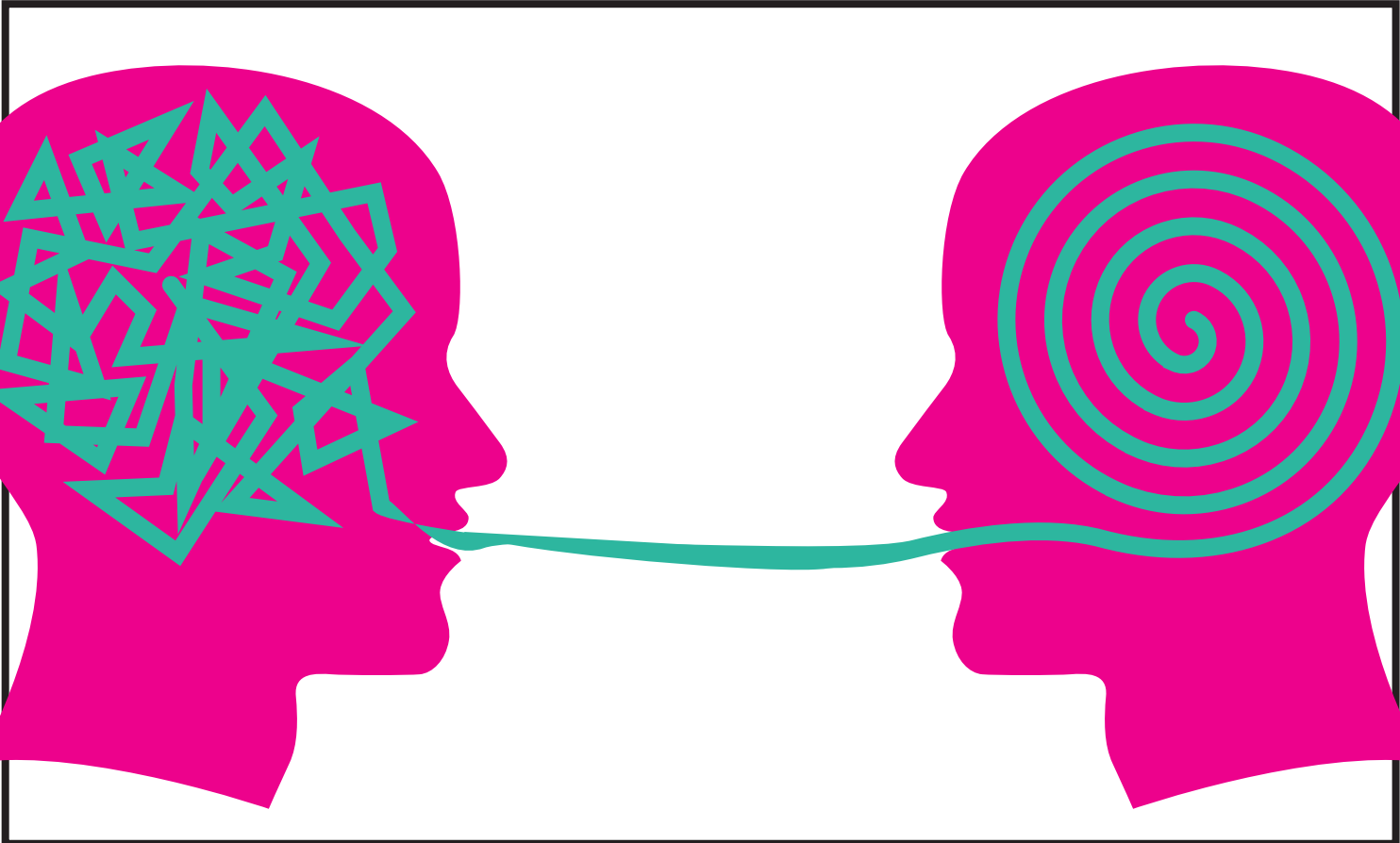


Developed by

ADage
Marketing Group

EQ Matters



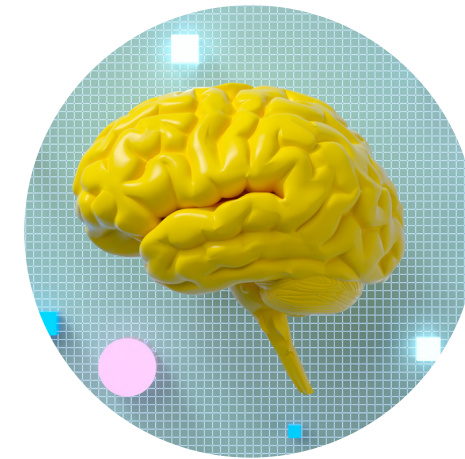
WHAT IS EQ?

EQ (or emotional intelligence) is the heightened awareness of others' emotions, including your own. An emotionally intelligent person is someone who is aware of their strengths and challenges and is also someone who is aware of their impact on other people. To build the ideal culture within your organization, it all starts and ends with EQ.

Experts say that EQ is far easier to train through conscious effort than IQ.

Emotional intelligence can more readily be built, as long as you know what knowledge to apply. Unlike IQ, emotional intelligence improves with age and is something that can be developed over time. Some people have natural inclinations to be better or worse at managing their emotions, "emotional intelligence can be learned at any age".

Developing your emotional intelligence does not come in a downloadable toolkit. Changing takes encouragement over time to gain awareness, as well as training by experts to provide personalized tools to develop the individual's emotional intelligence in the most impactful areas.



WHAT IS EQ MATTERS?

Everyone has a story, crafted by their own unique experience as the main character. Stories are universal. Stories define us. Separate us. Bring us together. We are wired for story.

Sharing Matters.

This program is designed to uncover the stories that connect people to their purpose, their potential and their organization. The power of those stories can change culture, outcomes and lives.

Employees. Residents. Partners. Families.
They define their story.

Character is developed. EQ can be cultivated to **build a culture** that **people want** to make a **part of their story**.

"You must know yourself to grow yourself."

Using a strength based approach, we help teams to:

Maximize strengths | Realize talents | Enhance wellness | Share gifts

STRONGEST PREDICTOR OF SUCCESS— EQ OR IQ?

89.1% vs. 10.9%

Based on 40 studies of more than 65,000 entrepreneurs' traits and success to look at both EQ and cognitive performance, as well as measures of business success like financial success, company growth, company size, and subjective success.

Direct Correlation To Increased Job Performance

Emotional intelligence is responsible for 58% of performance in all types of jobs 90% of top performers are high in EQ.

Enhance Leadership

Organizations managed by managers with high emotional intelligence showed an APG advantage of 7% (22% versus an annual average growth of 15% for the same period.)

Decrease Turnover

61% of people label 'Work' as Significant Source of Stress
According to the American Psychological Association, it is critical that managers help their staff improve self-awareness, become better listeners and more effectively manage their stress.

WHAT DOES EQ IMPROVE?

EQ leaders manage their interaction with a strategy and approach that is both thoughtful and compassionate, but also direct and with trackable outcomes.

1. Reading others' emotional strengths and weaknesses.

The value of having a high IQ has greatly diminished as a result of unlimited real-time information available on the internet. However, you cannot find your employees' emotional strengths and weaknesses via a quick Google search.

2. Knowing your own emotional strengths and weaknesses.

On a regular basis, it is critical for leaders to carefully analyze their behavior and understand how they are viewed by employees. This objective assessment of your own EQ will enable you as a leader to tap into known strengths and unearth hidden weaknesses for further development.

3. Socialization.

The ability to interact with others is essential to the long-term success of your company. By understanding their morale and engagement in their work, you are able to not only motivate them but improve overall performance.



HOW DO WE TEACH EQ?

ADage's multidisciplinary approach utilizes a proprietary Research-Based Methodology, which includes concepts, premises, principles and examples from the a diverse list of field-leading experts:

Brene Brown | John Gottman | Simon Sinek | Ross Ellenhorn | Ransom Stephens | Tara Brach | Rory Sutherland | Daniel Lieberman, MD and Michael E. Long | Daniel Siegel, MD & Tina Payne-Bryson | Jack Schaffer, PHd | Bessel van Der kolk | Pema Chodron | Gary John Bishop | Orton Gillingham | Mel Robbins | Stuart Brown, MD | Justin Bariso | Carol Dweck | Matthew Bennett | Karyn Purvis | Lou Carbone | Caroline Myss | & More

CORE PRINCIPLES:

1. Self Awareness
2. Self Regulation
3. Social Awareness
4. Relationship Management

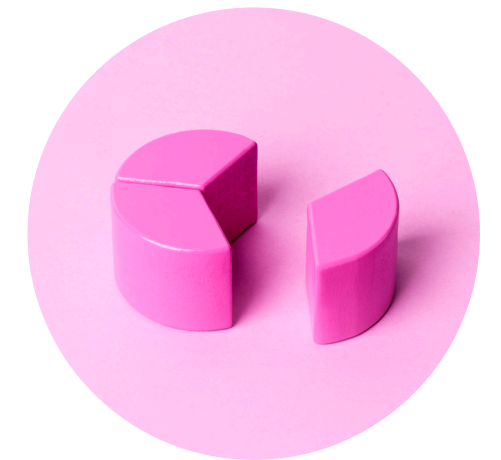
WHY CHOOSE US?

Memorable Experiences. Meaningful Difference.

- Head, hands, heart (Waldorf method)
- Tied together (Storytelling)
- To change lives (Kübler Ross change)

360 Engagement

- Tangible Materials (training booklet/worksheets)
- Digital Engagement (Email communications/digital personality assessments)
- Practical Application



Previous Program Participant Feedback

I had a wonderful experience in the training, the material was easy to comprehend and the exercises were engaging and fun.

I loved the personalization to the materials and gift bags! I also LOVED that you know us as a company by using our terms like "co-petitors."

I thought training was so great. Fast paced, engaging and well done!

WHY HIRE A CONSULTANT?

Psychologist Tasha Eurich, said, "It's important for leaders to have a trusted adviser or coach who is able to provide them with candid feedback on their areas for growth. This will help organizations become more self-aware and less insulated."

**WARNING:
DO NOT GOOGLE "CEO DISEASE"!**

Capture stories and leverage them for growth with a census enhancing marketing strategy powered by ADage Marketing Group.

[Hello@ADageMarketingGroup.com](mailto>Hello@ADageMarketingGroup.com)



WHAT'S NEXT? CONNECT WITH

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