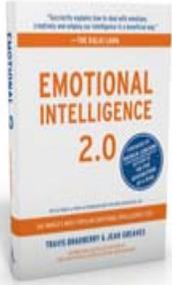


Discovering Emotional Intelligence Development

Cresenda Jones, M.Ed., MBA, and Certified TalentSmart Trainer

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\$249 includes *Insight & Action Guide*, *Emotional Intelligence 2.0* book, 66 *Strategies card*, *Trigger Model card* & *foam brain*

Focus: Increase emotional intelligence skill levels with learning and personalized development planning using 66 proven strategies

Assessment: Emotional Intelligence Appraisal—Me or Multi-Rater (360°) Edition

Who Should Attend: Staff, supervisors, high potentials, managers, and executives (delivery geared toward audience level)

Participants Learn to:

- Understand the biological basis and business case for emotional intelligence
- Recognize the four core EQ skills in work life and relationships
- Focus on specific ways to practice and improve their emotional intelligence

Session Learning Objectives

Participants will:

- Learn key concepts in emotional intelligence
- Understand the business case for emotional intelligence
- Discover your emotional intelligence skill levels
- Observe emotional intelligence in action

Includes Access to the EQ Appraisal

In addition to providing scores for overall EQ and each of the four skills, the new Emotional Intelligence Appraisal drills down further to provide:

- Detailed feedback on the specific behaviors that contributed to your scores.
- Analysis of your behavior to pinpoint the specific skill strategies from the *Emotional Intelligence 2.0* book that will have the greatest impact upon your emotional intelligence.
- the ability to test yourself a second time (at no additional charge) after you've applied the strategies to see how much your scores have improved. This includes an analysis of score profiles and suggestions for which strategies will provide the greatest benefit to you going forward.



To learn how Discovering Emotional Intelligence can impact you,
contact Cresenda Jones at 267-261-5487

About Emotional Intelligence

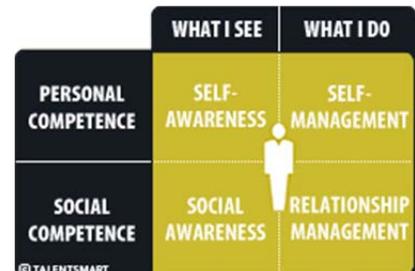
What everyone needs to know.

Emotional Intelligence Is the Other Kind of Smart.

When emotional intelligence first appeared to the masses in 1995, it served as the missing link in a peculiar finding: people with average IQs outperform those with the highest IQs 70% of the time. This anomaly threw a massive wrench into what many people had always assumed was the sole source of success—IQ. Decades of research now point to emotional intelligence as the critical factor that sets star performers apart from the rest of the pack.

Emotional intelligence is the “something” in each of us that is a bit intangible. It affects how we manage behavior, navigate social complexities, and make personal decisions that achieve positive results. Emotional intelligence is made up of four core skills that pair up under two primary competencies: personal competence and social competence.

Personal competence is made up of your self-awareness and self-management skills, which focus more on you individually than on your interactions with other people. Personal competence is your ability to stay aware of your emotions and manage your behavior and tendencies.



Emotional intelligence is made up of four core skills.

- **Self-Awareness** is your ability to accurately perceive your emotions and stay aware of them as they happen.
- **Self-Management** is your ability to use awareness of your emotions to stay flexible and positively direct your behavior.
- **Social competence** is made up of your social awareness and relationship management skills; social competence is your ability to understand other people’s moods, behavior, and motives in order to improve the quality of your relationships.
- **Social Awareness** is your ability to accurately pick up on emotions in other people and understand what is really going on.
- **Relationship Management** is your ability to use awareness of your emotions and the others’ emotions to manage interactions successfully.

Emotional Intelligence, IQ, and Personality Are Different.

Emotional intelligence taps into a fundamental element of human behavior that is distinct from your intellect. There is no known connection between IQ and emotional intelligence; you simply can’t predict emotional intelligence based on how smart someone is. Intelligence is your ability to learn, and it’s the same at age 15 as it is at age 50. Emotional intelligence, on the other hand, is a flexible set of skills that can be acquired and improved with practice. Although some people are naturally more emotionally intelligent than others, you can develop high emotional intelligence even if you aren’t born with



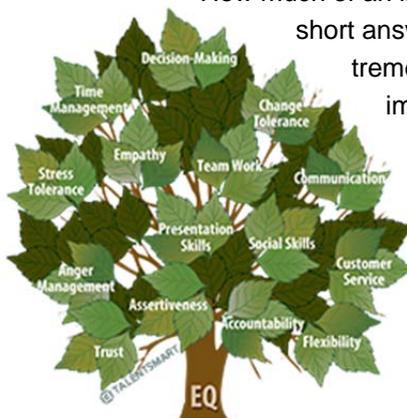
it.
Emotional intelligence is essential part of the whole person.

Personality is the final piece of the puzzle. It’s the stable “style” that defines each of us. Personality is the result of hard-wired preferences, such as the inclination toward introversion or extroversion. However, like IQ, personality can’t be used to predict emotional intelligence. Also like IQ, personality is stable over a lifetime and doesn’t change. IQ, emotional intelligence, and personality each cover unique ground and help to explain what makes a person tick.

Emotional Intelligence Is Linked to Performance.

How much of an impact does emotional intelligence have on your professional success? The short answer is: a lot! It’s a powerful way to focus your energy in one direction with a tremendous result. TalentSmart tested emotional intelligence alongside 33 other important workplace skills, and found that emotional intelligence is the strongest predictor of performance, explaining a full 58% of success in all types of jobs.

Your emotional intelligence is the foundation for a host of critical skills—it impacts most everything you say and do each day. Emotional intelligence is the single biggest predictor of performance in the workplace and the strongest driver of leadership and personal excellence.

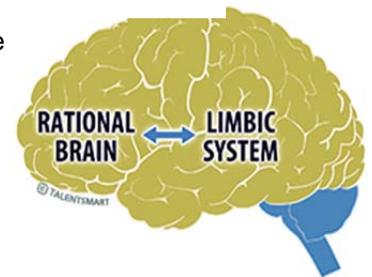


Emotional intelligence is the foundation for critical skills.

Of all the people we've studied at work, we've found that 90% of top performers are also high in emotional intelligence. On the flip side, just 20% of bottom performers are high in emotional intelligence. You can be a top performer without emotional intelligence, but the chances are slim. Naturally, people with a high degree of emotional intelligence make more money—an average of \$29,000 more per year than people with a low degree of emotional intelligence. The link between emotional intelligence and earnings is so direct that every point increase in emotional intelligence adds \$1,300 to an annual salary. These findings hold true for people in all industries, at all levels, in every region of the world. We haven't yet been able to find a job in which performance and pay aren't tied closely to emotional intelligence.

Emotional Intelligence Can Be Developed.

The communication between your emotional and rational “brains” is the physical source of emotional intelligence. The pathway for emotional intelligence starts in the brain, at the spinal cord. Your primary senses enter here and must travel to the front of your brain before you can think rationally about your experience. However, first they travel through the limbic system, the place where emotions are generated. So, we have an emotional reaction to events before our rational mind is able to engage. Emotional intelligence requires effective communication between the rational and emotional centers of the brain.



Emotional intelligence is a balance between the rational and emotional brain.

“Plasticity” is the term neurologists use to describe the brain’s ability to change. Your brain grows new connections as you learn new skills. The change is gradual, as your brain cells develop new connections to speed the efficiency of new skills acquired.

Using strategies to increase your emotional intelligence allows the billions of microscopic neurons lining the road between the rational and emotional centers of your brain to branch off small “arms” (much like a tree) to reach out to the other cells. A single cell can grow 15,000 connections with its neighbors. This chain reaction of growth ensures it’s easier to kick this new behavior into action in the future. Once you train your brain by repeatedly using new emotional intelligence strategies, emotionally intelligent behaviors become habits.

About Cresenda Jones

- Disciple since 1986 in Charlotte, NC, Athens & Atlanta, GA, Philadelphia, and New Jersey
- Family Group/Bible Talk Leader & Mentor since 1987
- Provided workshops, midweek classes, and singles classes
- Teacher, Principal and school district Supervisor since 1990
- M.Ed. (University of Georgia) and MBA in management (LaSalle University)
- Facilitated *Healing for Damaged Emotions* Workbook (12 Chapters, one meeting per month) discussion groups in Philadelphia, the Bronx, Brooklyn, and Central Jersey.
- Certified Life Coach – Fowler Wainwright system (Sylvan Learning Center founder)



Discovering Emotional Intelligence Session Overview

Learning About Emotional Intelligence Just Isn't Enough

Participants need to be engaged in their learning and given a clear, practical pathway to build new skills. Discovering Emotional Intelligence does just that with training materials and Hollywood Movie Clips. Since 1996, *TalentSmart* has been developing and testing the curriculum and has packaged only what works best. We use the latest in experiential activities, based on science but adapted to be simple and active for all learners. The interactive Session includes activities and information on the following:

- What is Emotional Intelligence?
- Business Case for EQ
- Personal View of EQ (EQ Appraisal debrief)
- Personal Competence (Self-Awareness in Action)
- Social Competence (Social Awareness & Relationship Management)
- EQ Action Plan (Additional learning opportunities , goal setting, and action planning)

Sessions can be adjusted to meet customized curriculum and time constraints!

TalentSmart Certified trainers are brought in to:

- Enhance learning initiatives in professional and leadership development
- Boost mastery of key leadership competencies with EQ skills
- Create a framework for dealing with emotions in the workplace
- Practice EQ skills in a fun, challenging environment
- Guide people to communicate well, handle stress and conflict productively, make clearheaded decisions, and respond flexibly to change
- Present a new, deeper approach to self-understanding and reflection
- Develop teams, departments, high potentials, supervisors, managers, and leaders

References:

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James and Kim Campbell, Greater Philadelphia Church of Christ – James_campbell@icoc.org and kimulacamp@aol.com