



FOREWORD BY PATRICK LENCIONI, AUTHOR OF THE BLOCKBUSTER,  
*THE FIVE DYSFUNCTIONS OF A TEAM*

### THE CHALLENGE

Today, emotional intelligence needs little introduction. This “other kind of smart” is the #1 predictor of success both personally and professionally. But knowing what it is and knowing how to use it to improve your life are two very different things.

### THE STUDY

The authors’ groundbreaking research tested more than 500,000 people to discover how they use emotional intelligence and how it influences their lives. The results shed light on some of the toughest questions facing us today: How can I manage emotions to my benefit? What is the key to understanding people? Why is there so little emotional intelligence in the workplace? What is my emotional intelligence and how can I improve it?

### THE FINDINGS

A decade of research reveals what distinguishes those who use emotional intelligence to their benefit from those who do not. The book’s smooth narrative style turns rigorous research into memorable stories and practical strategies anyone can pick up and use today. Each copy includes the opportunity to test your EQ online, via the authors’ best-selling *Emotional Intelligence Appraisal™* test, because knowing your current “EQ” is an essential first step in using this skill to your benefit.

Consider the findings introduced for the first time in this book:

- **AN EMOTIONAL EPIDEMIC:** 70% of us do not handle conflict or stress effectively, and just 36% understand emotions as they happen. The greatest challenges are at work, where just 15% feel respected and valued by their employers
- **IMPACT ON HEALTH:** Emotional intelligence has a dramatic impact on the body’s resistance to and recovery from disease, including the leading killers in America today: heart disease, cancer, stroke and diabetes
- **YOUR BRAIN IS PLASTIC:** Unlike IQ, emotional intelligence is not fixed at birth. New skills learned actually create permanent physical changes in the brain.
- **BRING IT TO WORK:** People who use emotional intelligence well are 10 times more productive than those who don’t. It’s no wonder that 90% of top performers are high in EQ, which is why EQ is twice as important as IQ in getting you where you want to go in life
- **TAKE IT HOME:** Children’s emotional intelligence affects their grades, their friendships, and their interactions with parents and teachers. The #1 influence on a child’s ability to develop a high EQ? His/her parents’ use of emotional intelligence in their parenting and with each other.

Drs. Travis Bradberry and Jean Greaves have created a revolutionary program to help readers identify their emotional intelligence, build their skills into strengths, and enjoy consistent performance in the pursuit of important life objectives. At the heart of the book is the Internet-based *Emotional Intelligence Appraisal™*, the product of a decade-long effort to accurately measure and develop EQ skills.

At 208 pages, *The Emotional Intelligence Quickbook* is everything you need to know, without the filler. “Some of the strongest findings from our research,” comments Dr. Travis Bradberry, “fly in the face of what people have been told their entire lives—things they’ve always thought would make them successful and give them what they want. This upsets some people.”

That may be, but who can afford to ignore these findings?

## **PRAISE FROM ACCLAIMED AUTHORS**

"All sentient beings possess awareness, but among them human beings possess great intelligence. Subject to a constant stream of positive and negative thoughts and emotions, what distinguishes us as human beings is that we are capable of positive change. The Emotional Intelligence Quickbook succinctly explains how to deal with emotions creatively and employ our intelligence in a beneficial way."

**—THE DALAI LAMA**

"Research shows convincingly that EQ is more important than IQ in almost every role and many times more important in leadership roles. This finding is accentuated as we move from the control philosophy of the industrial age to an empowering release philosophy of the knowledge worker age. Self awareness, self motivation and regulation are foundational to empathy and social skills. This book gives abundant, practical findings and insights with emphasis on how to develop EQ."

**—DR. STEPHEN R. COVEY, AUTHOR *THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE*  
*THE 8<sup>TH</sup> HABIT: FROM EFFECTIVENESS TO GREATNESS***

"Emotional intelligence is an extremely important skill for personal and professional success. This book is excellent and the learning included in the free online test is cutting-edge. I strongly recommend it."

**—KEN BLANCHARD, THE BEST SELLING BUSINESS AUTHOR OF ALL TIME  
COAUTHOR OF *THE ONE MINUTE MANAGER*<sup>®</sup>**

"If you're wondering why your career is stalled or plateaued -- or if you simply want to get on the fast track to the next level -- this book is a must read. Emotional intelligence is the sine qua non for success at work and The Emotional Intelligence Quickbook gives you a quick-start to developing critical skills and behaviors to complement your technical expertise."

**—LOIS P. FRANKEL, PH.D., NEW YORK TIMES BEST SELLING AUTHOR  
*NICE GIRLS DON'T GET THE CORNER OFFICE***

"This book is a wake-up call for anyone who wants to dramatically improve their work life and strengthen their relationships. Drs. Bradberry and Greaves offer powerful research, practical strategies and fascinating stories that will transform the way we think about ourselves and how we interact with those we care about the most."

**—JIM LOEHR, NEW YORK TIMES BEST SELLING AUTHOR  
*THE POWER OF FULL ENGAGEMENT***

"This book is filled with wisdom, inspiration, and practical advice, rooted in groundbreaking research. The author's positive strategies are immensely powerful and will change the way you look at your life, your work, and the world."

**—CAPTAIN MICHAEL D. ABRASHOFF, BEST SELLING AUTHOR  
*IT'S YOUR SHIP AND GET YOUR SHIP TOGETHER***

"Whip out your pen and get ready to take copious notes. This wonderful gem of a book is chock-a-block full of invaluable insights and incredibly useful suggestions -- backed by strong scientific evidence. Word for word this is the most precious book I've read in a long time. I will give it to all my friends and clients as the one "must read" for the season."

**—JIM BELASCO, NEW YORK TIMES BEST SELLING AUTHOR  
*THE FLIGHT OF THE BUFFALO***

"This is a wonderful, practical, helpful book full of tools and techniques you can use to get along better with all the people in your life."

**—BRIAN TRACY, BEST SELLING AUTHOR  
*EAT THAT FROG and TURBOCOACH***

## **PRAISE FROM BUSINESS LEADERS**

"I distributed the *Quickbook* to my entire team. We found it very helpful in our dealings with each other and our internal customers. With all the new buzzwords over the past few years, the heart and soul of a company's culture is how they support and promote emotional intelligence. Those with foresight see that retention will soon become the key, and emotional intelligence will separate the good companies from the great ones. This book is a wonderful tool for a grass roots approach. If your desire is to be a truly resonate leader that people will trust and follow, this is an opportunity that cannot only change your professional career, but also your personal relationships."

**—REGINA SACHA, VICE PRESIDENT OF HUMAN RESOURCES  
FEDEX CUSTOM CRITICAL**

Emotional intelligence is such a crucial concept to understand--yet so many people are unaware of it. The authors do a magnificent job of explaining the incredible power of emotional intelligence and how to apply it to achieve your ultimate goals. I've used this book to maximize my potential and I recommend it to anyone who desires to be truly successful.

**—RICHARD LA CHINA, CEO OF ITECH  
1999 ERNST AND YOUNG ENTREPRENEUR OF THE YEAR**

"In the fast lane of business life today, people spend more time on computer keyboards, blackberries and conference calls than they do in face-to-face communication. We're expected to piece together broken conversations, cryptic voicemails, and abbreviated text messages to figure out how to proceed. In this increasingly complex web, emotional intelligence is more important than ever before. This book is filled with invaluable insights and information that no one can afford to ignore."

**—RAJEEV PESHAWARIA, EXECUTIVE DIRECTOR  
GOLDMAN SACHS INTERNATIONAL**

"My clients tend to be very successful and incredibly busy. This book delivers valuable insights without wasting time! My coaches and I have done powerful work aided by this book and the emotional intelligence test that comes with it. A fantastic combination for learning the skills that are critical to high job performance."

**—MARSHALL GOLDSMITH, PREMIER EXECUTIVE EDUCATOR  
AS RANKED BY *THE WALL STREET JOURNAL*, *HARVARD BUSINESS REVIEW*, AND *FAST COMPANY***

"Drs. Bradberry and Greaves have succeeded in creating a practical summary of emotional intelligence. Without being simplistic, *The Quickbook* is accessible to managers and employees who need a quick yet sophisticated understanding of the topic. This book and TalentSmart® e-learning are important components of Nokia's management and employee development programs."

**—JENNIFER TSOULOS, M.S., HUMAN RESOURCES  
NOKIA MOBILE PHONES**

"Emotional intelligence is clearly a critical skill for anyone in a high pressure profession. The authors introduce important research and practical advice that everyone can benefit from."

**—KIM ADRIAN, SECURITY COORDINATOR  
GENERAL MILLS, INC.**

"Success in my business is quantifiable and backing highly effective CEOs in our portfolio companies has been the key. There is no doubt in my mind that this book hits the nail on the head. Emotional intelligence in an individual determines the outcome more than any other factor, and is the one least understood. This book is a must read for managers to gain insight and create a plan to improve their effectiveness as well as the success of the organization."

**—RICK HOSKINS, MANAGING DIRECTOR  
GENSTAR CAPITAL, L.P.**

## **PRAISE FROM EVERYONE**

"Drs. Bradberry and Greaves have created a gem that is powerful and easy to read. This book provides a captivating look at the things that matter most in life. Succeeding in Hollywood is as tough as any business, and emotional intelligence skills are essential. I highly recommend this book."

—**MATT OLMSTEAD, EXECUTIVE PRODUCER**  
**ABC'S *NYPD BLUE* AND *BLIND JUSTICE***

"The *Emotional Intelligence Quickbook* is not just for use in the corporate workplace! I found the EQ concepts easy to understand and helpful in raising my self-awareness and increasing my creative flow. The chapter on Team EQ was especially good for dealing with relationships within my band. This book rocks!"

—**JONE STEBBINS, BASSIST FOR BREAKTHROUGH BAND, *IMPERIAL TEEN***  
**FEATURED ON MTV, HBO, AND IN *ROLLING STONE MAGAZINE***

"This book is a great resource for those of us charged with providing emergency services to the public. Through the simple and effective steps outlined in their Quickbook, I was able to learn and subsequently put into practice the emotional intelligence skills necessary to better relate to my customers during crisis situations. The section on emotionally intelligent teams is a tool most supervisors should find useful in facilitating teamwork and promoting esprit de corps.

—**DOMINICK ARENA, FIRE CAPTAIN**  
**CITY OF ESCONDIDO FIRE DEPARTMENT**

"Emotional intelligence is a critical determinant of a physician's ultimate success or failure. Drs. Bradberry and Greaves have hit the bull's-eye with this timely research-based resource. I teach emotional intelligence in our faculty development leadership program, and I also mentor medical students. I can envision how the *Emotional Intelligence Quickbook* can be woven into the medical school curriculum."

—**DIXIE FISHER, PHD, ASSISTANT PROFESSOR CLINICAL**  
**KECK SCHOOL OF MEDICINE, UNIVERSITY OF SOUTHERN CALIFORNIA**

"One of the first things you discover while climbing the ranks in professional sports is it's a business. My success is based on what I do both in and out of the water. *The Emotional Intelligence Quickbook* has helped me stay on top of my game and reach my goals."

—**NICK KOVACK, PROFESSIONAL SURFER**  
**TEAM HURLEY INTERNATIONAL**

"The *Quickbook* gives you the facts straight up. The writing style is clear and concise and there is no filler to dilute the message."

—**JOANIE CONNELL, PH.D., LECTURER**  
**THE UNIVERSITY OF CALIFORNIA AT SAN DIEGO**

"A highly readable book. The authors make their points clearly with eclectic stories and offer doable suggestions to promote growth in our personal and professional lives. I will definitely recommend to friends and co-workers who are actively seeking to further develop and improve their EI skills."

—**MARIA CORPUZ, MANAGER**  
**UNIVERSITY OF CHICAGO HOSPITALS**