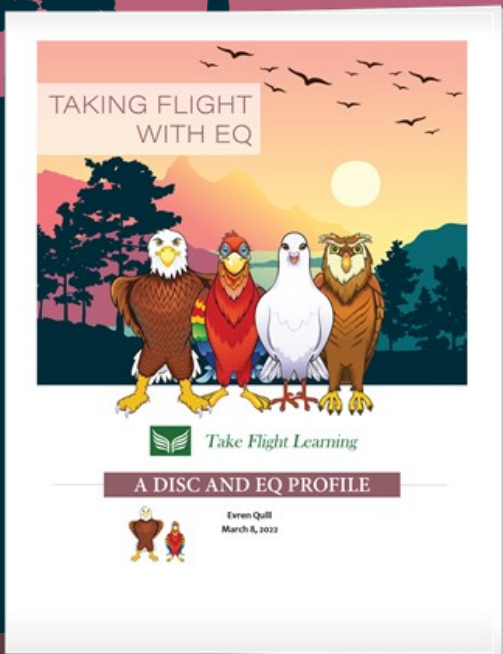


Taking Flight with EQ

A DISC and EQ Profile



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What is EQ?

Emotional intelligence, often referred to as EI or EQ, refers to the ability to perceive, recognize, evaluate, understand, and control our emotions. EQ allows us to choose how we think, feel, and act. Emotional Intelligence gives us the ability to manage our own emotions and positively influence the emotions of others.

Why EQ Matters

While IQ is fairly stable throughout an individual's adult life, EQ can be boosted through increased awareness and practice. IQ is often the ticket for admission to get schooling for a job. But EQ drives how successful someone will be at that job.

Cumulated data from 40 studies looked at the personal traits and business success of more than 65,000 entrepreneurs. The studies considered EQ and cognitive performance, as well as measures of business success like revenue/profit, company growth, and company size. Researchers found that general mental ability explained 11 percent of entrepreneurial success, while Emotional Intelligence explained 89 percent. The data is clear: EQ is a powerful predictor and driver of success.

4 Components and 18 Talents

The EQ Profile is based on the four Components of Emotional Intelligence that include: Self-Awareness, Self-Management, Social Awareness, and Relationship Management.

Each of these four Components is further divided into four or five Talents. These represent the skills than can be developed to increase Emotional Intelligence.

	Recognition	Regulation
Self	Self-Awareness Accurately recognizing one's emotions and behaviors	Self-Management Productively managing one's emotions and behaviors
Others	Social Awareness Accurately perceiving and understanding the emotions and behaviors of others	Relationship Management Understanding how one's emotions and behaviors impact others



What are the Four Styles?

While we now know that the four styles are based on brain chemistry and structure, they were first described in Greece and China more than 2400 years ago. In the early 1900's William Marston framed the styles as D-I-S-C and in 2012, Merrick Rosenberg linked the styles to four birds. The dominant, direct, and decisive D style is represented by the Eagle. The interactive, inspirational, and intuitive I style is symbolized by the Parrot. The supportive, sensitive, and sincere S style is the Dove. And the conscientious, cautious, and calculating C style is the Owl.



People who know their style understand how to tap into their core strengths to build strong relationships and create career success.

While the four styles help explain how and why people behave as they do, Emotional Intelligence captures the ability to perceive, understand, evaluate, and manage emotions. When combined, we get a more holistic view of how an individual, based on their style, is likely to understand themselves and others. We also reveal how they are likely to manage their emotions, behaviors, and relationships. When you combine Emotional Intelligence with the Eagle, Parrot, Dove, and Owl styles you can help people become the truest and best versions of themselves.

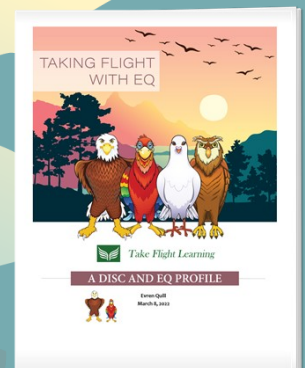
Taking Flight with EQ Profile

The *Taking Flight with EQ Profile* combines two assessments into one report. First, individuals complete the *Taking Flight Profile*. (If they've already completed it, there's no need to take it again.) Then, they complete a series of questions to assess their level of Emotional Intelligence. The report integrates the results so as to explain how someone with their style is likely to understand, manage, and leverage their emotions.

The report includes a graph of the individual's bird style (graph 3 of the *Taking Flight Profile*) and a series of scores that measure their level of Emotional Intelligence. They will receive a comprehensive score that captures their overall EQ. They also receive scores for each of the four Components of EQ, including: Self-Awareness, Self-Management, Social Awareness, and Relationship Management. In addition, they get scores for each of the Talents that make up the four Components.

For each EQ Component, individuals receive an explanation of what that Component looks like with high and low EQ based on their specific style. For example, someone with a Parrot/Dove style will discover how a Parrot/Dove looks with both high and low Self-Awareness. By including both the high and low aspect for each Component, individuals can see what they will be like at both an evolved and unevolved state.

Finally, we know that coaches would surely personalize coaching questions to help turn insights gained in the report into an improvement plan. Through dynamic action planning, we bring a coach's mindset to action planning. Each report contains a series of action planning questions specifically selected based on the individual's style. So, while an Eagle may be asked questions to help them increase emotional clarity and empathy, a Dove may be asked questions to help them boost confidence and increase influence.



Taking Flight with EQ Training Program

The *Taking Flight with EQ Training Program* helps bring EQ to life by infusing the four styles into our emotional state. The session is based on the *Taking with EQ Profile* and helps individuals take a deep dive understanding themselves, how they manage their emotions, and how they interact with others.

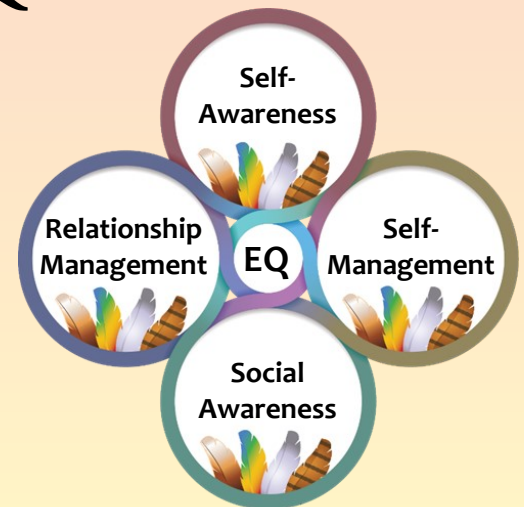
Participants will be able to:

- Define Emotional Intelligence (EQ/EI)
- Discover the four Components and 18 Talents of EQ
- Understand EQ through the lens of the four styles
- Delve deeper into the emotions of each style
- Understand how emotions and style impact effectiveness
- Learn how to interpret high/low EQ for each Component
- Practice utilizing dynamic action planning to set goals

The Power of Linking Style and EQ

People who both understand their style and have a high level of Emotional Intelligence tend to communicate better, generate greater productivity, and are better leaders. These individuals have the highest levels of job satisfaction, fewer health issues, less conflict, and stronger connections with others. They manage change more effectively, provide the highest level of customer service, and tend to be people that others like to work with.

Study after study reveals that a high level of Emotional Intelligence is the main differentiator between mediocre performers and high performers. By integrating style into Emotional Intelligence, the *Taking Flight with EQ Profile and Training Program* will help take individuals to next level of satisfaction and success.



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