

With a little help from our friends ... by Amanda Knight, Director of Programmes

There has been much scepticism about emotional intelligence since it became popularised following Daniel Goleman's bestselling book on the subject in the mid 1990s. By some, it was seen as merely the latest fad, or as just soft skills dressed up in another buzzword.

And some of this scepticism was justified, partly because some training organisations did jump on the bandwagon and re-label what they were already doing as EI, and also because organisations were looking for the quick fix and invested in EI on a short term basis only.

The CAEI's original vision for EI back in 1999 was to create a standard for EI development that ensured that training interventions were ethical (for the individual) and effective (for the organisation). And this still stands today – for EI development to be effective it needs to be:

- Individual-oriented – because each person's EI development needs are different
- Developmental – starting with an assessment and continuing with supported development
- About attitudes – developing emotionally intelligent attitudes and habits that lead to effective self and relationship management
- Over time – to sustain the changes in attitudes and habits over the long term
- Ethical – provided by qualified practitioners who have developed their own EI

A Powerful Alliance

We are delighted to be supported in our work in promoting this vision for EI by two organisations who share our passion for ethical and accessible EI development. Together, combining our individual strengths and energies, our three organisations are working to bring the CAEI's powerful EI development programmes and resources to organisations and individuals throughout the UK and beyond.

The diagnostic: JCA are occupational psychologists. JCA's Jo Maddocks developed the 'ie' and 'te' profiling tools with our founding director Tim Sparrow

The experiential: Activate are development training specialists who have pioneered the use of emotional intelligence with experiential learning.

As you can see from their introductions, they each add something special to our collected strengths.



JCA (Occupational Psychologists) Ltd

John Cooper, Managing Director

JCA (OP) Ltd is delighted to introduce themselves as partners to the CAEI. A highly successful company of Chartered Occupational Psychologists focused on creating people driven success in organisations, we have been working with the CAEI and specifically Tim Sparrow for the last 5 years in the development of the ie and te tools.

What sets us apart from other consultancies is that we create deep, enduring change in people, which gets to the heart of motivation and performance. Through the CAEI, Activate and *AppliedEI* we hope to develop this energy further and be part of a network at the cutting edge of Emotional Intelligence.

JCA is a leading people development and assessment business. We enable organisations to get the most out of people in a sustainable way through applying a range of scalable consulting, training and product solutions. Our toolkit of deep impact psychometrics includes our own measures of individual and team emotional intelligence, the *ie*[™] and *te*[™] Personal Effectiveness tools (www.ie-te.co.uk), developed in conjunction with Tim Sparrow of the CAEI, and Will Schutz's expanded and revised *FIRO Element B*[™] www.firo.co.uk.

Established in 1993, and now with an international client portfolio we are well known for our:

- High impact and deep level approaches to maximising productivity in teams and individuals
- Track record of changing behaviour and attitudes using new generation business psychology
- Flagship Emotional Intelligence and Human Element programmes
- Training and psychometric products that create people driven success
- Holistic approach to improving success and well being in organisations.

Contact John on the JCA office number 01242 239238 to discuss the tools in more detail.



Activate

Matt King, Director

We are delighted to have been the CAEI's development training partner for the last 2 years, not just as a recommended training provider, but also as host to the Centre's 9-month Practitioner programme.

Activate itself was formed in May 1996 to develop human potential through experiential learning. We specialise in designing original development training programmes of the highest quality, particularly in the areas of team and leadership development.

4 years ago we were introduced to the CAEI's emotional intelligence framework. Immediately we could see the synergy between their unique EI framework and our approach to experiential learning, both indoors and outdoors. This has resulted in us developing a leading edge approach to development training that creates powerful results.

For us there are certain key aspects to a successful EI experiential programme:

- structuring the programme to address the specific needs of our client
- creating a safe (emotionally and physically), positive learning environment through which individuals can explore new and different ways of developing their emotional intelligence
- individual exploration through the 'ie' profiling tool with 1-2-1 feedback
- groupwork to explore attitudes and behaviours in a supportive environment
- activities that facilitate the exploration of the different aspects of emotional intelligence
- a follow-up programme to ensure on-going support and development

Activate has set the standard in EI facilitation in selecting facilitators who 'walk their talk' through developing their own emotionally intelligent attitudes, as well as gaining essential EI knowledge and skills. Indeed Activate is the only organisation in the country who insists that its EI facilitators become accredited in the 'ie' and 'te' profiling tools, and undertake the CAEI's 9-month Practitioner programme. For us, this is essential to ensure that the integrity of the CAEI's vision and its profound approach to emotional intelligence is sustained during our programmes.

For information on our range of programmes, across the developmental spectrum, please visit our website at www.activate-training.co.uk or call us on 01590 688011.

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