



The Importance of Emotional Intelligence

Emotional Intelligence (EI) refers to a distinct combination of emotional, personal and interpersonal skills and competencies that influence your ability to succeed with the demands and pressures of work and life. These skills, that determine how well you know and manage yourself, how well you deal with all that happens to you, and how well you deal with others are now emerging as **the single most important determinant in your success.**

In business, having these personal, social, managerial and leadership skills forms the core of what separates star performers from the rest of the pack.

Emotional Intelligence can be measured using a simple but powerful assessment tool (called the EQ Map). Levels of self-regard, problem solving, integrity stress tolerance, flexibility, self-management and self-awareness can be assessed. The information can be used to target development and raise individual effectiveness through Coaching on areas that will contribute the most to an individual's or a team's success.

At **4U Strategies** we work with individuals and companies to help you understand why emotional competencies are “essential capabilities” for anyone who manages departments or leads teams. We teach you how to introduce EQ skills and competency practices to achieve dramatic improvements in employee attitude and performance levels.

For general information on Emotional Intelligence, visit the Consortium for Research on Emotional Intelligence at:

www.eiconsortium.org.

For reference reading we recommend: *The EQ Edge* by Stein and Book, and *Working with Emotional Intelligence* by Daniel Goleman.

For an EQI Assessment or further information on training and coaching EQ: Contact Us at **4U Strategies 1-800-517 7441.**