



TRACOM® GROUP
THE SOCIAL INTELLIGENCE COMPANY®

Develop Emotional Intelligence with **BEHAVIORAL EQ®**

WHY BEHAVIORAL EQ?

TRACOM's Behavioral EQ takes the complex world of emotions and breaks it into the key concepts that managers and team leaders can understand and influence. Unlike earlier EQ models, Behavioral EQ is focused on those factors that are most important in the workplace. Based on the latest research in neuroscience, our EQ assessments provide objective input and allow for a constructive exploration of these sensitive issues.

WHO NEEDS BEHAVIORAL EQ?

1. Senior Leaders
2. Sales professionals
3. Managers and team leaders
4. Individual contributors

MODEL

TRACOM's Behavioral EQ Model® is a 3rd generation approach to Emotional Intelligence. It distills earlier EQ models to focus on those emotional aspects and behavior with the most significant impact on workplace performance. The model provides detailed guidance around:

- Emotional Awareness
- Emotional Control
- Empathy
- Listening

BENEFITS



Better understand your own and others' emotions



Improve ability to model effective leadership



Improve collaboration and connections between team members



Enhance corporate culture and improve engagement

BEHAVIORAL EQ® PROGRAMS & COURSES

Emotional Intelligence (EQ) has shown to be as important as IQ, education and prior work experience when it comes to workplace success.

A study of more than 500 executive search candidates **identified emotional competence a significantly better predictor of success** than intelligence or prior experience.

Findings were consistent in all countries and cultures.

BEHAVIORAL EQ® Concepts

Understand the fundamentals of Behavioral EQ, measure their abilities and improve their performance.

Half-Day Course

Developing BEHAVIORAL EQ®

Understand EQ and put this skill to work in sales, leadership and recruiting. Become aware of cognitive biases and how they affect the impact of Behavioral EQ on job performance.

One-Day Course

BEHAVIORAL EQ[®]

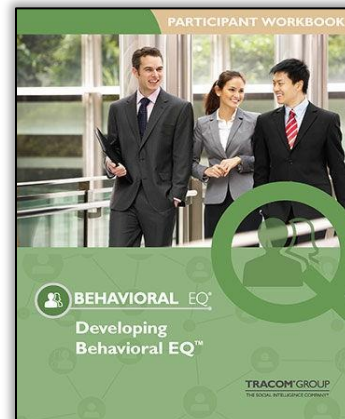
LEARNING MATERIALS

BEHAVIORAL EQ PROFILE



This assessment provides the most comprehensive picture of a person's Emotional and Behavioral Intelligence. It uses an online, Self-Perception and Multi-Rater questionnaires.

PARTICIPANTS KIT



This workbook is used alongside in-classroom discussion and includes detailed lessons and exercises to apply Emotional and Behavioral Intelligence in various workplace scenarios.

JOB AIDS



These are Development Card that serves as a reminder of Behavioral EQ concepts and strategies both in the classroom and post-training.



BEHAVIORAL EQ

COURSES DESCRIPTIONS



BEHAVIORAL EQ[®]

Behavioral EQ[™] Concepts



Half-Day Course

AUDIENCE:

Universal

ASSESSMENTS AVAILABLE:

Paper Behavioral EQ Self-Perception Questionnaire

USE:

Self-profiling for a convenient and inexpensive introduction to emotional intelligence and behavioral intelligence concepts.



PRODUCT DESCRIPTION:

TRACOM's **Behavioral EQ Concepts Guide and Questionnaire** combine the paper-based questionnaire with a self-study Concepts Guide to help an individual understand the fundamentals of Emotional Intelligence, measure their own abilities and improve their performance.

Using information from the questionnaire and Concepts Guide, participants can learn to recognize the meaning and importance of Behavioral EQ. In addition, they can recognize that everyone can improve their Behavioral EQ skills and begin to create an action plan focused on developing Behavioral EQ.



WHY DOES EMOTIONAL INTELLIGENCE MATTER?

Emotional Intelligence is a concept focused on how effectively people work with others. These Emotional Intelligence skills are unique from a person's technical skills and cognitive abilities. Multiple studies have shown that Emotional Intelligence competencies account for the difference between star performers and average performers, particularly in positions of leadership.

- An insurance company found the average policy sold by one group of agents is \$54K, while another group sold policies with an average of \$114K.
- The U.S. Air Force increased its ability to successfully predict recruiter success by three-fold and reduced recruiting expense by \$3 million.
- A study of more than 500 executive search candidates identified emotional competence as significantly better predictor of placement success than intelligence or prior experience. Findings were consistent in all countries and cultures.

ADMINISTRATIVE TOOLS AVAILABLE

Facilitation with the Self-Perception Behavioral EQ Administration Kit is a required resource for anyone using TRACOM's Behavioral EQ Concepts Guide and Self-Perception Questionnaire.

It provides everything necessary to enable someone to teach an introductory Behavioral EQ session.

TRACOM IS THE SOCIAL INTELLIGENCE COMPANY

What is Social Intelligence?

Social Intelligence focuses on the three key personal success factors: Emotional Intelligence, Mindset and Behavioral Style. Through years of research and proven methodology, the TRACOM Group has helped millions of people better understand themselves and identify strategies for more positive outcomes and professional success.

TRACOM also offers SOCIAL STYLE assessments and courses to improve interpersonal effectiveness. Our Adaptive Mindset courses and assessments develop the resiliency and agility needed for the fast-changing global workplace.



BEHAVIORAL EQ[®]



Behavioral EQ Concepts Agenda

INTRODUCTION

- Emotions, Behavior, and the Brain
- Behavior – The Key Component to Behavioral EQ
- The Importance of Behavioral EQ

THE BEHAVIORAL EQ MODEL[®]

- Emotional Intelligence – Self
- Behavioral Intelligence – Self
- Emotional Intelligence – Others
- Behavioral Intelligence – Others
- The Complete Behavioral EQ Model

YOUR BEHAVIORAL EQ SELF-PERCEPTION RESULTS (PAPER QUESTIONNAIRE)

- Emotional Intelligence – Self
- Behavioral Intelligence – Self
- Emotional Intelligence – Others
- Behavioral Intelligence – Others

IMPROVING YOUR BEHAVIORAL EQ

- How Accurate is Self-Perception?
- How to Improve Your Behavioral EQ
- What to Work On: Emotional Awareness or Behaviors?

BEHAVIORAL EQ ACTION PLANNER

- Sample of a Completed Behavioral EQ Action Planner
- Behavioral EQ Self-Perception Items (Paper Questionnaire)
- How to Get Input from Others on Your Behavioral EQ

SUMMARY

- References

APPENDIX – ADDITIONAL RESOURCES

- The Importance of Behavioral EQ

For more information, get in touch: reachus@vektorandpi.com

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& PI**



BEHAVIORAL EQ®

Developing Behavioral EQ™



One-Day Course

AUDIENCE

Managerial, Sales & Universal

ASSESSMENTS AVAILABLE

Behavioral EQ Multi-Rater Profile

USE

Develop expertise in managing emotions to increase performance in the workplace.



EMOTIONAL INTELLIGENCE IMPROVES INDIVIDUAL AND ORGANIZATIONAL PERFORMANCE

Research has shown that Emotional Intelligence (EQ) improves performance in sales, leadership and recruiting. Just as important — EQ can be learned and developed. TRACOM's **Developing Behavioral EQ™** is a comprehensive one-day course for understanding EQ and putting these powerful skills to work. Participants will:

- Be aware of cognitive biases and how they affect their thinking and performance
- Identify the impact of Behavioral EQ on job performance
- Interpret the results of their Behavioral EQ Multi-Rater profiles
- Develop and practice strategies to improve their Behavioral EQ
- Create an action plan focused on developing their Behavioral EQ



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THE PARTICIPANT PACKAGE INCLUDES:

- Participant Workbook
- Development Card
- Individual and Team Commitment Cards

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BEHAVIORAL EQ[®]

Developing Behavioral EQ[™]



One-Day Course Agenda

8:30 AM	Introduction Agenda, Logistics, Agreements Strengths, Weaknesses, and Expectations
8:50	Why is Behavioral EQ Important? Group Exercise and Brain Systems Inspirational Person Exercise "What do you see?," Negativity Bias, Prehistoric Times Exercise Emotions and Behavior; Amygdala Triggers Scenario Exercise
9:45	Behavioral EQ Model [™] <ul style="list-style-type: none">• Emotional Intelligence – Self• Behavioral Intelligence – Self• Emotional Intelligence – Others
12:00 PM	<i>Lunch</i>
1:00	Behavioral EQ Model [™] <ul style="list-style-type: none">• Behavioral Intelligence – Others
1:40	Behavioral EQ Multi-Rater Profile
2:45	Development Strategies <ul style="list-style-type: none">• Individual Development• Team Development
4:30 PM	Session Summary and Conclusion

For more information, get in touch: reachus@vektorandpi.com

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