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BECOME THE AUTHORITY IN EMOTIONAL INTELLIGENCE



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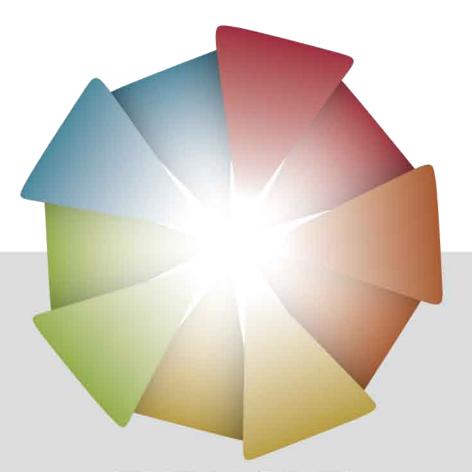
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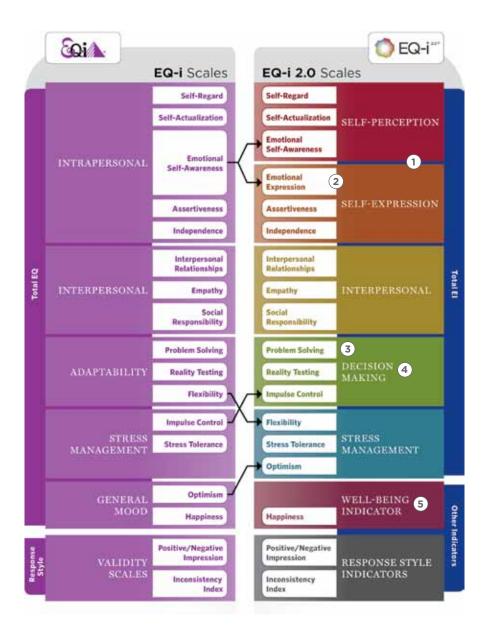


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THE MODEL EVOLUTION FROM EQ-i TO EQ-i 2.0





The EQ-i 2.0® Explained

The 1-5-15 factor structure: This way of organizing results—based on the Bar-On (1997) model of El—is one that EQ-i® users have always found easy to use and interpret. The EQ-i 2.0 features 1 overarching El score, broken down into 5 composite scores which, in turn, are broken down into a total of 15 subscales. While in the earlier version, individual items loaded on multiple subscales, in the new EQ-i 2.0, items only load on one subscale.

- 1 New composite scales: Self-Perception and Self-Expression: The Emotional Self-Awareness subscale from the previous version contained items that measured both the perception and the expression of emotions. The new factor structure resolves this 'double content' issue by dividing the items into two subscales. The items pertaining to self-awareness now reside in the Emotional Self-Awareness subscale of the Self-Perception composite. The self-expression items were also retained and expanded to better address how one expresses oneself, inspiring the addition of the Emotional Expression subscale.
- (2) New subscale Emotional Expression: This subscale, which is part of the Self-Expression composite scale, measures openly expressing one's feelings, verbally and non-verbally. Emotional expression extends beyond the simple overt expression of one's feelings to include the communication of one's feelings in a manner that can be understood by the recipient.
- (3) Problem Solving subscale New Definition: In the case of the Problem Solving subscale which exists in both the EQ-i and the EQ-i 2.0, improvements have been made to resolve potential interpretation issues. Problem Solving is now less about using a linear pragmatic approach and more about the ability to find solutions to problems in situations where emotions are involved. It includes the ability to understand how emotions impact decision making and about using emotional information in a meaningful way to enhance the problem solving process: recognizing a problem, feeling confident in one's ability to work through it, defining the problem, generating a solution, and implementing the plan.
- 4 New composite scale Decision Making: The Decision Making composite scale addresses the way in which one uses emotional information in the decision making process. This facet of emotional intelligence includes Problem Solving, Reality Testing, and Impulse Control subscales. This composite scale reveals how well one understands the impact emotions have on decision making, including the ability to resist or delay impulses and remain objective so to avoid rash behavior and ineffective problem solving.

The Decision Making composite is also a result of the realignment and restructuring of the original Adaptability and Stress Management composites. Decision Making is more intuitive, easier to coach to, and better addresses the needs of EQ-i 2.0 users.

(5) Happiness: Previously, the EQ-i included Happiness as one of the 15 components of emotional intelligence. The EQ-i 2.0 has been modified to view happiness as a product of emotional intelligence rather than a contributing factor to emotional intelligence. This, coupled with the fact that most coaches, consultants, and counselors found it difficult to directly coach to Happiness, allows the introduction of the Well-Being indicator. It explores the relationship between one's level of Happiness and Self-Regard, Optimism, Interpersonal Relationships, and Self-Actualization. Each report will consist of a Happiness score which is generated in the same manner as all other EQ-i 2.0 subscales, but it does not affect the Total El score.