

## Get Certified to Teach Behavioral EQ

### WHY GET CERTIFIED?

Emotional Intelligence focuses on how effectively people work with others. Emotional Intelligence skills are unique from a person's technical skills and cognitive abilities. Multiple studies have shown that Emotional Intelligence accounts for the difference between star performers and average performers, particularly in positions of leadership.

TRACOM Certification provides all the knowledge and skills necessary to facilitate Behavioral EQ training. Certification is required when using a multi-rater profile, but it's benefit in facilitating all courses and approaches means learners get more value and depth of knowledge in the learning experience.

### AUDIENCE

Trainers and Facilitators, L&D and HR Leaders, Consultants and Professors all benefit from Certification by improving the learning experience for your clients, student and teams. Behavioral EQ is specifically beneficial in training:

1. Senior leaders
2. Sales professionals
3. Managers and team leaders

### BENEFITS

- Better understand your own and others' emotions
- Improve ability to model effective leadership
- Improve collaboration and connections between team members
- Enhance corporate culture and improve engagement
- Elevate personal responsibility while also improving job satisfaction

### DELIVERY OPTIONS



- Virtual, open-enrollment session
- Virtual, private 1:1 session
- On-site, private small group session

### WHAT IS INCLUDED WITH CERTIFICATION?

- » **The Behavioral EQ® Certification Guide** is the foundation of every certification. Using the guide, the master facilitator will cover core concepts of Behavioral EQ and provide opportunities for candidates to "teach back" what they've learned.
- » **The Developing Behavioral EQ Administration Kit** is the foundation of certification with a detailed description of the Behavioral EQ concepts and guidance for effectively facilitating the course.
- » **The Multi-Rater Behavioral EQ Profile Guide** is a thorough explanation of the Behavioral EQ Multi-Rater Profile from both the facilitator's and participants' perspectives. It shows how to use the Behavioral EQ Multi-rater profile to enhance the understanding and impact of Behavioral EQ training. By reviewing this report you will understand the important role that research plays in the Behavioral EQ Model.
- » **The Behavioral EQ Technical Report** reviews the research behind the Behavioral EQ Model.

# DEVELOP EMOTIONAL INTELLIGENCE WITH **BEHAVIORAL EQ**

Emotional Intelligence (EQ) has been shown to be as important as IQ, education and prior work experience when it comes to workplace success. But EQ skills do not come naturally to most people.

Behavioral EQ Certification ensures facilitators are prepared to teach these programs (using the multi-rater profile):

## **UNIVERSAL AUDIENCE PROGRAMS:**

- Developing Behavioral EQ (1-Day)

## **CERTIFICATION AGENDA AND TOPICS:**

- Introduction
- Why is Behavioral EQ Important?
- Emotional Intelligence vs. Behavioral Intelligence
- Research, Emotions and the Brain
- Negativity Bias and Emotional Triggers
- The Behavioral EQ Model
- Model Research and Development
- Instruments and Profiles
- Profile Debrief
- Facilitation Practice
- Reliability and Validity
- Team Development
- Additional Resources
- Norms, Global Use
- Q&A

## **POST-CERTIFICATION RESOURCES:**

- Onboarding support option to assist training preparation
- Access to social channels, resource content, media and continual learning tools
- Continue your journey post-certification with exclusive access to content and research



“What I like about Behavioral EQ is it addresses both the emotional issues and the behavioral issues of EQ.”

**MICHELLE DUNCAN**

Director of Learning & Development, Penn State Health