy (to name a few), could predict high leadership performance 80% of the time. This information allowed CCL to better assess leadership potential and determine areas for development within their teams.

**Telecom New Zealand Ltd** - *New Zealand's National telecommunications provider*

The company wanted to understand the relationship between EQ-i and leadership competencies to enhance training and coaching of leaders in their organization. They categorized 70 senior leaders into high, mid, and low performance groups and found that EQ-i scores accounted for 48 percent of what differentiated the high and low performing leaders. In other words, one-half of the skill set required for successful execution of this organization's leadership competencies is comprised of emotional and social skills.

**Ontario Principals' Council (OPC)** - *Professional association representing practicing principals and vice-principals in Ontario's publicly funded schools*

A recent study using EQ-i was conducted among school administrators from nine Ontario school boards. Survey results showed that the leaders with higher EQ-i scores were also perceived by their peers to be the more successful administrators. Therefore, EQ-i scores were a significant predictor of successful school administration. The Council found the results so convincing that they created a curriculum for improving performance in the emotional and social skill areas that confer the highest competitive advantage to administrators.

## INTRIGUED?

CALL OR EMAIL DR. LES H. BRICKMAN TO FIND OUT MORE  
0700-376-649

[SCMIinamin@me.com](mailto:SCMIinamin@me.com)  
[www.scmikenya.com](http://www.scmikenya.com)

