



## UPCOMING EVENTS



### EQ & CORPORATE CULTURE An interview with Joshua Freedman Pt 1

Emotional intelligence (EQ) is the ability to use emotions effectively. Since the publication of the initial research in 1990, innovative organizations have begun testing how to integrate EQ into training and hiring to gain competitive advantage. It is becoming increasingly clear that these skills are the foundation of high-performing organizations.

In this first issue of EMPOWER, we talk to Joshua Freedman, master trainer, author and Chief Operating Officer (COO) of US-based Six Seconds.

**In your opinion, would it be true to say that emotional intelligence (EQ) tends to be lower among Malaysian or Asian managers and leaders, as compared to their Western counterparts?**

**I** I'm in the midst of writing up an article on this studying almost 20,000 people around the world – and the short answer, I'm sorry to say is: Yes. EQ scores in Asia are a little lower, especially among senior leaders.

The two biggest gaps are "Engage Intrinsic Motivation" (which is about the fire within) and "Exercise Optimism" (which is about innovating and problem solving). Among Asian senior managers, both these are around 15% lower than senior managers in North America. But, in our EQ Certification we've seen leaders in Asia make huge improvements in all areas of EQ – it's one of the reasons this program is so important.

**Why do you think that emotional intelligence is generally considered a low priority when it comes to human capital skills development among business enterprises?**

**I** In our 2012 Workplace Issues Report (<http://www.6seconds.org/2012/02/22/talent-leadership-alignment-top-business-issues-for-2012/>) we found that only 11% of the organizations in our sample earned a 5/5 on leveraging emotional intelligence. At the same time, two key findings:

The vast majority of leaders in our survey are aware of EQ and believe it has organizational value.

Organizations with high scores on implementation showed a 32% higher score on leadership effectiveness.

**How is EQ applicable in business strategies?**

**I** Research and our experience show that emotions drive people, and people drive performance. If you want to optimize your organization, you **MUST** have your people on board. Which means you need data to monitor this, and you need leaders with the capability to execute on this mandate. That's why EQ helps.

EQ is especially important in areas with a lot of human interaction, such as leadership, sales, and customer service.

**“Organizations with high scores on implementation showed a 32% higher score on leadership effectiveness.”**

**If an organization is serious about embarking on EQ as a corporate culture, how should they approach it? What should they do as first steps?**

**I** An easy way to get started is to send some operational leaders to intensive training so they can become internal champions. You need a few people who "get it." The EQ Certification is a great opportunity for this.

Next, we work with organizations to define a serious plan to integrate EQ – usually starting with a pilot in one segment, using hard data on performance we build a case for this in the organization. Then, through coaching of leaders and training, often including TTT so internal trainers can carry it forward, we roll out the pilot then ripple it outward.

**What are some key measurable results that have come out of Six Seconds EQ interventions?**

**I** Improved leadership, better sales, higher customer loyalty – and faster change. There's a lot of data from our business case on [www.6seconds.org/case](http://www.6seconds.org/case)

**If you would like training, consulting, and development tools to get these benefits in your business, organization, or school, please contact us.**



### EQ Certification: Building Capacity for Transformation with Emotional Intelligence

This five-day intensive course prepares educators, trainers, consultants, teachers, managers, and counselors to develop and deliver highly effective EQ learning experiences and make more compelling presentations on EQ.

Date: 26 to 30 June 2012.  
Location: Kuala Lumpur, Malaysia.  
Facilitator: Joshua Freedman,  
COO of Six Seconds Global,  
Author of At the Heart of Leadership



### 24/EQ: The Global Emotional Intelligence Conference

Top experts from around the globe will be at your desk showing you how to leverage emotional intelligence at work, school, home, and in the community.

Speakers include:  
Peter Salovey | Daniel Goleman  
Marco Iacoboni | Dan Siegel  
Chip Conley | David Rock | Anabel Jensen  
Joshua Freedman | Massimiliano Ghini  
Jayne Morrison | Granville D'Souza

Duration: 1 day  
Date: 6 July 2012

For more events information, log on to [www.thesolutionsgallery.com.my](http://www.thesolutionsgallery.com.my) or call (6-03) 5621 2178 for any enquiries

## COMING SOON!



### Impact Selling with EQ

2 days duration  
7 to 8 August 2012

### About Joshua Freedman



Joshua Freedman is one of the world's leading specialists on developing and applying emotional intelligence to improve performance.

Joshua co-developed Six Seconds' EQ Certification Training which he has delivered on five continents as master-trainer to hundreds of professionals seeking practical tools for learning and teaching emotional intelligence. He chairs the International NexusEQ Conferences and has helped launch emotional intelligence programs and companies in over a dozen countries.

For over a decade he has helped lead the world's pre-eminent emotional intelligence organization, developing offices in more than 10 countries; top practitioners and researchers; renowned scientists and leaders as advisory board members; and award-winning materials including five validated assessment tools.



Six Seconds is a global organization supporting people to create positive change.

Established in 1997, Six Seconds is the most extensive organization of its kind in the world, led by an amazing team of change agents in 10 countries, and supporting practitioners in over 100 countries. Six Seconds offers transformational learning and development programs, scientifically validated assessments, and effective consulting processes to increase the people-side of performance — all grounded in current neuroscience.

Six Seconds' experts apply the science of emotional intelligence to improve almost every aspect of human endeavor. From schools where children love to learn, to corporations where people thrive, to prevention programs saving lives, Six Seconds' solutions are life-changing – and empower people to take ownership of a positive future.

Six Seconds Country Office in Malaysia is represented by The Solutions Gallery.

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Facebook : Six Seconds Malaysia (Emotional Intelligence)

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