

## WOMEN FEEL SMARTER

**By Dr. Travis Bradberry and Lac D. Su**

From an anatomical perspective, there are more similarities than differences between men and women. Still, you don't have to search far to find a disparate piece of our anatomy—the brain.

Decades of research show that for regular intelligence:

- ∴ Men and women have the same average IQ.
- ∴ Men tend to score higher on tests of “spatial ability” (the mental manipulation of figures in two or more dimensions).
- ∴ Women tend to score higher on tests of reading and verbal skills (including writing, grammar, and spelling).

The 1990s introduced landmark brain research that provided a measurable connection between our responses to emotions and their influence on our actions. This concept—now known widely as emotional intelligence—has a tremendous impact on our success at work and in life.

In the world of emotional intelligence, things aren't so equal between the sexes. A worldwide study of more than 500,000 people by TalentSmart® reveals significant differences between men and women in overall emotional intelligence and three of the four emotional intelligence skills.

This study, the findings of which were first revealed in *The Emotional Intelligence Quick Book*, demonstrates that women tend to be:

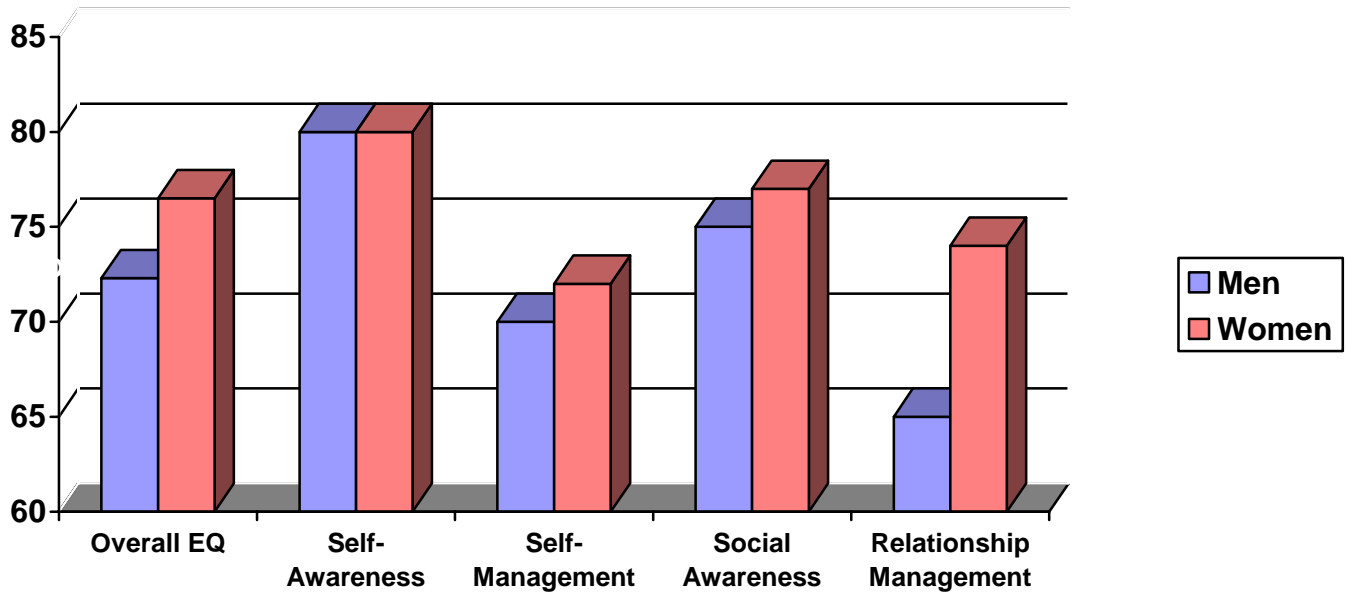
- ∴ More expressive than men.
- ∴ More empathetic and sympathetic than men.
- ∴ More able to discuss feelings and understand emotional references.

Why did men and women score so differently? First, it's important to consider the one skill in which the sexes received an equal score: self-awareness. This means that men and women have the same ability to understand their emotions. Self-awareness is a reflection of your ability to comprehend your emotions as they surface *and* grasp their significance across time and situation—your tendencies. The genders possess an equal ability to apply this critical skill, but men don't do so as often as women.

Of the three remaining emotional intelligence skills, women outscore men in all of them. These skills include:

1. Self-Management
2. Social Awareness
3. Relationship Management

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### How smart do you feel?

The explanation for women outscoring men in three of the four emotional intelligence skills is open to interpretation. What's important is learning where you stand—which emotional intelligence skills are your strengths and where you have room to improve.

The TalentSmart® study measured emotional intelligence using *The Emotional Intelligence Appraisal™*, a test that captures your skills in just 10 minutes from the #1 benchmark model of EQ.

*The Emotional Intelligence Appraisal™* is available online, or as a self-scoring booklet. Both versions include action plans that help you develop your emotional intelligence skills and learn from your unique emotional intelligence profile.

The online edition also provides an opportunity to compare your scores to the worldwide population from the TalentSmart® study. You can see how your scores stack up against different groups based on gender, age, region, job function, and job title.

With *Emotional Intelligence Appraisal™* scores responsible for 58% of job performance, there's only one intelligent action remaining—try the test!



**Emotional Intelligence**  
**Appraisal™**  
THERE IS MORE THAN IQ

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### ABOUT THE AUTHORS:

#### Travis Bradberry, Ph.D.

Dr. Bradberry is the president of TalentSmart® and a recognized expert in emotional intelligence, who speaks regularly on the topic. He is an avid researcher and has conducted several large-scale studies examining leadership and emotional intelligence across industry lines.

Dr. Bradberry is the coauthor of the *Emotional Intelligence Quick Book*, as well as the *Preferred Leader™ Assessment* with Ken Blanchard. Dr. Bradberry has been featured by *Newsweek*, *MSNBC*, *The Washington Post*, *Glamour*, *Health*, *Reader's Digest*, and major television and radio outlets, including ABC, CBS, NBC, NPR, and FOX.

He holds a dual Ph.D. in clinical and industrial-organizational psychology and received his bachelor of science in clinical psychology from the University of California – San Diego.

#### Lac D. Su

Lac D. Su is the Director of Strategic Alliances for TalentSmart®, the leading provider of emotional intelligence tests, products, and training. He forms and manages relationships with key TalentSmart® resellers and assists clients with the implementation of skill development initiatives.

Lac's expertise is in emotional intelligence, cultural awareness, communication, decision making, and adaptability. He has a master's degree in industrial-organizational psychology from the California School of Professional Psychology, and is completing his Ph.D. in the same field at the same institution.

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