



June 2004,

Wow! The response to the first edition of the *EI Insider Report* has been great! It looks like there are people all over the world who have been looking for more information on developments in the field of emotional intelligence. There are also many of you who would like to spread word of your work in this area to the thousands of others who receive this newsletter. Unfortunately, I can't get everyone's information out right away, but I'll try to cover as much as I can.

Need a Star Performer Analysis?

One of the areas we've received many requests about is our work with star performers. MHS has been involved with a number of organizations in profiling their top performers to identify the EI skills that are most important for training and selection within organizations. The requests in this area have increased steadily since our widely reported project with the U.S. Air Force in which we profiled top performing air force recruiters with Lt-Col. Rich Handley. You can read more about this project in **The EQ Edge: Emotional Intelligence and Your Success** (www.EQEdge.com) or by contacting our marketing department (marketing@mhs.com).

Since the U.S. Air Force project, we have completed star performer analyses for a variety of positions including sales, merchandizing, leadership, customer service, collection agents, school principals, hockey players, business managers, and others. I will summarize some of those findings in future issues of the *EI Insider Report*. If you want to learn more about how we do star performer analyses, contact Diana Durek at MHS (Diana.durek@mhs.com).

Do Dentists Need EI?

An interesting study we worked on with Dr. Dana Ackley involved looking at whether emotional intelligence related to success in dentists. Dr. Ackley, working with Drs. Irwin Becker and Richard Green of the Pankey Institute in Florida (a world-famous training center for dentists) sampled 144 dentists who had taken training at the Center.

They created a Survey of Progress (SOP) scale that evaluated dentists' actual practice following their training. They found that emotional intelligence (as measured by the EQ-i) was directly related to success in implementing practice initiatives as identified by the SOP.

They then identified specific EQ factors that were most important, using a multiple regression equation. They found that the most important skills were emotional self-awareness, reality testing, assertiveness, and self-actualization. The investigators then related how these factors specifically contribute to successful dental practice.

To learn more about this study, read their published article: Becker, I. M., Ackley, D. C., & Green, R. A. (2003). New study: The value of emotional intelligence in dentistry. *Dentistry Today*, 22 (10), 106-111.

Does EI Relate to Successfully Selling Insurance?

As part of a Master's thesis, Raj Beekie set out to answer this question. At a mid-sized national U.S. insurance company, Raj tested 100 financial advisors throughout the country in a stratified random sample.

Raj looked at three specific questions in his study. The first was whether or not there was a relationship between EI (as measured by the EQ-i) and sales performance. He found a modest but significant relationship. When salespeople were classified according to performance along five categories (from lowest to highest), the mean EQ score increased sequentially from 102 at the low end to 109 for the highest group. When all subjects were included in a correlation, $r = .25$, $p < .05$. When only high and low performers were included, $r = .37$, $p < .05$, also indicating a significant relationship.

Secondly, he looked at whether there was a difference in the importance of the five composite scales among the high and low performers. With the exception of Stress Management, all the other four composites—Intrapersonal, Interpersonal, Adaptability, and General Mood—were higher in the best performers.

Third, Raj looked at which of the 15 subscales were most related to sales success. While 9 of the 15 subscales were significantly correlated with performance, the most significant factor was Optimism. This would be in line with the findings of Martin Seligman who looked at the relationship between optimism and successful insurance sales.

EI and Quality of Social Interaction

What is the link between emotional ability and quality of relationships with others? A study by Paulo Lopes, Peter Salovey, Stephane Cote, and Michael Beers looked at this issue with 76 undergraduate students at Yale University. Students were tested for EI (using the MSCEIT) along with personality (big five) and fluid intelligence to determine if EI predicted relationship quality above and beyond personality and IQ.

The study looked at how students viewed themselves in social relationships as well as how they were rated independently by other students. The results for EI (emotional regulation scale) were significant even when personality and intelligence were factored out. Students high on emotional regulation (managing emotions) had more reciprocal friendships and more positive than negative nominations from other students. When GPA and SAT scores were included, this relationship still held up.

Therefore, a student's ability to manage emotions (as measured by the MSCEIT) was related to how well that student was liked. It is significant that this study controls for personality, intelligence, school grades, and achievement test scores as factors. This study is in press: Lopes, P. N., Salovey, P., Cote, S., & Beers, M. (in press). Emotional regulation abilities and the quality of social interaction. *Emotion*.

Upcoming Events

Come see the MHS booth (#2328) at SHRM, June 27–29, 2004 at the New Orleans Convention Center.

Chuck Wolfe and David Caruso are offering a 2-day workshop, entitled **The Emotional Intelligence Workshop: Critical Skills For Success**. The course will be held July 20–21, 2004, in Barbados. For more information, visit www.cjwolfe.com.

Marcia Hughes is organizing a conference called **EQ Power Tools: Closing the Gap Between Theory and Action**. The conference will be held October 28–30 in Denver, Colorado. I will be among the presenters at this conference and there will be many presentations by people who have successfully integrated EI into their organizations. The focus will be on uses of the EQ-i and

MSCEIT in organizational settings. For more information, visit www.cgrowth.com/egsymposium.html.

Coming Soon

A new video, **Optimize Your Talent: Selecting, Coaching, and Leading with Emotional Intelligence**. Watch for details.

That wraps up this edition of the *EI Insider Report*. Please keep those emails coming in and I'll try to cover topics of interest to you.

Take care,
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