

# Become the authority in Emotional Intelligence

“Emotional intelligence, more than any other factor, more than I.Q. or expertise, accounts for 85% to 90% of success at work... I.Q. is a threshold competence. You need it, but it doesn't make you a star. Emotional intelligence can” *Warren Bennis*

## What is Emotional Intelligence (EI)?

A set of emotional and social skills that influence the way we perceive and express ourselves, develop and maintain social relationships, cope with challenges, and use emotional information in an effective and meaningful way.

## Why is EI important?

While emotional intelligence isn't the sole predictor of human performance and development potential, it is proven to be a key indicator in these areas. Emotional intelligence is also not a static factor- to the contrary, one's emotional intelligence can be changed over time and can be developed in targeted areas.

## Why the EQ-i 2.0®?

The EQ-i 2.0 measures emotional intelligence (EI) and how it can impact people and the workplace.

Applications of emotional intelligence include:

- Leadership Development
- Selection
- Organisational Development
- Executive Coaching
- Team Building

As the first scientifically validated measure of emotional intelligence, organisations have trusted the science underpinning EQ-i 2.0 to help improve human performance for over 25 years.

## Employee Development

The EQ-i 2.0 measures the interaction between a person and the environment he/she operates in. Assessing and evaluating an individual's emotional intelligence can help establish the need for targeted development programs and measures. This, in turn, can lead to dramatic increases in the person's performance, interaction with others, and leadership. The development potentials the EQ-i 2.0 identifies, along with targeted strategies it provides, make it a highly effective employee development tool.

## Recruitment and Retention

The EQ-i 2.0 is versatile in workplace environments and can be used by employers – via HR and OD consultants, psychologists, or EQ-i 2.0 certified professionals – as a screening tool on hiring, leading to the selection of emotionally intelligent, emotionally healthy, and the most likely successful employees.

Supplemented by other sources of information such as interviews, the EQ-i 2.0 can make the recruitment and selection process more reliable and efficient. A sound recruiting process leads to higher retention rates and reduced turnover, which can result in significant cost savings, improved employee effectiveness and increased morale.



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## Certification Process

The EQ-i 2.0 and EQ 360 tool provides a robust framework to assess and develop emotional intelligence, interpersonal skills, decision-making and wellbeing in employees, leaders and teams to enhance their success and improve business outcomes.

The tool measures emotional intelligence in five key areas: self-perception, self-expression, interpersonal skills, decision-making and stress management. This set of emotional and social skills influence the way people perceive and express themselves, develop and maintain social relationships, cope with challenges and use emotional information in effective and meaningful ways to increase their personal and business success.

Becoming an EQ-i 2.0 and EQ 360 practitioner makes you an authority in emotional intelligence, giving you a unique advantage and diversified skills you can apply in employee & leadership development, talent selection and executive coaching. The certification process equips you with the knowledge, expertise and skills to use EQ-i 2.0 with confidence to assess and develop people's emotional intelligence. This can help achieve more employee effectiveness, better leadership, greater productivity, higher customer satisfaction and enhanced engagement.

## What does Certification Include?

- Access to resources on the EQ-i 2.0 and emotional intelligence in general
- Access to an online portal where you can connect with current EQ-i 2.0 certified practitioners like you
- Two free reports to use after you get certified and a online account where you administer and score assessments

- You get to take the assessment yourself and get feedback from an experienced coach
- A certificate authorising you as eligible to purchase and administer the EQ-i 2.0 & EQ 360
- Approved by the International Coach Federation for the following CCE credits: Core Competencies 9.25 & Resource Development 6.75
- Approved by the American Psychology Association for the following credits 14.5



## EQ-i 2.0 Certification Program Components

- A blended learning solution that enables you to do parts of the certification online saving you time and travel costs
- A two day interactive in-class portion focused on building the skills you need in order to use the EQ-i 2.0 with confidence
- A virtual classroom where you access eLearning pre-work as well as the online exam
- A half day workshop eight weeks after to support and embed your learning

## Where Do I Get EQ-i 2.0 Certified?

Ascend is the preferred distribution & training partner for the EQ-i 2.0 suite of assessments in Europe.

For more details:

If you would like to discuss this information, or find out more about Ascend, please contact **Shay Clancy on +353 (0)86 823 8282 or +353(0)1 296 3575**  
**e-mail: [shay.clancy@ascend.ie](mailto:shay.clancy@ascend.ie)**