



## Q&A with the Authors

Why did you decide to write *Emotional Intelligence 2.0*? Hasn't emotional intelligence already been written about before?

**Dr. Bradberry:** It seems strange to admit that people initially twisted our arms into writing this book, but this is exactly what happened. Frankly, the book....well, books...on emotional intelligence had already been written.

**Dr. Greaves:** We've always been focused on providing practical strategies people can actually use to increase their emotional intelligence, because we've known there is a need for this. Over the years it just seemed that the more we spoke on the topic the more people asked.

**Dr. Bradberry:** They demanded!

**Dr. Greaves:** Yes, some demanded we bring our techniques and findings to life through a book. So, we did it.

For those of us who don't know, what is emotional intelligence (EQ)?

**Dr. Bradberry:** It's the "other kind of smart." Your EQ is how you understand emotions and manage your behavior. This has a tremendous influence on how you relate to other people.

**Dr. Greaves:** Think of it this way: we all know someone from high school or college who was incredibly smart, but they never accomplished much in life. Then we see others who do amazing things, even though they have average intelligence.

**Dr. Bradberry:** They succeed because of their EQ. We all have it, but not everyone uses it well.

So, how is the *Emotional Intelligence 2.0* different from what's already out there?

**Dr. Greaves:** It delivers practical strategies anyone can pick up and use, based on our research with more than 500,000 people worldwide. We show how to boost your EQ using proven techniques that others have used successfully.

**Dr. Bradberry:** Each book also includes a free use of the new edition our online Emotional Intelligence Appraisal test. Readers can actually test their EQ as they learn to improve it.

Your book's site says 70% of us do not handle conflict or stress effectively. Where are we failing?

**Dr. Bradberry:** Our emotions cue us in to challenging situations as they unfold. We have difficulty managing conflict and stress effectively because just 36% of people are able to understand their emotions as they happen and they miss these important cues. It's akin to walking with a blindfold.



## Q&A with the Authors

### What's one key lesson you learned in preparing the book?

**Dr. Greaves:** How much we saw distinct trends emerge from such a large body of data. It's amazing to see so many people facing the same challenge and using the same strategy successfully.

**Dr. Bradberry:** We expanded our horizons for the book and explored the latest research happening at universities, corporations, in schools, etc. It's amazing and incredibly motivating to see things like higher recovery rates from cancer and heart disease as a result of EQ training.

### Is there any connection between our emotional intelligence and our health? Why?

**Dr. Bradberry:** There is a huge connection because the brain communicates with the immune system very directly via chemicals called neuropeptides. It's as simple as stress experienced by the brain resulting in the release of neuropeptides, which suppress the immune system. When your immune system is suppressed you are far more susceptible to everything from the common cold to cancer because your immune system is your body's main defense against illness.

### For whom did you write this book?

**Dr. Bradberry:** Most anyone, really. The audience will be varied, because EQ helps in the pursuit of personal goals and aspirations, professional success, leadership skills, teamwork, and of course with family, especially in raising happy, resilient kids.

**Dr. Greaves:** It's been more than a decade now since the very first companies began teaching emotional intelligence skills to their employees. We see more and more pursuing this each year. It's common knowledge that relationships are the currency of the new economy, and emotional intelligence skills cut right to the core of the matter.

### In your own process of developing emotional intelligence, what's been the most interesting challenge?

**Dr. Bradberry:** Self-management--without a doubt. A lot of knowledge in emotional intelligence means you know many things you could be doing differently. It can be tough to do what you know is right, but you have to try your best. That's the human condition.

**Dr. Greaves:** It's always an interesting act to build self-awareness. The entire process centers on bringing something to your attention that you've either ignored or missed. It's an eye-opening experience every time.



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So who scores higher, women or men?

**Dr. Greaves:** Overall, women score a few points higher than men.

**Dr. Bradberry:** It's interesting because men and women have somewhat similar scores for three of the four EQ skills, but when it comes to relationship management, it's not even close.

If you could give one piece of advice that a million people would stick to their fridge, what would it be?

**Dr. Greaves:** Don't be afraid to lean into discomfort. Any change worth making is going to be at least a little bit uncomfortable in the beginning.

**Dr. Bradberry:** Denying what you are feeling won't make it go away. It just comes back stronger when you least expect it.

I see that the Dalai Lama has endorsed the book. What was that like?

**Dr. Greaves:** Very flattering. We were just pleased he took the time to read it.

**Dr. Bradberry:** He's the Tiger Woods of emotional intelligence. A real thrill to know that he likes our book.

Anything else you want to add?

**Dr. Greaves:** Thanks for the interview.

**Dr. Bradberry:** Yes, thanks so much.

—END OF INTERVIEW TRANSCRIPT

### ABOUT THE AUTHORS:

Drs. Travis Bradberry and Jean Greaves are award-winning authors and the cofounders of TalentSmart, a global think tank and consultancy that serves more than 75% of the Fortune 500 companies and is the world's leading provider of emotional intelligence tests and training. Their best-selling books have been translated into 26 languages, and are sold in more than 150 countries. Drs. Bradberry and Greaves have written for, or been covered by, *Newsweek*, *BusinessWeek*, *Fortune*, *Forbes*, *Fast Company*, *Inc.*, *US News & World Report*, *Newsday*, *The Washington Post*, and *Harvard Business Review*.