



NexusEQ Conferences

Tools and Wisdom for Personal and Professional Growth

5th Annual Emotional Intelligence Conference, Holland, June 2005

Leading with Emotional Intelligence

For Immediate Release.

Contact: Joshua Freedman <josh@NexusEQ.com>

Daniel Goleman: Leadership with Emotional Intelligence Acclaimed Author Announces World Summit

Amsterdam, January 20, 2005: Since the 1995 publication of Daniel Goleman's international bestseller *Emotional Intelligence, Why It Can Matter More Than IQ*, a global movement has developed to bring "EQ" into practice in businesses, schools, and communities around the globe.

Goleman and other leaders in the field will share best practices and current research at the 5th annual NexusEQ Conference, June 12-14 in Holland (www.nexuseq.com). Titled "Leading with Emotional Intelligence: Tools and Wisdom for a Sustainable World" and featuring speakers from 19 countries, this is the most comprehensive EQ world summit ever. "This is a worldwide movement, but people are isolated,"

Goleman explains. "To everyone who is laboring in solitary circumstances -- in a school, in a business, in a hospital, a university, where ever you may be: You are part of a community -- a virtual community of like minded people pursuing this important work. This chance to come together and meet others in your 'family' is enormously important."

From American Express to Avon, businesses have begun to embrace the concept. Jack Welch has begun discussing EQ,¹ and the Harvard Business Review calls it "the key to professional success."² Schools, hospitals, and government agencies world-wide are

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adopting EQ practices. From elementary school students to army officers, a curriculum of emotional awareness is providing a new perspective on people.

According to Dr. Goleman, it all began with two psychology professors on a summer's day. "John Mayer and Peter Salovey invented the whole field," Goleman explains, "when they were chatting about politics while painting a house." Salovey (now Dean of Yale College and Professor of Psychology at Yale University) and Mayer (now Professor at University of New Hampshire) were talking about their research on cognition and emotion, and got to discussing a politician. They wondered: How could someone so smart act so dumb? Their conclusion: Smart decision-making requires more than the intellect as measured by traditional IQ.

Goleman continues the story, "And because of that conversation, they published a wonderful seminal article – but in an obscure journal. The moment I saw their concept of emotional intelligence all kinds of bells went off. And I thought, 'I have to write about this!'" With over 5 million copies in print in 30 languages, Goleman was right: The world was ready to learn about this powerful concept.

What makes emotional intelligence so appealing? Partly because it answers a widespread longing to understand the complexities of human interaction. Partly because it allows practitioners to bring compassion, empathy, and wisdom to schools and organizations. And partly because emotional intelligence delivers impressive bottom-line results.

According to Goleman, one key benefit is that "emotional intelligence can help people make better decisions." This increased effectiveness is invaluable for business, essential for education, and transformational for personal life.

The Business of EQ

What do American Express, Avon, Shell, Unilever, Nestle, Pfizer, Lockheed, Hilton, Boeing, Motorola, and Johnson & Johnson have in common? At various levels, all are turning to emotional intelligence to improve organizational performance.

Organizations are finding value from EQ primarily in leadership development, sales and retention. Goleman's latest book, *Primal Leadership*, helps explain why EQ has such an impact on leadership.

"EQ defines our capacity for relationship," Goleman says, adding this is essential for leaders whose choices are echoed through dozens and hundreds of relationships in a complex web. Leaders who use their emotional efficacy to inspire confidence, commitment, and caring will get better results. "Every level of organization is an emergent property of the one beneath it. You can look at two people interacting and then see how that cascades into teams, groups, and whole organizations."

"In *Primal Leadership*, my colleague Annie McKee describes a wonderful woman working for UNESCO in South Asia," Goleman elaborates. "She was a remarkable

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leader. Her mandate was the health of half a billion women and children. She used her emotional intelligence to inspire her entire staff about the mission. Because they really cared, it wasn't just a job, she helped her team become far more effective.”

This ability to bring out the best in people translates to bottom-line performance. At L'Oreal, sales agents selected on the basis of certain emotional competencies added an annual net revenue increase of \$2,558,360.³ The US Air Force saved \$2.7 million in recruiting costs by using an EQ profile.⁴ A year-long EQ initiative at the Sheraton Studio City in Orlando helped improve guest satisfaction, reduce turnover, and boost market share by 24%.⁵ More data is available from the Consortium for Research on Emotional Intelligence in Organization (www.eiconsortium.org) and Six Seconds' Institute for Organizational Performance (www.EQperformance.com).

Bringing EQ to School

One of the most exciting areas of EQ practice is in education. From Durban, South Africa, to Jakarta, Indonesia – and nearly every city in between – educators are tapping the science of emotional intelligence to meet the promise of education's mission.

Emotional intelligence comes to school at many levels. It helps teachers and administrators be more effective. NexusEQ Speaker Dr. Anabel Jensen worked for three years with one of the largest school districts in the US; the focus was on building a more effective workforce to the 12,000 employees.

Goleman says emotionally intelligent school leaders are more successful: “The seminal study was done for the Ministry of Education in the UK, where they looked at Heads of Schools. They found that in schools where the Head Teacher used a more emotionally intelligent leadership style, the higher the academic achievement of the students.” Why? “School leaders who use their EQ inspire teachers to be more dedicated and motivated so that they teach better -- and therefore the students learn better.”

In addition to professional development, many schools teach emotional intelligence to students to help them be more self-aware and make better decisions. The Collaborative for the Advancement of Social Emotional Learning (www.CASEL.org) has collected an extensive database of research on the subject. The conclusion: EQ training improves students' relationships to school – which in turn improves their academic performance. The research shows students who learn effective social and emotional skills also have less risk of violence, pregnancy, or suicide.

In a pilot study of one of the pioneering EQ curricula, Self-Science, 100% of the teachers reported that the program increases cooperation and improves classroom relationships. They agreed (92%) that the program helped increase student focus/attention and improve teacher/student relationships. (See www.self-science.com.)

EQ and Life

To capture the benefits of EQ for individuals, Goleman turns to the work of Nobel prizewinning economist, Daniel Kahneman, and the “Hedonic Treadmill.”

“It turns out that having more wealth does not increase your happiness” explains Goleman. “Going from starving poverty to just having enough is the biggest bump in happiness from increased affluence. And that means that you don’t need that lavish a standard of living to be happy. And happiness itself lets you get off the treadmill of ever-rising expectations. In EQ, one of the qualities that can be cultivated in the emotional self-management domain is how to manage your emotions and become more happy.”

While happiness may seem banal to some, happy people are healthier, more compassionate, and more successful. The implications are significant – what happens when people are more satisfied with life? It brings Goleman to the next stage of his research: “I am looking at the question of how can we all live best together, at every level -- couples, families, communities, organizations and nations. How can we live together more sanely and compassionately?”

Like most of the people involved in emotional intelligence, Goleman finds benefits of this practice for himself. “I’ve been working on being more mindful and more empathic,” Goleman says he is inspired by his wife, Tara Goleman (author of *Emotional Alchemy*). “It is a spiritual book as well as a synthesis of mindfulness and cognitive therapy and Buddhist psychology. It shows the importance of reflective insight and compassion in living well – a message echoed by the Dalai Lama. These values go hand-in-hand with my own thinking, and give me hope for my life too.”

The blend of spiritual awareness, mindfulness, and emotional intelligence enhances the quality of life – not through trappings, but by adding spice to the small moments of every day. “One of the qualities of this kind of awareness is that you are less bored and less anxious throughout the day. And more involved in what is going on, what ever you are doing.”

Goleman is quick to add, “I don’t see myself as particularly gifted in this domain. I am a psychologist, a researcher and a writer, but I am not a guru of emotional intelligence,” he qualifies. “I am a commentator -- not the ‘Tiger Woods of Emotional Intelligence.’ The Dalai Lama deserves the title!”

From Goleman, With Gratitude

There are countless examples of emotional intelligence coming into practice around the world. From prisons to military organizations, from classrooms to board rooms, this blend of cutting-edge science and common sense is getting attention.

Goleman credits the researchers and these innovators – many of whom participate in the NexusEQ Conference. “All I did was amplify someone else’s idea, and other people have run with it. The movement is a marvelous collaborative accomplishment. So I feel a lot of gratitude to people for that.”

What's next for the EQ? "For people who are passionate about EQ," concludes Goleman, "my wish is that we care more about what is going on in the world at large and use EQ to address the problems in front of us. Whether it's local problems, national problems, Tsunami victims, or the horrible toll of poverty among children in the world. I hope emotional intelligence helps people shift away from personal gain and self interest – and instead they notice, care, and take action to do something about what needs to be fixed in the world. And I hope they use their best EQ in addressing these challenges."

"It is wonderful that the conference is near Amsterdam. It is so close to being the heart of Europe, so it's accessible for people from many different cultures and nations. It is not in America, which I think is important -- this is not an American movement; this is the World's movement. Also, people shouldn't be so grimly determined to work all the time, they really need to take advantage of play -- that's another reason Amsterdam is so perfect."

The conference highlights the growing international interest in this work. Part laboratory science, part popular psychology, the "EQ Movement" continues to gain ground. Critics call it a "flavor of the month," but 15 years after the publication of the first research, the field continues to grow. Business, education, healthcare and the public will come together to see the progress at NexusEQ in Holland, June 12-14, 2005. Information and registration is online www.NexusEQ.com.

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More Information:

Online Press Kit: <http://www.nexuseq.com/press>

Conference Web Site: <http://www.NexusEQ.com>

Conference Series Chair: Joshua Freedman <josh@nexusEQ.com>

¹ Jack Welch, "Four E's (a Jolly Good Fellow)" Wall Street Journal, January 23, 2004

² Harvard Business Review, Breakthrough Ideas for Tomorrow's Business Agenda April 2003

³ Spencer & Spencer, 1993; Spencer, McClelland, & Kelner, 1997 (cited in Cherniss, 2003)

⁴ Richard Handley, 1999, Conference Proceedings, NexusEQ 2003

⁵ Joshua Freedman, Case Study: Emotional Intelligence at the Sheraton Studio City Hotel, Six Seconds Institute For Organizational Performance, 2003