

REACH THE SUMMIT OF YOUR
BUSINESS MOUNTAIN WITH SOLID
EQ AND LEADERSHIP SKILLS



CONSULTING & COACHING SERVICES SINCE 2001



Maximize Your Talent

What is EQ?

EQ is the ability to understand, manage, and communicate emotions in a productive, non-offensive (respectful?) manners.

Emergence of EQ

Many philosophers and psychologists defined social and emotional concepts that contribute to well-being, dated as early as the 1930s. The term Emotional Intelligence first entered our vernacular in 1990 in a publication by Peter Salovey & John Mayer. Five years later, Daniel Goleman's work (much of which inspired and is used at MYT) captured public interest and was widely received. In his books, *Emotional Intelligence* and *Working with Emotional Intelligence*, he introduced four competencies of EQ: self awareness, social awareness, self management, and relationship management. At MYT, we have classified the pillars as EQ as: inner awareness, outer awareness, and interpersonal relationships.

Acceptance

Acceptance of EQ began shortly after the emergence of EQ. People began to understand the difference between traditional IQ and the benefits of EQ and how the latter tends to be related to increased success and well-being.

History

In 1999, American Express Financial Advisor's Senior VP Mike Woodward gave group VP Art DeLorenzo a copy of Daniel Goleman's book, *Working With Emotional Intelligence*, a sequel to the author's seminal *Emotional Intelligence*. This was an awakening for Art, as he had experienced Emotional Competence Training thanks to AEFA's consultant, Dr. Rick Aberman.

Art's close friend, Dr. Fred Luskin, was working as a school psychologist at his daughter's elementary school. For Art, Goleman's book provided a deeper understanding to what he had seen first-hand in his executive work. Self Awareness, Self Regulation, Motivation, Empathy and Social Skills were now recognized as invaluable concepts. DeLorenzo was convinced that merging a high-quality emotional competence training program with highly motivated individuals would elevate their productivity and lower their stress.

MYT is based on the work of leading psychologists on the frontier of business and personal and professional development. Our founders understand that the brain will not allow us to acquire new habits absent repetition, and that stress inhibits learning and development. Emotional competence is declining as stress becomes more prominent. The development of emotional competence is essential to halt this decline and enhance performance.

Execution

Changing habits and building new competencies takes time and consistency. EQ is no different than any other learned competency. Anyone can improve theirs with the proper tools and guidance. MYT offers that support through our coaching and consulting services.

Merging

The soft skill competencies that make up EQ are invaluable when added to the technical "hard" skills needed for success. EQ is arguably the one competency that sets individuals and teams apart from competitors after considering IQ.

Measuring

After nearly a decade of research proving the efficacy of our training program, we fully became established as a company. A decade later, our research results are still significant and more diverse. View our background and research page on our website.



Hard Skills

- ▶ Business planning to set metrics & drive results
- ▶ Effective 1w1's that foster accountability
- ▶ Performance Management that leads to changing the people or changing the people
- ▶ Periodic Business Reviews that shape new directions and throw off discouragement
Innovative advertising that is designed to attract the right candidates
- ▶ Interviewing, selecting, and onboarding that is world class then annually reassess

Soft Skills

Emotional Intelligence Training for upper management that covers 5 domains in depth (4 ½ months)

- ▶ Self-Perception
- ▶ Self-Expression
- ▶ Interpersonal
- ▶ Decision Making
- ▶ Stress Management

Emotional Intelligence Training for entry level personnel. Five 45 minutes sessions that cover

- ▶ 5 components of EI
- ▶ Leading with EI
- ▶ Emotions Vocabulary
- ▶ Diffusing Challenges
- ▶ Self Compassion

By infusing these two sets of skills simultaneously into your entity, the message being sent to your colleagues is that your goal is to achieve optimal performance for all of the stakeholders. Clients/customers, personnel, and owners. According to Yuval Bar-Or in his book Leveraging People for a Corporate Turnaround, there are 6 Key Drivers of Human Behavior. They are 1) Compensation, 2) Upward mobility, 3) Clarity, sense of business direction, 4) Fun, 5) Personal dignity & respect, 6) Sense of control. Read his definitions by going to our website with this link.

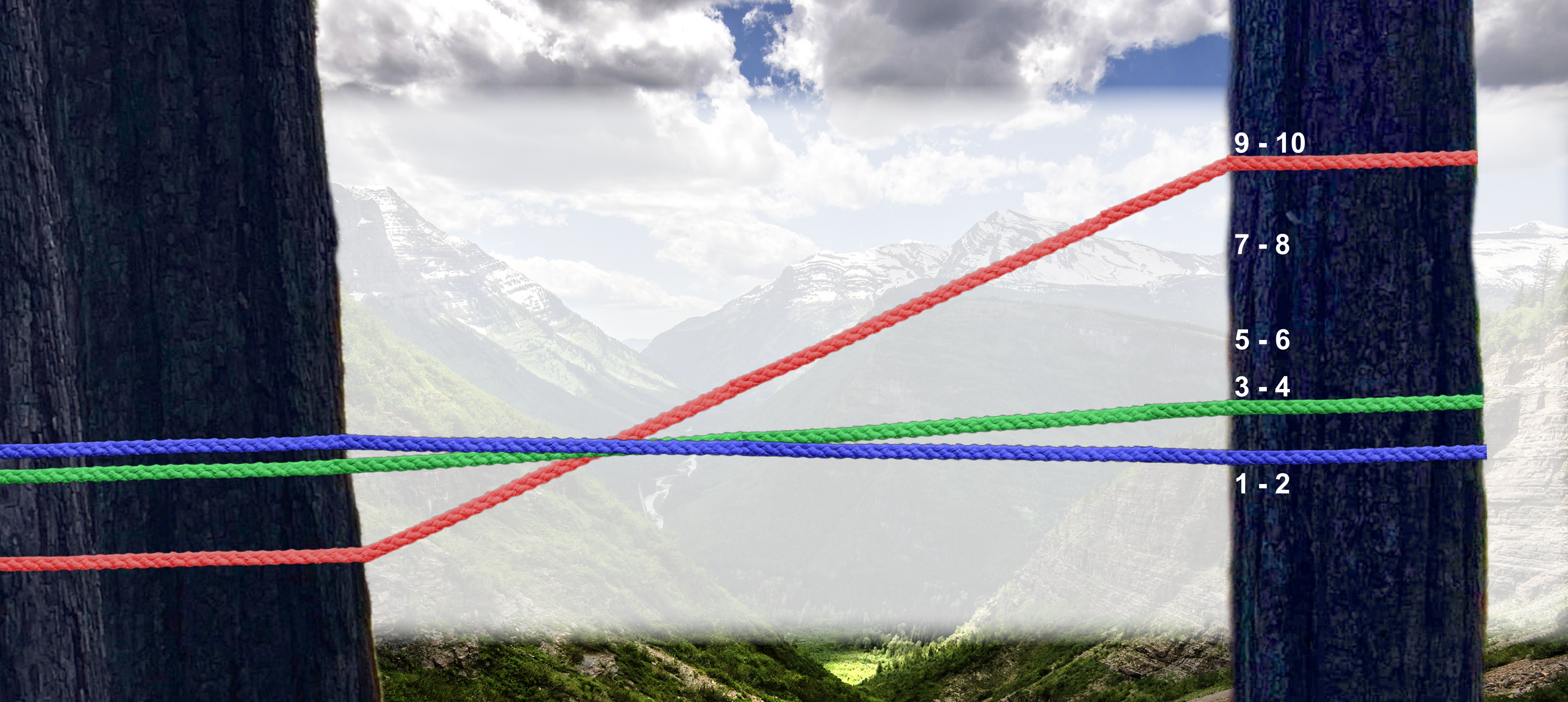
**Do these issues sound familiar?
Take the True / False quiz to see how your entity scores.**

- 1) Turnover is low and our retention is high. If someone leaves, we do an objective exit interview to find out why.
- 2) There is enough time most weeks to complete the top key tasks everyone needs completed.
- 3) We have well thought through position descriptions for everyone, and we reevaluate them annually with the year-end performance reviews.
- 4) We have built a standardized process to locate, interview, and hire new people.
- 5) Our onboarding plans are world class and are the rave of all new hires.
- 6) We hold routine leadership meetings with meaningful agendas and accountability for the promises we make to each other.
- 7) We have a written business plan preceded by a SWOT Analysis and we hold quarterly business reviews to control direction and throw off discouragement.
- 8) All of the top people in the organization have a written succession plan that has been shared with their colleagues. It is reviewed annually by their immediate supervisors.
- 9) We have an excellent compensation & benefits plan, an up-to-date employee manual that reflects current governmental rules and regulations
- 10) We have a good communication plan to share pertinent information across the entity. We share business results regularly as they will impact bonuses and a companywide calendar for all major events and holidays.

Your score _____

Scoring Grid

| | |
|---------|--|
| 9 to 10 | Solid Foundation with only a few items to implement |
| 7 to 8 | Directionally solid but some tightening to move forward |
| 5 to 6 | Some fundamentals are in place, it's time to tackle change |
| 3 to 4 | Now is the time to act and take control of the future of this entity |
| 1 to 2 | The future looks bright but it's time to build the infrastructure |



9 - 10

7 - 8

5 - 6

3 - 4

1 - 2

Hard Skills

Soft Skills

**You can win with only hard skills or only soft skills
but nothing will compare to excellence at both**

MYT Group.
We help entities summit their mountain
by building EQ and Leadership



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