

International Norms for Behavioral EQ

TRACOM's Behavioral EQ Model and Profile are used around the world, which is why we offer different international norms to account for cultural differences and their impact on behavior. Norms, or normative comparisons as they are technically called, provide a mechanism for people to compare themselves with one another.

All of TRACOM's online profiles use norms for accuracy. In addition to our standard North American norm, TRACOM has developed international norms to reflect the culture and behavioral standards of individual countries and geographic regions. In doing so, people receive profiles that are most meaningful for them.

1. Why are international norms important?

TRACOM's research shows that behavioral and emotional intelligence is a global concept, however, every culture is unique, and this is sometimes reflected in the way certain aspects of behavioral and emotional intelligence are displayed. For this reason it is important for people to use norms that reflect their specific cultures. The availability of norms also helps build the acceptance of learners because they feel the data is specific to their location and situation.

For example, when comparing French norms to other countries, some of the most significant differences between France and other countries was apparent in the components "Self-Confidence" and "Motivating Others."

2. How are TRACOM's norms organized and how do I choose a norm?

We continue to add new norms as the necessary data becomes available. However, for individuals in countries where we don't have a norm, we have developed a Global norm.

3. Can I mix and match norms and languages?

TRACOM's language options are independent from the norm options. This allows each individual or organization to flexibly choose the best option. A person can choose to complete their profile using their preferred language. The norm is selected by the person managing the training program.

INDIVIDUAL COUNTRY NORMS		
China	France	Global