



July 2004

Welcome to another edition of the EI Insider Report. It's mid-summer here in Toronto, but I know that many of you are receiving this newsletter in countries around the world where you may be experiencing a different season. It's been great hearing from you about how emotional intelligence is starting to have an impact around the world. In a future issue I'll be sharing stories about emotional intelligence from different countries and cultures.

What does it take to be a successful real estate agent?

One of the most frequent questions among academics in the area of emotional intelligence is the degree of overlap among personality, cognitive intelligence, and emotional intelligence. What does emotional intelligence add to our existing knowledge beyond the role of personality or IQ?

A recent study by Selina Tombs at York University looked at the relative contribution of personality, IQ, and different forms of EI, for successful sales in real estate. Her study had several findings. We'll focus on one in particular. Selina selected and tested 69 real estate agents from a major Canadian real estate firm. They completed a Big Five personality test, vocabulary and abstract thinking tests, the EQ-ir, and the MSCEITT.

Controlling for age, gender, ethnicity, experience, and English proficiency, she looked at the contribution of the different test scores to sales success, through regression analyses. Sales commission over the year was found to be the best success criterion for real estate agents.

There was a moderate but significant relationship between EQ-ir and MSCEITT scores ($r = .28, p < .05$). There were some complicated but significant findings regarding the predictions of success. For example, the EQ-i Total score predicted sales commission. This was partialled out, however, when extraversion, weekly hours, and years of experience were added into the equation. On another level of analysis, sales commission was positively related to MSCEIT Facilitation, EQ-i Interpersonal, and EQ-i General Mood factors. Further a critical question asked of coaches and trainers is whether or not someone's EI can be improved. In a very public and risky demonstration, Irene Taylor showed it could be done. In fact, she showed EI can be coached, even with personality scores staying stable. In a series of articles in LEXPERT: The Business Magazine for Lawyers, she documented the changes in Trip Dorkey, a lawyer with Torys LLP in New York.

Dorkey was provided with trainers and coaches to help him improve physically and mentally. He managed to lose weight, body fat, and waistline. His biggest EQ changes measured by the EQ-ir were in problem solving, impulse control, interpersonal relationships, and emotional self-awareness.

These changes were documented in the March 2004 issue of LEXPERT. The article is called Building the Bionic Lawyer. Irene's work coaching lawyers' EI was also featured in the Globe and Mail newspaper on Wednesday, June 9th, 2004, Careers, C8.

Upcoming Events

If you are looking for a holiday and a way to learn more about emotional intelligence, look into the CPA (Canadian Psychological Association) Summer Institute in Mount Tremblant, Quebec, Canada, at the Fairmont Tremblant Resort. On Thursday, August 19th, Dr. James Parker will be presenting Emotional Intelligence Across the Lifespan: Conceptual and Clinical Issues. For more information go to www.cpa.ca/SummerInstitute.

Special Offer - Free Manual!

For a limited time, MHS is offering a free EQ-i Facilitator's Guide with any purchase of EQ-i materials worth \$100 or more (while supplies last). Contact a Client Service Specialist at customer.service@mhs.com today to take advantage of this offer.

That's all for now. I hope everyone in this hemisphere has a great summer and everyone else a great winter.

All the best,

Steven J. Stein, Ph.D.
CEO
MHS
EIInsiderReport@mhs.com

P.S. If you do not wish to receive my Insider Report, visit <http://www.emotionalintelligencemhs.com/EIIRunsubscribe.asp> and enter your email address to unsubscribe.

MHS is committed to safeguarding the privacy of your personal information. Under no circumstances does MHS sell, rent, distribute, or release personal information to a third party, unless required to do so by law.