

CAEI Trust – Our New Learning & Development Vision

by Amanda Knight, Director of Learning & Development

The CAEI is in the process of becoming a charitable trust to be known as the CAEI Trust. The Trust's key aims will be to:

- Promote the understanding of emotional intelligence and how to develop it
- Continually raise standards in EI practitionership
- Pursue research into attitudinal change and development
- Make EI development accessible to a much wider audience

Here are the key aspects of our Learning & Development vision which we have developed to support these aims. Our long term goal is to become a Chartered Institute. The criteria for becoming a Chartered Institute is highly demanding. We will be required to:

- Have a specific area of expertise
- Have a formalised programme of training qualifications
- Have 5,000+ members
- Have financial stability

Here are our plans to achieve this over the next few years.

Our Specific Expertise

'Understanding the importance of attitudes in developing emotional intelligence'

The strapline to the book 'Applied EI' by Tim Sparrow and Amanda Knight sums up one aspect of the CAEI's expertise.

Through the original thinking of Tim Sparrow, we know that to act with emotional intelligence we need to adopt a set of emotionally intelligent principles (see 'An Overview of the Eight Principles' by Jo Maddocks in Issue No. 9). These principles inform our underlying attitudes towards ourselves and others.

Tim also explains how our performance has four key determinants – Knowledge, Attitude, Skills and Habits (see 'Why Development Training Doesn't Work' in Issue No. 20). If we do not address underlying attitudes and habits in training, skills development will not have long-term stickability.

Attitudes then are key to acting with emotional intelligence and to raising performance. (see also 'What is an attitude?' by Amanda Knight in Issue No. 8).

It is this understanding that separates our approach to EI development from many others, and which has generated sustainable change for many people through the work undertaken by CAEI practitioners.

Positioning of EI

One of the challenges of promoting the benefits of emotional intelligence development programmes is differentiating what we do from the many often excellent training courses that are underpinned by other approaches to EI, and other constructs such as NLP and TA. There are 3 key differentials. AppliedEI™ recognises that to be truly emotionally intelligent we are required:

- to be non-judgmental of ourselves and of others (see Principle No. 4)
- to have excellent awareness of our own feelings and the ability to express these with choicefulness (see Principle No. 6)
- to have a true belief in human potential, our own and that of others (see Principle No. 8)

Assessing attitudinal change

To demonstrate our special area of expertise, we not only need to be able to provide training and development in this area, but we also need to be able to measure it.

Tim Sparrow's collaboration with Jo Maddocks at JCA (Occupational Psychologists) Limited has seen the development of the applied EI measures – Individual Effectiveness™, Team Effectiveness™, and the soon to be launched Organisational Effectiveness™ tools.

As these are diagnostic tools designed for development purposes rather than assessment they will not always clearly demonstrate attitudinal development before and after a programme. We are therefore exploring ways in which we can measure attitudes more succinctly for training purposes, and are seeking academic research funding to help us with this (we already have one university interested in working with us on this research and hope to be able to announce this formally during the next few months).

Once we have created a robust measure for attitudinal change we will be in a position to offer an assessment process for organisations wanting to be able to demonstrate change in all four key determinants of performance, not just in skills and knowledge. We will become an awarding body for attitudinal change – with CAEI assessors and consultants providing expertise to organisations seeking advanced evaluation of their training and development programmes.

Programme of Training Qualifications

We have defined the following training qualifications to be accredited by the CAEI, and to be run by AppliedEI™ practitioners and founding trustees.

1. Introductory workshop in AppliedEI™
2. Accreditation in the Effectiveness Questionnaires™
3. Certificate in Applied Emotional Intelligence (Certified Practitioner)
4. AppliedEI™ Practitioner
5. Master AppliedEI™ Practitioner (Train the Trainer)

We will announce more about these programmes in a subsequent issue. Use of the AppliedEI™ trademark is discussed at the end of this article. Membership community To generate a membership of at least 5,000 people over the next 10 years we will be building the CAEI community and membership system. Again, we will announce full details of our membership programme in a later issue once they have been finalised.

The range of membership benefits will include the following depending on the level of membership subscribed to:

- Subscription to our free monthly Ezine
- Certificate graduates being added to our list of recognised practitioners
- AppliedEI™ practitioners being able to use the 'AppliedEI™' logo
- An extensive CPD programme
- An annual conference

Financial stability

And finally we need to create a secure financial base for the CAEI Trust. As a charitable trust we will be able to apply for funding and grants to meet the requirements of our Trust Deed and key objectives. If you have any ideas on where we can apply for funding, please let us know!

We will also be generating income through membership fees, accreditation fees, and commission through promotional activities.

The AppliedEI™ Trademark

And finally, we have defined the use of our 'AppliedEI™' trademark. We have registered this to create a kitemark that symbolises AppliedEI practitioner excellence.

The kitemark will be awarded and used in the following ways:



The standard kitemark promoting the use of the 'AppliedEI' approach to emotional intelligence development



The practitioner kitemark denoting that this practitioner has achieved a high level of training in the use of AppliedEI™, consistently uses the AppliedEI™ tools and methods, and demonstrates continual personal and professional development



The kitemark denoting that this programme or workshop uses the AppliedEI™ approach and is designed and run by a qualified AppliedEI™ practitioner

Further guidelines on how the AppliedEI™ kitemark will be used, and by whom, will be published on the CAEI Trust's redesigned website in due course. (To find out more about the authorised use of the AppliedEI logo please contact amanda@appliedei.co.uk).

So, big plans! And we hope that you will support us in our endeavours. We already have additional support through our new committee members, and will always welcome help from you in whichever way you can give it. The simplest way is to let people know about us – get them to subscribe to this free monthly ezine (see the link at the top of this ezine). And participate in our events and courses as your own EI development training needs arise – you will meet like-minded people as well as benefit from leading edge training in this field.

And as we mentioned earlier, please do let us know of any sources of funding that we would be eligible for.

We look forward to working with you to promote understanding of applied emotional intelligence and its development.

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