

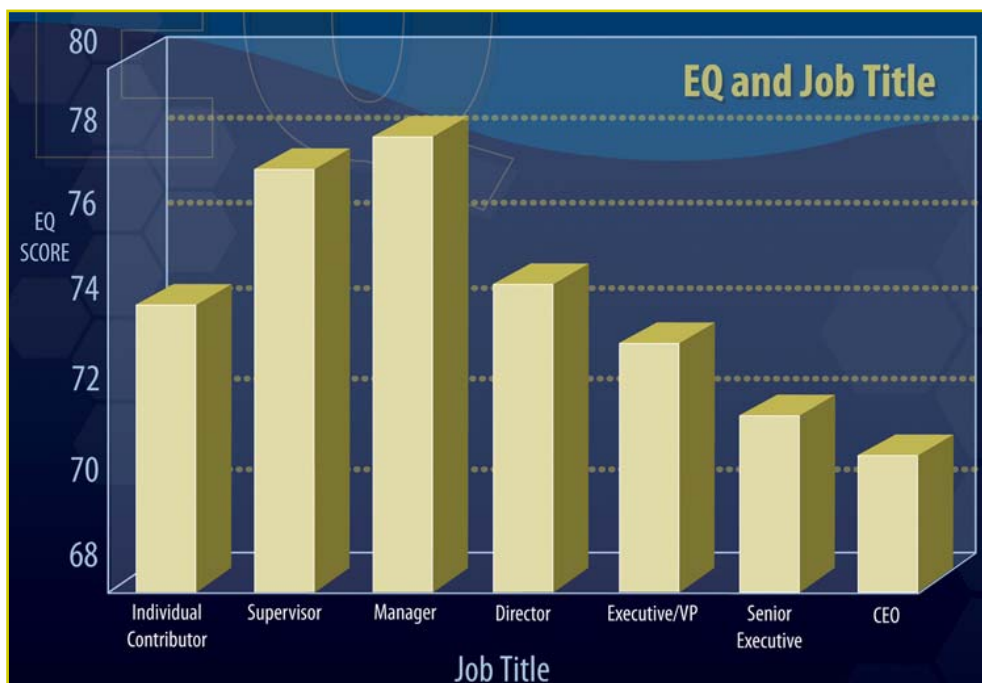
By Tanya Goodwin-Maslach and Lexi Herrera

You have an important meeting tomorrow morning at 9:30 and your presentation is a mile from finished. Your executive team is enthusiastic about ramping up a new program designed to improve leadership and working relationships among the company's 3,000 employees. Now all you need is the team's support for your proposed solution. The clock is ticking.

You've learned through an opinion survey and employee rumbling that most managers are numb to the ill effects of their leadership style. With customer loyalty sagging, turnover on the rise, and the recruitment of top talent becoming especially difficult, it's obvious to you that something significant needs to change. Though you realize the execs may not be ready to hear what you have to say, you decide to trust your gut the next morning and present the solution that isn't just warranted—it will turn the company around.

When you step into the meeting the next morning you've done your homework. You introduce the group to TalentSmart® research revealing how emotional intelligence (EQ) is responsible for 60% of leaders' job performance. You share the graph below that shows how EQ scores decline sharply in those holding director titles and above. You explain that your company's leadership is not alone in facing these challenges, but that it will set itself apart from the competition by teaching leaders to develop their EQ skills.

Better yet, you present a proven solution that will insulate your company from these challenges. Armed with case studies from companies such as Gap, Goldman Sachs and the US Air Force, you spend the rest of the meeting mapping out the path that your organization will follow to increase the emotional intelligence of its leadership.



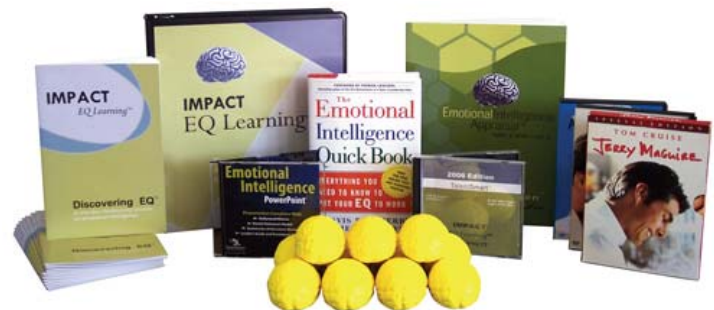
In the weeks preceding the big meeting, you envisioned a solution that would allow for quick learning, immediate application, and measurable change. You foresaw the need for a program that is *accelerated* for executives short on time, *comprehensive* for learners ready to go to a higher level, and *engaging and interactive* for people who want to have fun while they learn. Better still, you found a solution that would allow your in-house staff to act as coaches, mentors, and assessment administrators without spending months developing a new program.

Your solution is TalentSmart's *Impact EQ Learning™* certification program. It's a two-day training program that provides an interactive and professional learning experience for employees at all levels. With Hollywood movie clips, dynamic and business relevant exercises, and immediate action planning strategies, *Impact EQ Learning™* makes it easy for trainers to demonstrate the link between EQ and the business' strategic goals.

The *Impact EQ Learning™* program has two certification levels. Level I, *Discovering EQ*, begins by building a solid understanding of the four core EQ skills from Daniel Goleman's benchmark model. Level I shows learners just how EQ affects individual and company performance. Trainers attending the certification are coached in program delivery by knowledgeable, Master Certified facilitators who prepare them with a variety of session designs for implementation in their organization. Certification attendees leave with all of the necessary materials and tools to facilitate an EQ training program.

The Level II *Developing EQ* program takes the knowledge gained in Level I and encourages habitual development of EQ through six advanced and flexible modules. Trainers learn how to build EQ among an intact team and how to facilitate a group coaching session around 360° assessment. Once certified in both Levels, facilitators benefit from access to updated materials, discounts on TalentSmart® products, and access to a certified trainers' network that includes hundreds of trainers worldwide.

Certifications are held regularly in sunny San Diego and select locations across the nation. Attend an upcoming session and you'll receive the more than \$4,000 in materials below and enable your organization to harness the power of emotional intelligence.



UPCOMING SESSIONS:

LEVEL I

MAY 11-12 DALLAS (RIGHT AFTER ASTD)

JUNE 8-9 SAN DIEGO

LEVEL II

OCTOBER 12-13 SAN DIEGO

[Click here for more session dates and details!](#)

ABOUT THE AUTHORS

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Tanya is the Director of Learning and Development Solutions at TalentSmart®, Inc., based in San Diego, CA. She leads TalentSmart Inc.'s worldwide workplace IMPACT EQ Learning Program—the introductory and advanced classroom training programs on emotional intelligence skill development blended with online learning. Tanya's professional background includes leadership development, communication planning and organizational cultural change. She is an accomplished speaker and author, with recent articles in Chief Learning Officer Magazine. Her career experience includes leading professional leadership development programs, designing TalentSmart's e-learning and virtual coach tools for their suite of leadership development assessments, and guiding Fortune 500 clients through leadership development initiatives, team development and organizational cultural change.

She has served the San Diego Board of the American Society for Training and Development as the Board and Business Development Director, and she initiated and chaired a Governance Committee to develop tools and processes to strengthen her local chapter's leadership capabilities. Tanya holds a B.S. in Marine Zoology from Oregon State University and is completing her M.A. in Industrial-Organizational Psychology at the California School of Professional Psychology.

LEXI HERRERA

Lexi Herrera is a Professional Service Associate at TalentSmart®. She is responsible for providing support to a full range of TalentSmart business activities including client management, product development and applied research. She also assists in leading TalentSmart Inc.'s worldwide workplace IMPACT EQ Learning Program—the introductory and advanced classroom training programs on emotional intelligence skill development blended with online learning. Lexi's expertise and background include team effectiveness, work-life balance and cultural awareness. Lexi is currently completing her Ph.D. in Industrial/Organizational Psychology and is the Vice President of the International Organizational Studies Association.