

## What is Applied Emotional Intelligence? by Amanda Knight

**Amanda Knight was a student of the first ever CAEI Certificate course in Applied Emotional Intelligence , and is now the Director of Programmes with the Centre.**

**AppliedEI™** represents the ethos and the work of the Centre for Applied Emotional Intelligence.

The CAEI promotes high performance and personal success through

- learning to manage your self and your personality effectively
- learning to manage your relationships effectively, and
- acceptance of self and others

Here at the CAEI, we only use highly qualified facilitators and practitioners whose practice is based on these principles and the ethics of the CAEI.

**AppliedEI™** is a registered trade mark. It describes our approach to emotional intelligence development, and is a kitemark awarded to graduates of our Certificate in Applied Emotional Intelligence who continue to demonstrate on-going EI practitionership and CPD. Wherever you see this mark, you can be assured that the practitioner or training organisation subscribes to the CAEI standards in EI development, and have undertaken indepth training with us.

## Why is Applied Emotional Intelligence important?

Emotional intelligence should be part of the organisational culture – emotionally intelligent behaviour throughout an organisation will directly impact on the working environment. A lack of organisational EI will affect employee health and morale, key indicators being absenteeism, high turnover and work-related stress.

For us, "emotional intelligence" is not a synonym for personality (something which is relatively fixed); it is about *how we manage* our personality. This is why applied emotional intelligence, or knowing how to put EI into practice, is essential for effective leadership, for transforming team and organisational culture, in fact for any job where individuals have a lot of interaction with others, or where the individual has to manage him/herself.

So **AppliedEI™** defines our approach to developing transformational leadership, high-performing teams, and personal effectiveness within organisations.

The CAEI facilitates this through its flexible range of EI training and development products and services. We can either work with you to design and implement effective EI development programmes specific to your needs, or run 'Train the Trainer' programmes to provide your organisation with people who have the necessary attitudes and skills to implement long-term EI strategies.

Please contact us for more information on any of our products and services – for an overview of these, please see our ezine.

### **Amanda Knight**

*Director of Programmes*

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