

# Emotional Intelligence Certification

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early to  
save 20%

## Building Capacity for EQ Transformation

Learn from the leaders in the field how to raise emotional intelligence in yourself and others. Develop an in-depth understanding of emotional intelligence as you gain new tools to apply immediately to fuel positive change at work, at home, and at school -- starting with yourself.

"A best-in-class process to bring  
EQ concepts to life ..."

- Cynthia Ng,

SVP Learning and Development HSBC



"Probably the best training course  
I have ever attended in 25 years of  
business."

- James Dewar, Director, RMD Kwikform



This is the only course of its kind – ideal for people seeking to incorporate emotional intelligence (EQ) into their work and life.

A recent group said the program increased their EQ toolbox by 313%, and when asked if the course would help them improve performance at work, they said it was 10 out of 10

(see web site for evaluations: [www.6seconds.org/events](http://www.6seconds.org/events)).

## Certification Benefits

In this course you will...

- Understand the powerful “Know Yourself, Choose Yourself, Give Yourself” model and approach to increasing and applying EQ.
- Take home dozens of proven EQ exercises and learning tools that you can use yourself and with your teams/families/clients.
- Experience Six Seconds’ learning design that will enhance the effectiveness of all your training, coaching & teaching.
- Review the latest research on the brain, emotions, and performance.
- Strengthen your own emotional intelligence.

Five full days of hands-on, dynamic instruction, activities, practical projects, networking, laughter, and learning. This workshop is highly active, brain-based, and experiential. The content is based on 35 years of practical teaching experience and the *Self-Science* curriculum featured as a model in Daniel Goleman’s 1995 bestseller, *Emotional Intelligence*. Certified Associates are delivering programs in over 20 countries and all US states.

**After completing certification**, you are licensed to use the tools, modules, and models from this course...

- For your own development
- With your colleagues / team members
- With clients / students / small groups

Notes:

To deliver Six Seconds’ training modules, also attend the EQ Trainer Certification.

Royalties apply when Six Seconds’ content is used for profit.

**“Emotional intelligence** isn’t a luxury you can dispense with in tough times. It’s a basic tool that, deployed with finesse, **is key to professional success.”**

– Harvard Business Review



Emotional intelligence (“EQ”) is the ability to use emotions effectively, and it’s the foundation of high-performing relationships. This course builds your capacity to develop this core capacity.

“This program enables me to apply the tools and learning with immediate effect. The learnings can be applied to self, at work and to my social network circle at large.”

- Callister Koh, Chief Human Capital Officer, Tecom Investments

## Model



The Six Seconds Model of EQ-in-Action begins with three important pursuits: to become more aware (noticing what you do), more intentional (doing what you mean), and more purposeful (doing it for a reason).

There are many EQ training programs but Six Seconds and its phenomenal trainers are the real thing. You will be personally and professionally transformed.

Kathleen Ruby, PhD., Dir Wellness and Leadership Development  
WSU College of Veterinary Medicine

This model is both simple and substantive. It’s easy to learn, practical, and action-oriented providing a process framework for putting the science of emotional intelligence into practice.

The course follows this model, however, the focus is on development so those who use other models (e.g., BarOn, Mayer-Salovey, Goleman) are able to apply Six Seconds’ methodology irrespective of theoretical model.



### The Six Seconds EQ Model

- **Know Yourself:** Clearly understanding what you feel and do. Emotions are data, and these competencies allow you to accurately collect that information.
- **Choose Yourself:** Doing what you mean to do. Instead of reacting “on autopilot,” these competencies allow you to proactively respond.
- **Give Yourself:** Doing it for a reason. These competencies help you put your vision and mission into action so you lead on purpose and with full integrity.

Within these three “pursuits” are eight specific, measurable, learnable competencies that drive performance at work, at home, at school, and in life.

The seminar follows Six Seconds' Know Yourself, Choose Yourself, Give Yourself model for learning to develop and apply emotional intelligence. Participants experience an EQ learning environment and a range of effective tools and processes that strengthen emotional intelligence.

## Agenda

### Course Outline (by day)

#### Day 1

**Why EQ?** What are the benefits of emotional intelligence? How do these competencies drive performance, leadership, learning, and effective decision making?

**Defining EQ.** There are many different definitions of emotional intelligence – what does it really mean? How does Six Seconds put this science in action?

*Know Yourself: Emotional Literacy.* How do people gain the vital power and information contained in feelings?

#### Day 2

*Know Yourself: The Brain.* What's the neuroscience behind emotional intelligence, and how do I use a Six Second Pause to shift out of reaction?

*Know Yourself: Patterns.* What keeps people repeating dysfunctional behaviors, and how do we change that?

#### Day 3

*Choose Yourself: Consequential Thinking.* How do I use emotions to help me make optimal decisions? How can I help others see this linkage?

*Choose Yourself: Optimism.* What skills to empower people to take charge of their futures in the face of stress and change?

*Choose Yourself: Navigate Emotions.* How do I transform emotions to move forward? How can I explain the cycle of reaction and help people navigate out of reaction and into balance?

#### Day 4

*Give Yourself: Empathy.* What does it take to really connect with someone, understand them, and build a solid foundation?

*Give Yourself: Noble Goals.* What is my purpose and how do I put that in action? How can I help people discover their sense of purpose and use that to increase alignment and engagement?

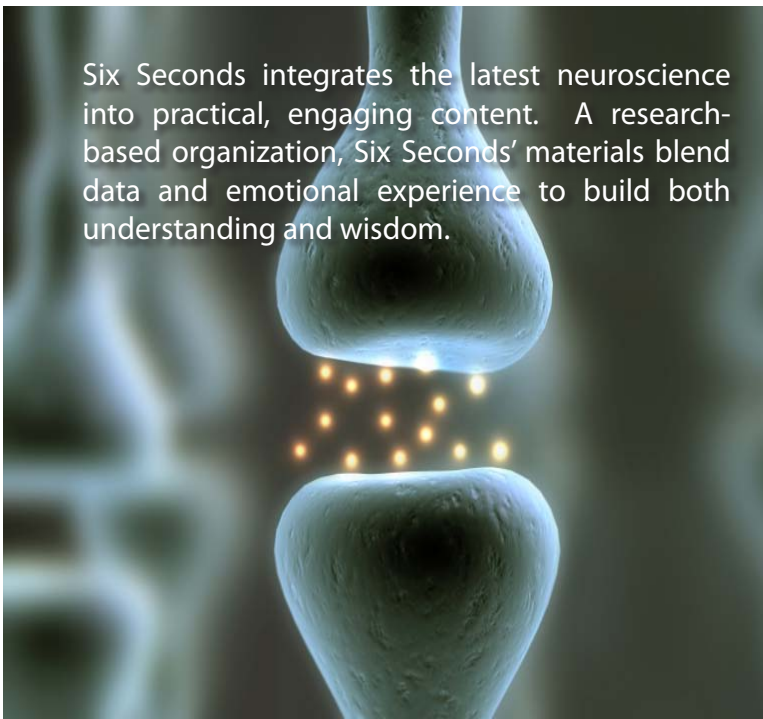
#### Day 5

**Synthesis.** What are the most essential concepts from this week for me, my family, colleagues, and clients?

**Into Action.** How do I apply these insights into my work and life? What are my next steps?

#### Post Course

**Application.** 1:1 or small group coaching to complete certification; four sessions by phone to integrate and apply tools. Complete practicum project and report.



Six Seconds integrates the latest neuroscience into practical, engaging content. A research-based organization, Six Seconds' materials blend data and emotional experience to build both understanding and wisdom.

“EQ is instrumental in any organizational development process, it provides insight into what drives performance. Through applying a set of tools, it became obvious to us that if the organizational EQ is properly attended to, we will be able to see more alignment between organizational and employees objectives, better endorsement of change, and an overall positive environment”

Deema Anani, Strategic Planning Manager,  
Housing Bank for Trade and Finance - Jordan

## Registration

Date: 26 to 30 June 2012.

Location: Kuala Lumpur, Malaysia.

Facilitator: Joshua Freedman, COO of Six Seconds Global, Author of At the Heart of Leadership

Registration and info in Malaysia: (6-03) 5621 2178 & (6-03) 5621 2181 or e-mail [julie.lai@6seconds.org](mailto:julie.lai@6seconds.org) or register online from [www.6seconds.org/reg/](http://www.6seconds.org/reg/)

Investment (includes workshop materials, lunch and tea breaks):

Early Bird Fee: RM8,750.00 (only applicable if full payment received before 30 April 2012)

Regular Fee (from 1 May 2012 onwards): RM9,250.00 per participant

Group registration for 2 or more participants together: Less another RM400.00 per participant

## Who should attend

The course is designed for anyone serious about spreading emotional intelligence, starting with themselves. Individuals and leaders frequently attend for their own growth; practitioners (trainers, organisational development professionals, coaches, counselors, psychologists, educators, leaders) come to bring Six Seconds' approach to their work and lives.

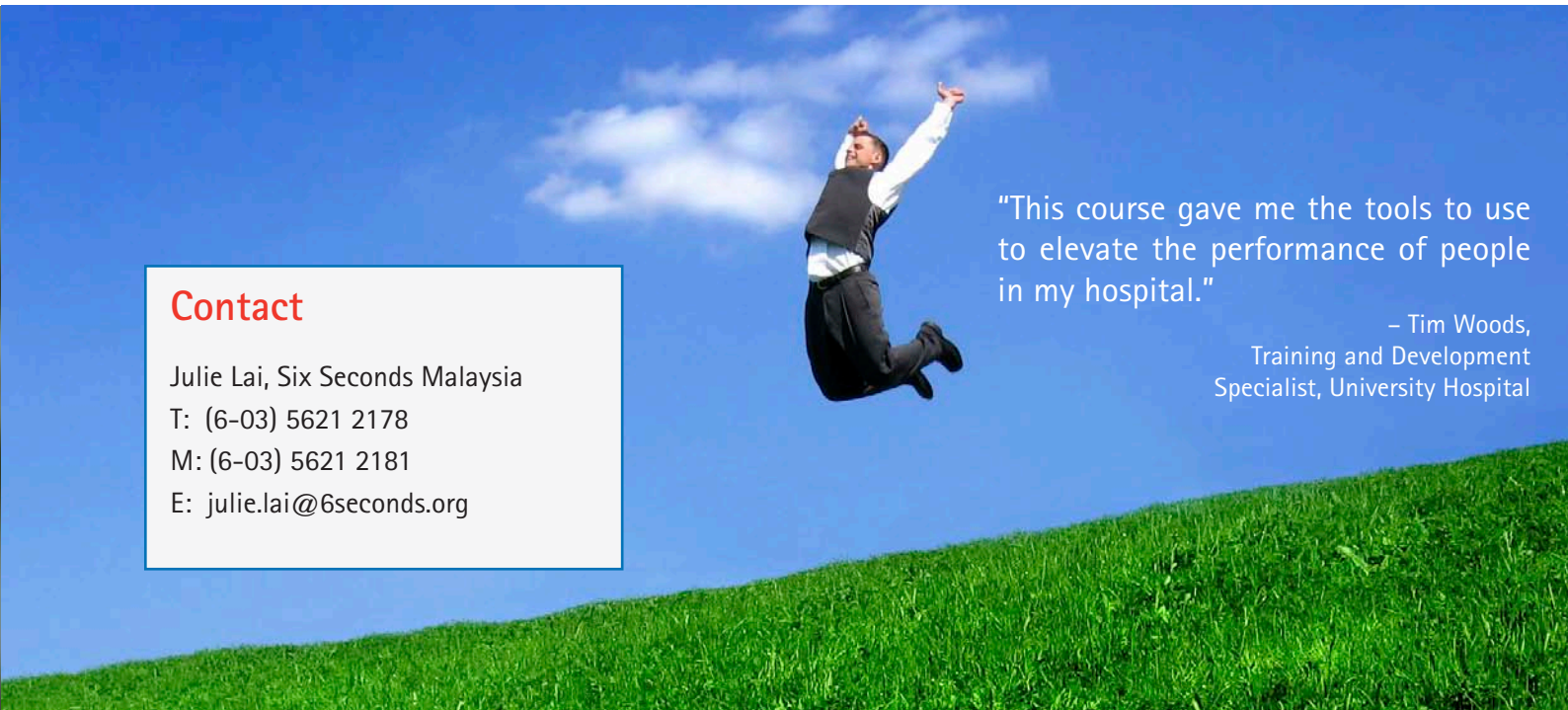
### Contact

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“This course gave me the tools to use to elevate the performance of people in my hospital.”

– Tim Woods,  
Training and Development  
Specialist, University Hospital

Become a Six Seconds Certified Associate to show your understanding of our powerful model and pedagogy. Six Seconds is a rapidly growing international organization. The first global organization providing EQ certification (since 1997), Six Seconds is increasingly recognized as the premier global provider of emotional intelligence advocacy, training, and materials.

## Certification Benefits

The Practitioner Certification process is intended for professionals skilled and qualified in training, consulting, coaching, and education.

### Active Certification requires:

1. successful completion of the course
2. post-course coaching to complete practicum (project), four hours 1:1 coaching; ~~\$500~~ \$200 additional fee
3. practicum (delivering and documenting how you use materials and concepts from the course)
4. renewal every two years:
  - o Document 30 hours of continuous learning through Six Seconds' free teleclasses, events, refresher training, or additional training
  - o \$100 admin fee
  - o Interview with a Six Seconds staff member

### As a Certified Associate, you receive important benefits in your work:

- Identification with the premier international EQ organization
- Ongoing professional development
- Access to network team members, including opportunity to bring our staff to co-present with you
- Powerful training and education tools
- Subscription to the Six Seconds Certified Intranet including content to use with schools, families, and organizations
- Support from membership in a worldwide network of EQ practitioners
- Promotion of your work through our web site

As a certified associate, you are entitled to use Six Seconds' materials and procedures for your own development and in working with colleagues and clients (license fee applies). You also have the opportunity to develop an ongoing relationship with the organization and work to present "Six Seconds Training" in association with our network and our Master Trainers.

Following the training, you will receive a Basic subscription to Six Seconds Certified Intranet. You can upgrade to Gold (\$200/year) or Platinum (\$300/year) to access additional resources and marketing tools. Platinum members also have permission to use the content from the training and Cert Intranet without royalty fees.



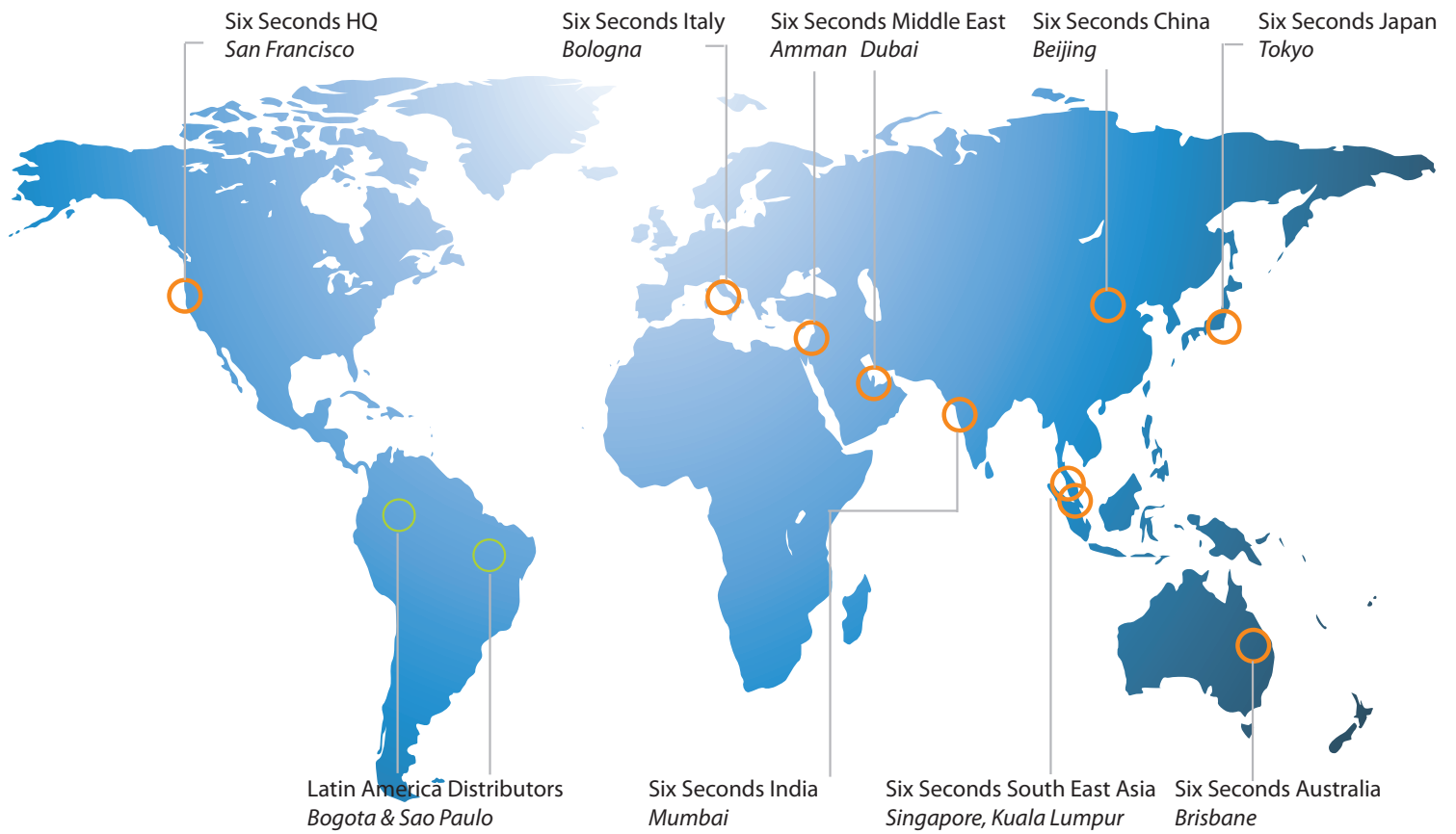
Six Seconds provides a complete range of Certification programs. This course is an important foundation for those serious about this work.

This is not an “introductory” course though – it’s designed for people with a hunger for positive change.

## Certification Options

Practitioner Pathway	Educator Pathway	Leader/Organizational Pathway
<p><i>this course</i></p> <p><b>EQ Certification</b> <i>Transformational experience with Six Seconds Model and methodology. Access key tools to develop own and others' EQ; deep understanding of model.</i> <i>Post-Cert Coaching and Practicum</i></p> <p><b>EQ Leader Cert</b> <i>Practical Train-the-Trainer. Become oriented to the Six Seconds Model and prepare to deliver the proven 1-day EQ Leader workshop inside your organization.</i></p> <p><b>SEI 1:1</b> <i>Practice-based distance learning. Qualify to use the SEI assessment to measure &amp; develop core skills.</i></p> <p>or</p> <p><b>SEI Coach Certification</b> <i>Hands-on program for coaches to utilize the SEI and SEI 360 and apply the tools and model in coaching.</i> <i>Post-training Practicum</i></p> <p><b>Advanced EQ Trainer</b> <i>Practice-based experiential program. Prepare to deliver using Six Seconds' learning methodology.</i> <i>Post-Cert Coaching and Practicum</i></p> <p><b>Advanced Practitioner</b> <i>In-depth Master Class process for focused learning. Expertise with key tools plus support to build practice.</i> <i>Post-Cert Coaching and Project</i></p> <p><b>Master Trainer</b> <i>On-the-job training and coaching. Prepare to lead certifications.</i></p>	<p><b>EQ Vision</b> <i>Orientation to Social-Emotional Learning Education and community leaders make a plan to gain the benefits of social emotional learning</i></p> <p><b>EQ Educator</b> <i>Practical training to effectively facilitate social-emotional learning and integrate the tools into the classroom.</i> <i>Optional Implementation Coaching</i></p> <p><i>this course</i></p> <p><b>EQ Certification</b> <i>Transformational experience with Six Seconds Model and methodology. Access key tools to develop own and others' EQ.</i> <i>Post-Cert Coaching and Practicum</i></p> <p><b>SEI for Education</b> <i>Virtual or live programs to measure student and adult EQ using the powerful, validated SEI toolkit.</i> <i>Post-training Practicum</i></p> <p><b>Hot Cognition</b> <i>Four 1/2-day workshops supercharge instructional design and deliver by integrating current science on learning, the brain, and emotion.</i></p> <p><b>Advanced EQ Trainer</b> <i>Practice-based experiential program. Prepare to deliver using Six Seconds' learning methodology.</i> <i>Post-Cert Coaching and Practicum</i></p> <p><b>Advanced Practitioner</b> <i>In-depth Master Class process for focused learning. Expertise with key tools plus support to build practice.</i></p>	<p><b>The EQ Leader</b> <i>Orientation to EQ. Clarify your vision of yourself as a leader; learn the case for EQ, practical skills to put in action, and apply one of your real-time leadership challenges.</i></p> <p><b>Custom Programs</b> <i>Meet organizational needs with emotional intelligence. In-house programs to improve professional, team, and organizational performance, plus TTT to integrate into the organization. Core areas and programs include:</i></p> <ul style="list-style-type: none"> <li><b>People Leadership</b> <i>At the Heart of Leadership</i></li> <li><b>Team Collaboration</b> <i>The EQ Team</i></li> <li><b>Transformation</b> <i>The Inside Path to Change</i></li> <li><b>Customer Engagement</b> <i>At the Heart of Service &amp; Service Leadership</i></li> <li><b>Relationship Sales</b> <i>At the Heart of Sales</i></li> </ul> <p><i>this course</i></p> <p><b>EQ Certification</b> <i>Transformational experience with Six Seconds Model and methodology. Access key tools to develop own and others' EQ.</i> <i>+Executive Coaching for Application</i></p> <p><b>Breakthrough Performance</b> <i>Customized, blended programs (metrics, training, coaching, projects) to support exceptional success. Create powerful people leadership within the organization. Structured in three key areas:</i></p> <p><b>Being a Leader:</b> What does it mean to lead, and how do you show up as a leader worth following?</p> <p><b>Leading People:</b> How do you enroll people as a team, coach performance, and build collaboration?</p> <p><b>Transforming Organizations:</b> What climate and culture is required to foster breakthrough success? What leadership capacities enable this kind of vibrancy? How do you measure and sustain this power?</p>

A larger view of this “Certification Pathways” map is available on [www.6seconds.org/certification](http://www.6seconds.org/certification)



## About Six Seconds

Established in 1997, Six Seconds is the most extensive organization of its kind in the world, led by an amazing team of change agents in 10 countries, and supporting practitioners in over 100 countries. Six Seconds offers transformational learning and development programs, scientifically validated assessments, and effective consulting processes to increase the people-side of performance -- all grounded in current neuroscience.

Six Seconds is a global organization supporting people to create positive change.

With a 14-year track-record, Six Seconds serves a range of clients from medium and large enterprise (e.g, FedEx, HSBC, Rotana, Shell) to government and NGO (e.g., UN), to schools and communities around the globe. Results include faster change, increased engagement, stronger leadership, and greater social responsibility.

Six Seconds' experts apply the science of emotional intelligence to improve almost every aspect of human endeavor. From schools where children love to learn, to corporations where people thrive, to prevention programs saving lives, Six Seconds' solutions are life-changing – and empower people to take ownership of a positive future.

