

Emotional intelligence is all about success

30 - 50% of employment success is down to Emotional intelligence competencies. This rises to 80% of success in leadership roles being attributable to ei skills. (D Goleman - Harvard Business Review).

It therefore makes total sense that if we measure the specific EQ components of your top performers and recruit people just like them and train your people in these competencies, you will build success.

Here are two case studies that saved their companies much more than the investment cost.

Case study 1: The US air force saved \$19M /year and improved recruitment performance

This emotional intelligence programme saved \$19Million in its first year, 2009, and improved the US Air Force's recruitment efficiency by 97% for its Pararescue Jumper programme.

The problem

Before 2009 the US Air Force Pararescue Jumper programme had a trainee dropout/failure rate of 82%.



The costs

The 21 month programme had training costs of \$250,000 per recruit - that's an expensive investment and a long time to see if it pays off.

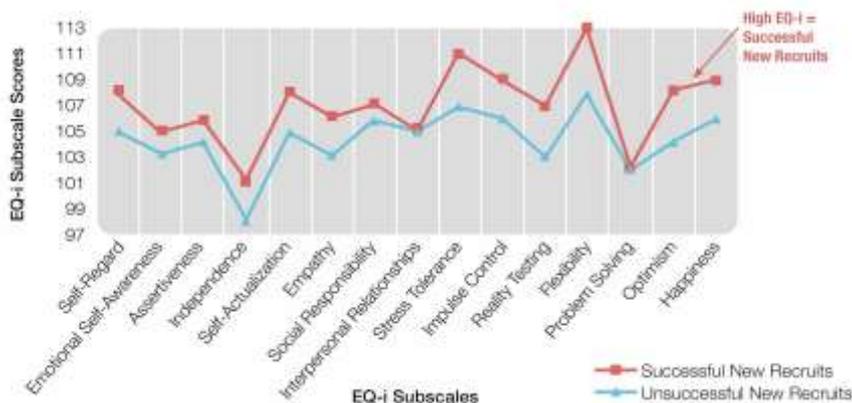
Previously they'd used physical and mental tests for selecting the 'right' people but there was clearly **something missing from their recruitment process** as so many people were failing the course.

The solution

Top performers were compared (using EQ components) to poorer performers and 5 EQ components were identified as **key** to successful completion of the programme; These components were flexibility, optimism, self-regard, happiness, and reality testing. When they started to recruit focussing on these components they turned around the programme.

The benefits: Significant increase in understanding the competencies for success in this specialised role

- Estimated saving /cost-avoidance of \$19Million a year in direct training costs alone
- Significant improvement in recruitment efficiency and
- Reduced attrition rate



EQ Competencies - Getting the balance right

Programmes are not simply a question of maximising emotional intelligence skills. It's the balance and blend of EQ components that counts. It's not simply being strong in all EQ components. Here's a case study where profiling was carried out for a Debt Collection agency.

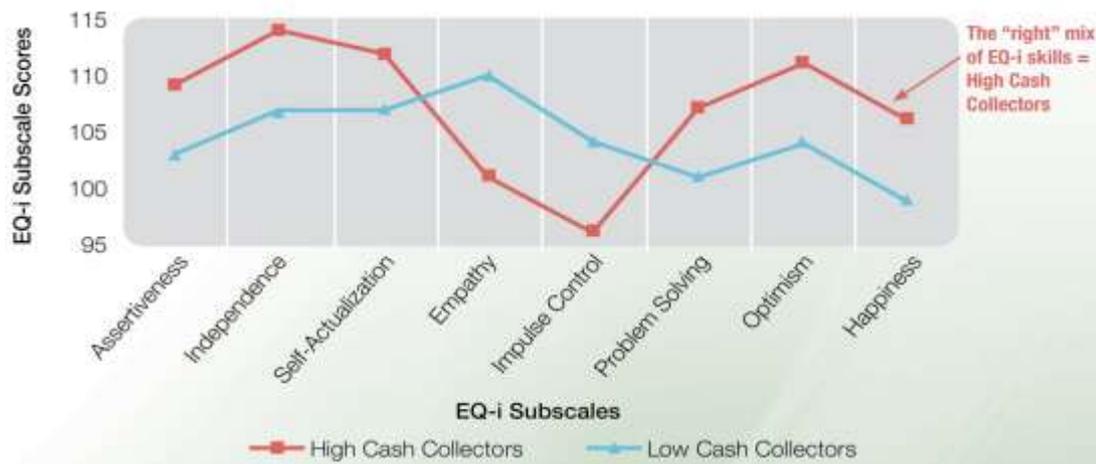
Case Study 2: Getting the mix of EQ competencies right Debt Collection agency

Objective

A debt collection agency wanted to maximise the amount it collected, not surprisingly.

Solution

An EQ programme looked at its most and least successful collectors. It found that there were significant differences in their EQ profiles. What was particularly interesting was that it wasn't simply a case of finding the high EQ competencies that drove performance but also noting the one's that didn't work for this 'specific' role. In this study we clearly see that Impulse Control and Empathy were not high for the best performers. It's the mix that matters.



Benefits

High Cash Collectors EQ components uncovered

- High Cash collectors brought in 100% of their targets as opposed to just 47% for the less successful group

Successful Recruitment

- EQ profiling resulted in newly recruited collectors achieving an average **163%** of collections targets in their first year

Low collectors dramatically improved

- The Low collector's group, once trained in the '**right**' EQ skills, found their average quotas went up to 80% (from 47%) of their target

Emotional Intelligence profiling achieved a significant ROI here because it focuses on the skills that build people-performance...plain and simple.

** Please note that profiling programmes become more accurate when sample groups exceed 50. Some data attributable to MHS Ltd – owner of the EQ-i®. EQworks uses the EQ-i under license.*