

Profile of Jo Maddocks

Jo Maddocks is director of research and product development and a founder of JCA (Occupational Psychologists) Limited.

One of my main roles at JCA is to develop our suite of products which include the *ie*[™], *te*[™], FIRO Elements and MAPS. FIRO is designed for exploring interpersonal relationships, and MAPS explores attitudes and interferences for raising self esteem and motivation in young people. All of which are very compatible with Emotional Intelligence



My first encounter with the concept of EI was in 1998 when I met Tim Sparrow. I was inspired by Tim's ideas which fit with many of my own questions at that time.

Over the previous 10 years I had developed an expertise in using personality tools which although very interesting to clients would also leave them with a feeling of 'so what, can I change?' Emotional Intelligence as Tim described it to me seemed to answer this question. It explained how we can manage our personality to be personally and interpersonally effective.

Since that day, the direction of my work life has been largely directed by this insight. Over the following 5 years Tim and I went on to develop TDQ and IDQ (now known as 'te' and 'ie'), we have trained over 200 users in these products, given scores of presentations on EI, supported several academic papers on EI, sold 1000's of 'ie' and 'te' products, and included EI as a central premise to the JCA brand.

EI has also played a significant part in the rest of my life from coping with divorce to the thrill and demands of bringing up a child. I am a keen skier and have the opportunity every year of teaching school children to ski in the Alps. My earlier work experience has included working for the Employment services in the rehabilitation teams and as a careers advisers for a small company in Gloucester.

One of my future aspirations is to conduct research into EI and Psychological Type (MBTI). I think that the growth of EI will depend to some extent on understanding how it links to, differs from and adds value to other psychological concepts such as personality, competencies, cognitive intelligence, NLP and PNI.

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