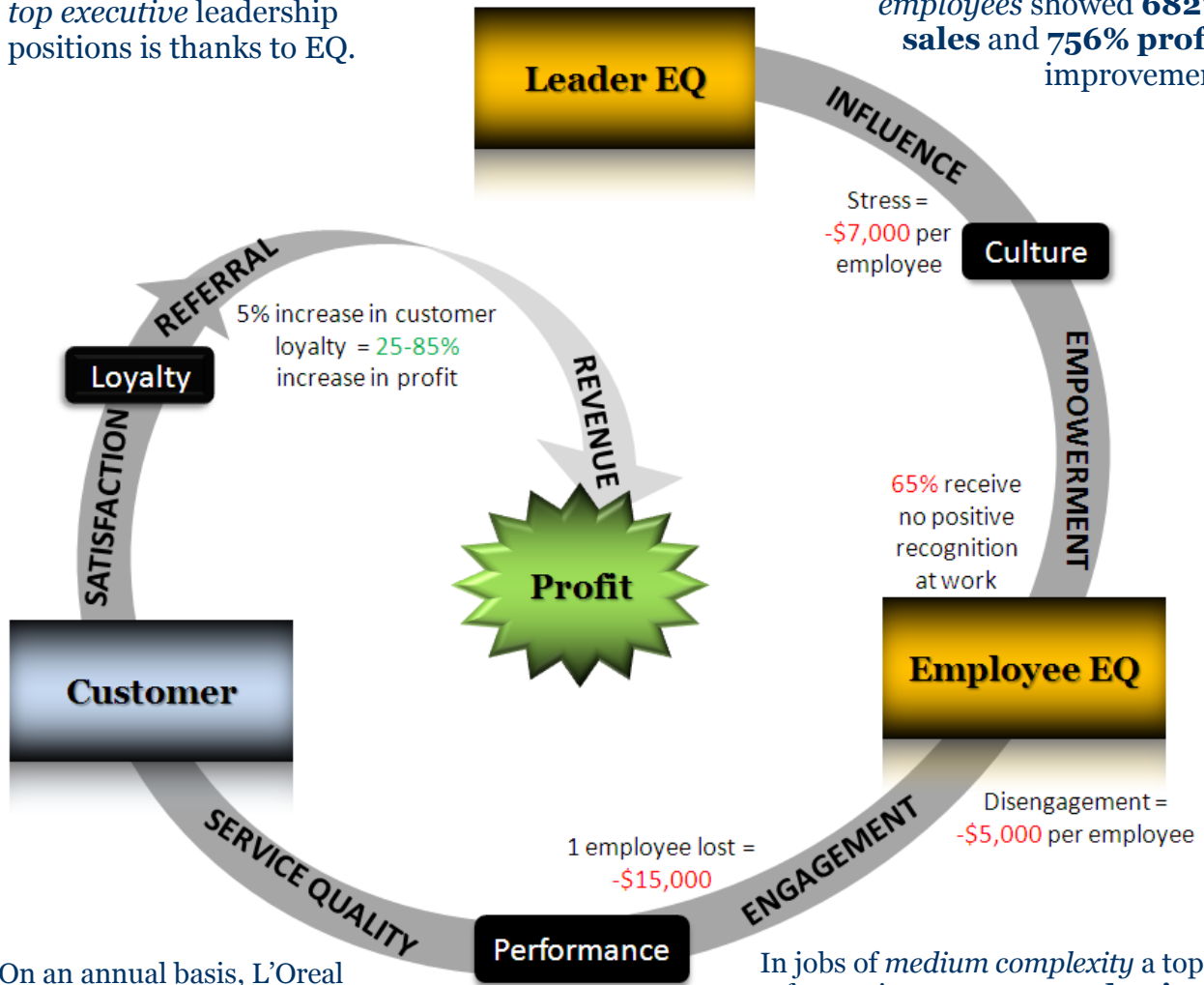




90% of the difference between star performers and average performers in top executive leadership positions is thanks to EQ.

Organizations that changed their cultural focus from *cost* to *cost, customers, and employees* showed **682% sales** and **756% profit** improvement



On an annual basis, L’Oreal salespeople selected on the basis of emotional competence outsold salespeople selected using the company’s old selection procedure by \$91,370 -- for a **net revenue increase of \$2,558,360**

In jobs of *medium complexity* a top performer is **12x more productive** than those at the bottom and **85% more productive** than an average performer.
In the *most complex* jobs a top performer is **127% more productive** than an average performer

“In a national insurance company, insurance sales agents who were weak in emotional competencies such as self-confidence, initiative, and empathy sold policies with an average premium of \$54,000. Those who were very strong in at least 5 of 8 key emotional competencies sold policies worth \$114,000.”

A Clear Difference Between Performance

Experienced partners in a multinational consulting firm with high EQ:

EQ competency	Increase in profit	Incremental gain
Self-regulation	\$1.46 million	390% per partner
Social Skills	\$931,000	110% per partner
Overall EQ	\$1.2 million	139% per partner

**as compared to those with low EQ*

New salesmen at **MetLife**
who scored high on a
test of “learned optimism”:



sold 37 percent more life insurance in their first two years than pessimists.

optimists who failed the normal screening **sold 57 percent more** life insurance in their second year than pessimists.

The Air Force also found that by using emotional intelligence to select recruiters, they increased their ability to predict successful recruiters by nearly three-fold. The immediate gain was a **saving of \$3 million annually.**

After supervisors in a manufacturing plant received training in emotional competencies:

- Accidents were reduced by 50 percent, formal grievances were
- Reduced from an average of 15 per year to 3 per year, and the plant exceeded
- Productivity goals by \$250,000

-Pesuric & Byham

Can EQ be learned? **Yes!**
In fact – it’s preferable for lasting change!

	Traditional training	EQ training - intrapersonal	EQ training – interpersonal
Immediately	35%	47%	75%
1-3 months after	10%	47%	75%
2 years after	10%	47%	75%