

By Nick Tasler & Alexandria Herrera

WHY EQ WORKSHOPS WORK

Ben is a seasoned sales exec at a national retail chain with 30 years of proven results tacked under his designer belt. His wry grin caps off a generally confident demeanor, and while he's not a large man at just over five and a half feet tall, his presence commands attention. On paper Ben is the ideal exec, with an asterisk. An exasperated manager from Ben's department shared with us that Ben has a nasty habit of driving away budding talent by employing the kind of unwarranted outbursts and callous comments that would make even Alec Baldwin blush.

Ben's shortcomings aside, however, he is a proven producer. And there's the catch: although it's a struggle working with him, the bottom line would sink without him.

Double-edged swords like Ben are prime candidates for an Emotional Intelligence Public Workshop. Companies like Ben's turn to workshops as an effective way to get the focused help they need for their problematic producers. Cost efficiency, anonymity, and lasting results are three of the main reasons why EQ workshops work.

STRATEGIC SPENDING

According to a recent HR Priorities Survey, by ORC Worldwide, 62% of respondents listed talent management as the number one key strategic issue for 2007. The key word here is *strategic*. With changing economic conditions shifting the crucial competencies needed to succeed, haphazardly throwing more money at talent management is not the most strategic solution. Strategic spending doesn't have to mean a bigger budget. It means putting those valuable training dollars in the areas, or people that promise the most return.

According to ASTD, organizations invest an average of \$1,400 on training per employee each year. The most devout learning organizations—those that boast clear metrics to prove their training success—bump the average up to more than \$1,600 per employee. To the untrained eye, average per-employee spending numbers imply that organizations that invest the most on training are the most effective at developing their talent. But that isn't always the case. Savvy companies aren't just spending more on every employee. Instead, they are spending a bigger chunk on the talent who will reap the greatest rewards. Their gifted problem children are going to EQ camp.

EMOTIONAL FAILURES ANONYMOUS

Acknowledging our own shortcomings is perhaps the single most difficult task any person can face. Doing it in front of people we work with every day is nothing short of excruciating, especially for a person who already struggles with matters of emotion. Someone like Ben might be ready to give change a chance. But the task becomes exponentially more challenging when he is asked to confront his emotional failings in front of his peers and underlings.

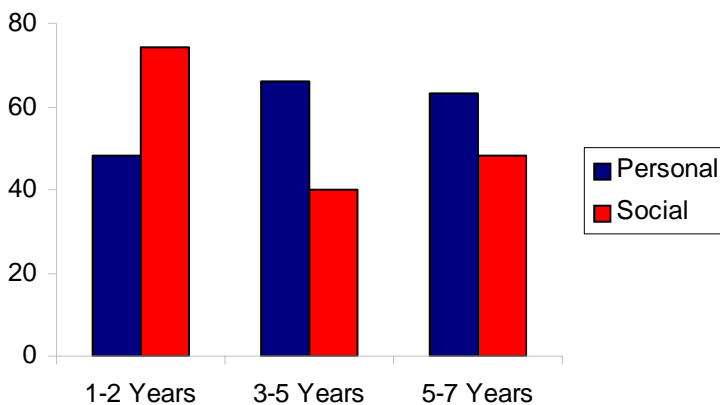
Workshops give Ben a way to save face. In the office, he is the high-powered producer with a rep for being prone to explosions. In the anonymous environment of a Public Workshop—removed from most of his peers—he can just be a regular guy looking for an improvement opportunity. No preceding reputation. No baggage from past interactions.

WHY EQ WORKSHOPS WORK

RESULTS DRIVEN

With emotional intelligence accounting for 58% of job performance, it's comforting to know that low-EQ execs aren't lost causes. Richard Boyatzis at Case Western Reserve University has been tracking EQ workshop participants for years after the program to see if the program leaves a lasting impact upon their overall emotional intelligence. His findings are nothing short of astounding, with skill improvement rates of 40% holding strong a full seven years after participation in the program.

% Improvement of EQ



What is most reassuring is that you and your co-workers are the first to see the payoffs. The biggest improvement happens within the first year and is most pronounced in the social aspects of EQ. That means that even while your resident Baldwin works on getting his inner demons under control, outwardly he is making a remarkable effort to meet the needs of those around him.

REWARD, NOT PUNISHMENT

With all the discussion about the failings of workshop candidates, there is another side that is easy to overlook. Workshops can also be a reward. In fact, when you send someone to a workshop—even if you are clear that he or she is going because he or she needs an emotional tune-up—you are sending a message that this person is worthy of investment. Make it a point to let your workshop candidate know that.

Many people relish the opportunity to go to workshops not only to address performance issues, but also to enrich their professional network. Employees return from workshops eager to flaunt their newfound awareness and begin implementing their skills, which explains why the improvement is so dramatic right from the start.

When the talent war ends, it will be the strategic budgeters who come out on top, carried on the shoulders of the very people whom the budgeters helped to develop. Time is running out for you to dismantle the ticking bombs in your department before your best talent deserts you. Will you make a strategic strike before it's too late?

Professionals at all levels seeking to improve the #1 predictor of success should attend the Emotional Intelligence Public Workshop. Sign up 45 days in advance and receive a 10% discount.

WHY EQ WORKSHOPS WORK

[CLICK HERE TO RESERVE YOUR PLACE IN AN UPCOMING EQ PUBLIC WORKSHOP!](#)

**** Seating at each session is limited.***



ABOUT THE AUTHORS

NICK TASLER, M.S.

Nick is the Director of Global Development at TalentSmart®, the leading provider of cutting-edge skill assessments. Nick uses his field experience to oversee the creation of easy-to-use, results-driven development tools. He specializes in attitude change, persuasion, and decision making. He has worked as an internal consultant and trainer, as well as an external consultant for Fortune 100 companies. Currently, Nick is responsible for TalentSmart's international expansion.

ALEXANDRIA HERRERA, M.S.

Alexandria is a seasoned Project Manager at TalentSmart®, responsible for client management, product development, and applied research and development for new product lines. She is spearheading the launch of TalentSmart® Emotional Intelligence Public Workshops nationwide. She also assists with the IMPACT EQ Learning Program—an emotional intelligence certification program that teaches trainers worldwide to deliver EQ curriculum.

WHY EQ WORKSHOPS WORK

TalentSmart® . . . Putting Big Ideas to the Test



In *Blink*, Malcolm Gladwell invites the world to explore the power of snap decisions. Now, you can test your decision-making skills with *Snap*.



DISC is the #1 personality profile, with millions of people relying on it to discover their strengths. Now you can take it online with integrated Hollywood e-learning to bring each profile to life.



The *Emotional Intelligence Appraisal* measures the four EQ skills from the #1 benchmark model of EQ in just seven minutes. Available both online and as a self-scoring booklet, this assessment is easy to use and understand.



Coauthored by Ken Blanchard with the cofounders of TalentSmart®, the *Preferred Leader Assessment*™ measures the core leadership behaviors that earn the commitment and support of your people through integrity, partnership, and affirmation.

Prices start at just \$39.95!

CLICK ON ANY ASSESSMENT TO LEARN MORE . . .