

VISION AND CHARITY UPDATE

By Amanda Knight, Director of Learning & Development

As you may know already from previous mentions in this ezine, the CAEI is run by a kindly bunch of volunteers who are all passionate about emotional intelligence development and making this accessible to all. The CAEI has also engaged in the process of becoming a charity so that we can move towards our long-term vision of becoming a Chartered Institute (see Issue 22 – March 2007).

Over the summer we have been busy finalising the legal set-up, infrastructure and business plan for the CAEI which we needed to do prior to submitting our application to the Charities Commission, and which will enable us to maximise our potential as a charitable organisation. We aim to have obtained charitable status by the end of this year.

The charity wouldn't have the potential it has without the great people involved. In next month's ezine we will introduce you to the new team – some familiar faces and a couple of new ones too!

First a change of name

One key development is that to initiate our journey towards becoming a Chartered Institute, we are changing the name of our organisation to **The Institute for Applied Emotional Intelligence** (or IAEI for short). This takes effect from 1st September.

We also believe this name better reflects our overall goals which are 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

Taking each of these 4 goals, let's take a look at our plans for each.

1. Promoting the understanding of emotional intelligence and how to develop it

Building on the knowledge shared in this ezine, and the book 'Applied EI', the IAEI aims to raise its profile and to become a recognised voice in the promotion and understanding of emotional intelligence. For starters, we will be presenting poster and thematic sessions at the Emotional Intelligence conference in Malaga later this month – we'll report on this conference in the next ezine. We will also be contributing more and more articles and press releases to trade and general press to emphasise the significant contribution EI plays in enabling health, happiness and success.

If you know of any media opportunities which the IAEI should be maximising and utilising to represent the voice of applied emotional intelligence please do let us know – email us at ideas@appliedei.co.uk.

To find out more about the Malaga conference visit: <http://www.inteligenciaemocional07.com/>



2. Continually raise standards in EI practitionership

We are currently finalising the levels of a progressive qualification for EI practitionership, a requirement of becoming a Chartered Institute. Most significantly this includes the creation of a **Masters in Applied EI and Coaching*** which we are pursuing through the Middlesex University.

Exciting news about
our new
Masters programme*!

The Masters will consist of:

- A post-graduate certificate in Applied EI-based Coaching (this will be a coaching qualification to rival the best currently available in the marketplace)
- A post-graduate diploma in Applied EI Practitionership (still the only indepth EI practitioner programme of its kind)
- A dissertation

The titles and content of the post-graduate certificate and diploma are currently being finalised – more detail to follow in next month's ezine.

We are endeavouring to complete the accreditation process by the end of this year and to be able to run our first accredited programmes in the first half of 2008 – again watch this space!

If you would like to receive details of the new Masters programme, or would like to know how your current experience and qualifications can count as Accredited Prior Learning and therefore exempt you from parts of the programme, please email us at masters@appliedei.co.uk.*

3. Pursue research into attitudinal change and development

For those of you familiar with previous articles in this ezine you will have come across the KASH model and our explanation of how development training needs to include attitudinal development for it to be effective (see Tim Sparrow's article in Issue 20 'Why development training doesn't work' http://www.emotionalintelligence.co.uk/ezine/downloads/20_Why.pdf).

A medium term aim of the IAEI is to become recognised as a leading accreditor of attitudinal development. There are a number of institutions which assess knowledge and skills, but none to our knowledge that assesses attitudes. As we believe this is the bit that makes training stick, there seems to be a gap in what's needed and available!

We are currently exploring research opportunities with a couple of universities to explore attitudinal change and development so that we can build an effective product and service to the training industry. We will share with you developments as they evolve.

If your organisation, or one of your clients would like to participate in our initial research once it is finalised, please let us know at research@appliedei.co.uk.

4. Make EI development accessible to a much wider audience

And finally, our fourth, and perhaps most important goal is to bring EI to the masses. Until now, unless you are a training practitioner, or you are lucky enough to be sent on a training programme through your work, it is unlikely that you will find yourself experiencing an emotional intelligence course. We want to change that. There are a couple of ways that we can do this.

a). Create resources that make EI accessible to everyone.

Our Editor, Maureen Bowes' book 'Me + You =' and its accompanying workbook is a prime example of such a resource.



The RSQ (Relationship Success Questionnaire) created by Applied EI authors

RSQ

Amanda Knight and Tim Sparrow is another – a development tool and ebooks designed to help the individual understand how their personality and their emotional intelligence inform the relationships in their life.

The IAEI aims to sponsor the creation of a wealth of books, tools and learning resources that help to simplify what we mean by emotional intelligence and how we can develop it.

For the guidelines on creating an accessible AppliedEI™ endorsed resource please email us at resources@appliedei.co.uk.

b). Provide high quality emotional intelligence development at an affordable price. A serious challenge for bringing Applied EI development into the mainstream is creating cost-effective programmes for individuals and other charitable organisations. A future aim of the IAEI is to provide bursaries for its Masters programme once it has generated the funding to do so. It also aims to fund or subsidise places on individual development programmes for those on low incomes. These are very much in the future, but a serious commitment. They are however dependent upon us sourcing and gaining appropriate funding.

If you have any ideas on where we can access and obtain charitable funding please do let us know at ideas@appliedei.co.uk.

IAEI Membership

One of the initial ways that we will fund the IAEI is through our membership packages and CPD programmes. Paid IAEI membership options will be available in early 2008. As a reader of our free monthly ezine, we do hope that you will be able to support us with this. We are currently finalising our membership packages, CPD programme, and members' forum, and will announce these in November's ezine.

If you want to help us build the IAEI, and be a recipient of more than just our free monthly ezine, register your interest in becoming a member at membership@appliedei.co.uk.

In summary ...

To achieve the goals of this new charity we need your help.

You can do this in small ways or larger ones – whatever's right for you and your involvement with EI at this time:

- It can be as simple as forwarding on this ezine to other people who you think would be interested – use the link on the home page of the ezine.
- You can also let us have your ideas about funding or media opportunities by emailing us at ideas@appliedei.co.uk.
- You can pursue your practitioner training by embarking on our Masters programme* – register your interest by emailing us at masters@appliedei.co.uk.
- You can participate in our future research into attitudinal development by contacting us at research@appliedei.co.uk.
- And you can become a paid-up member of the IA EI through one of our soon-to-be-announced membership packages – register your interest for this at membership@appliedei.co.uk.

We look forward to working with you and our members to make a real impact in the world of EI.

*The Masters programme is subject to successful accreditation by the Middlesex University. The post-graduate certificate and diploma courses will be available separately.