



**EQ-i<sup>2.0</sup>**  
assess. predict. perform.

Emotional Intelligence &

# Return on Investment

**Return on your EQ-i<sup>®</sup> investment**

The EQ-i<sup>®</sup> is the first scientifically validated emotional intelligence tool in the world. That's impressive, we agree... but your next question is likely, "but does it work?"

Like most business people, you need to be bottom line focused and show real results in order to get buy-in from your key decision makers and clients.

In other words, you need to prove how the EQ-i will really make a difference in:

- the TRAINING and DEVELOPMENT of your employees,
- the development of your LEADERS, and
- the SELECTION of highly qualified future leaders to your organization



We know what you're up against. It's not enough to say that it will work. You need to bring to the table evidence of a clear **return on investment**; that is: clear statistics and research that link the EQ-i to:

- Higher sales and profits
- Increased performance
- Improved customer satisfaction
- Decreased attrition rates
- Reduction in training costs

So we want you to hear it right from *them* and show you *their* stories of success. "*They*" are the reputable organizations that have used the EQ-i and gone on to see exceptional performance improvements, and real bottom line results. These success stories go beyond mere testimonials. They give evidence of what you're looking for: **specific, measurable, and scientifically validated results** that prove the EQ-i will be your most valuable and successful assessment tool for selecting and developing leaders of tomorrow.

**THE PROOF IS IN THE RESULTS...**  
...and we have the results to prove it

# American Express (Case 1)

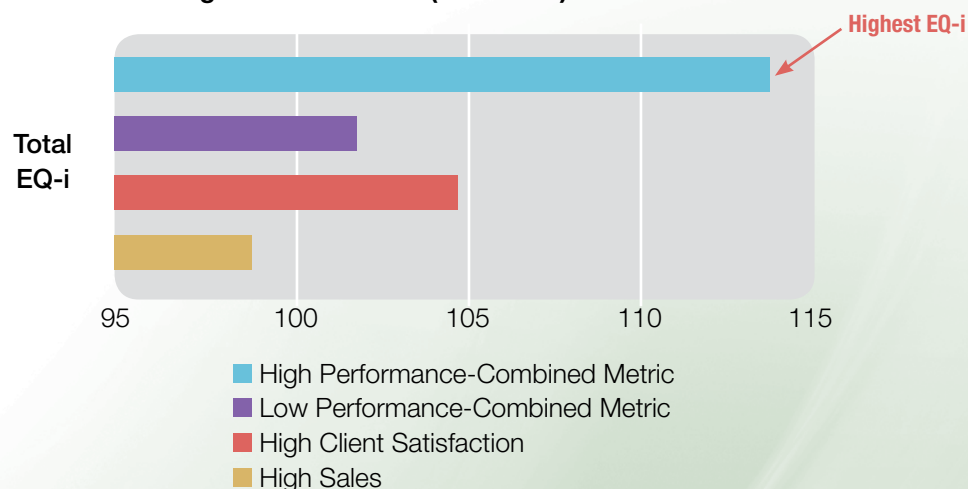
## Purpose

To predict key characteristics associated with top performance from which selection criteria can be generated

## Results

This case study features information sourced from the 2007 and 2008 International Conference on Emotional Intelligence materials.

Two different metrics were used to determine success in the role of customer focused sales associates: customer satisfaction and sales. As part of a star performer study, MHS created four performance groups: 1) those who scored well on both metrics, 2) those who scored high on customer satisfaction and low in sales, 3) those who scored high on sales and low in customer satisfaction, and 4) those who scored low on both metrics. These representatives also completed the EQ-i assessment. **Those who scored well on both metrics had the highest EQ-i scores (see chart.)**



## ROI Impact

The EQ-i predictive model accounted for significant differences between high and low performing sales representatives. The EQ-i accounted for:

- **48% of the variance in performance**, or in other words, almost one-half of the skill set required of a successful customer focused sales associate.

## Takeaway

Using the EQ-i predictive model for **Training and Recruitment** leads to:

- **Higher sales**
- **Better performance**



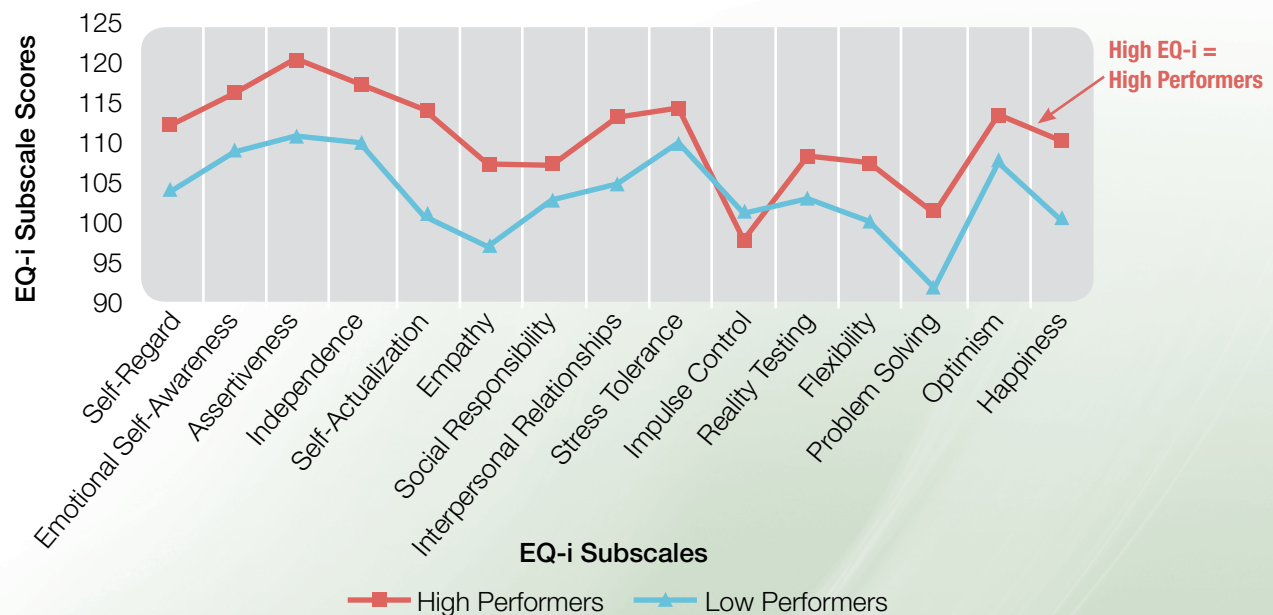
# Fortune 100 Insurance Company

## Purpose

To predict key characteristics associated with top performance and develop selection criteria for future agents

## Results

First, a subjective rating was used to determine performance levels amongst General Agents (GAs) at the insurance company. Agents completed the EQ-i and were rated by two VPs as high or low performers. The sales teams of the highly rated GAs significantly outperformed the other teams in terms of sales. As you can see from the graph below, the EQ-i can be used to predict characteristics associated with high performance. High performers consistently scored higher in most emotional intelligence characteristics; most notably: assertiveness, self-actualization, empathy, problem solving, and happiness.



## ROI Impact

The company looked at the four-year compound annual growth rate (CAGR) of their General Agent teams. For these high performer teams,

- **Growth was 15%**, much higher than the -1% achieved by the teams of the low performing GAs.

## Takeaway

Using the EQ-i for **Selection** generates:

- **Higher performing employees**
- **Decreased attrition rates**

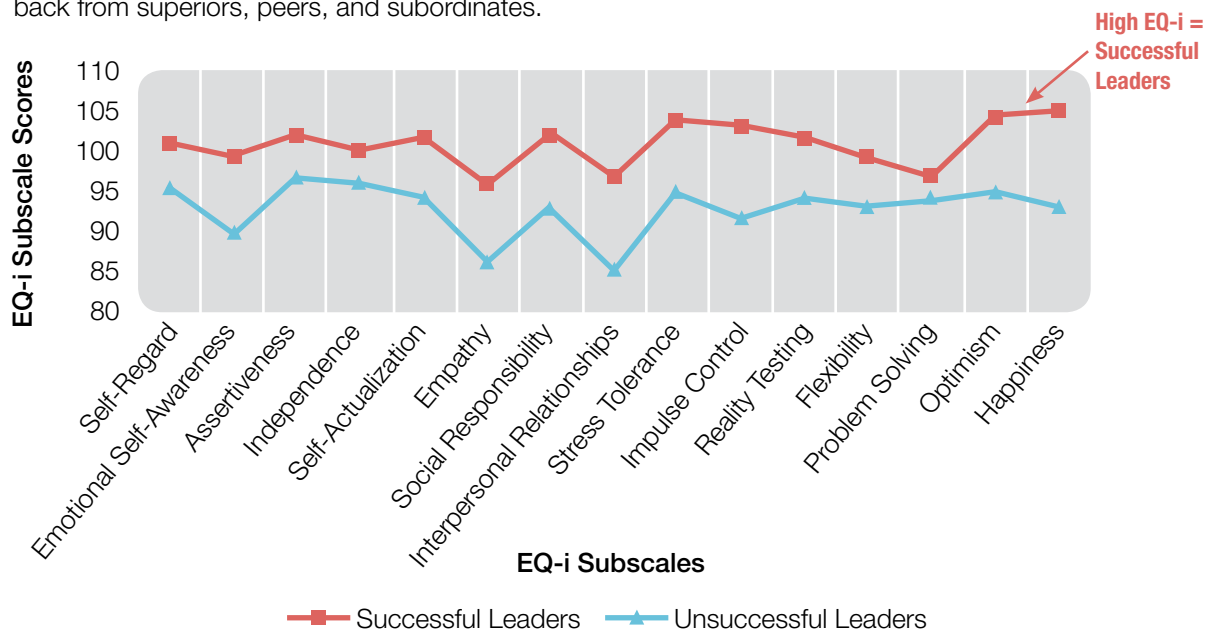
# Center for Creative Leadership (CCL)

## Purpose

To evaluate key emotional intelligence characteristics that define high performing leaders

## Results

This study evaluated the world-famous training center (CCL), looking at 302 leaders and senior managers, some of whom were quite successful and others who were struggling. Participants were tested for emotional intelligence with the EQ-i and were also measured on leadership performance based on feedback from superiors, peers, and subordinates.



## ROI Impact

The findings from this study were highly predictive, i.e.:

- Eight emotional subscales predicted high performance **80% of the time**. These include: self-awareness, stress tolerance, and empathy (to name a few).

## Takeaway

Using the EQ-i predictive model for **Leadership Development** generates:

- **A roadmap for leadership success**
- **Better performing leaders**



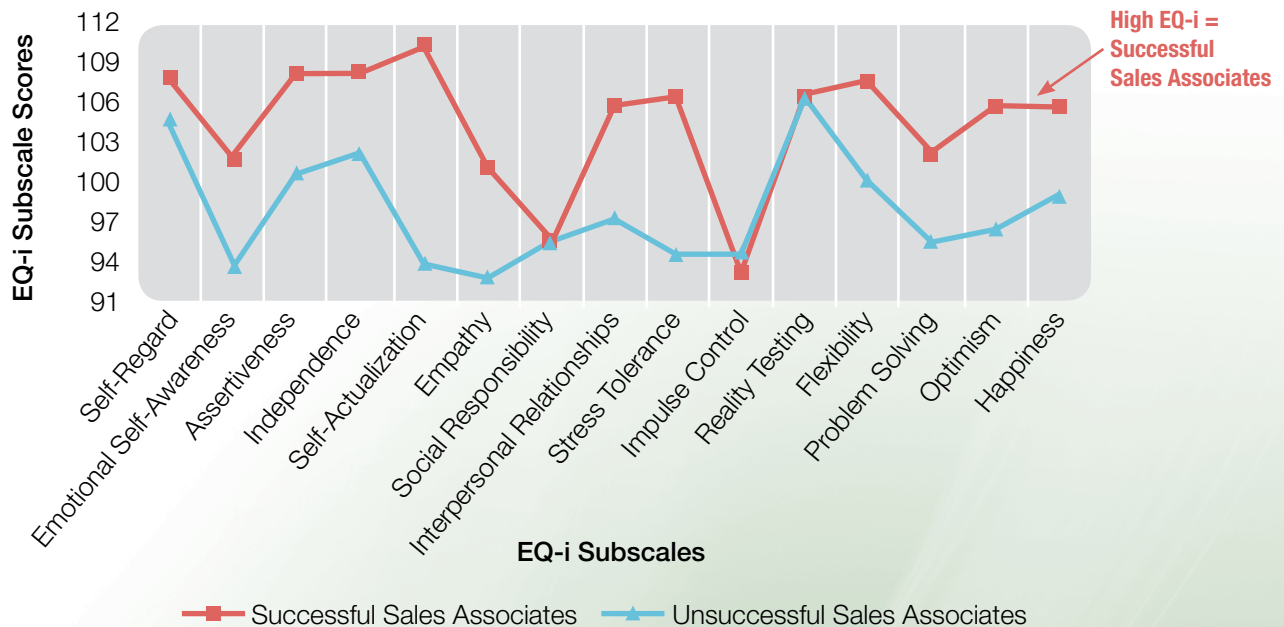
# CIBC

## Purpose

To determine key emotional intelligence characteristics that define successful sales representatives at CIBC

## Results

The CIBC Global Private Banking and Trust team conducted a study where their high and low performing sales representatives were given the EQ-i assessment. Many EI skill-sets are clearly conducive to higher performance. As shown in the chart below, the two key EI skill-sets for success were interpersonal skills and self-actualization. Interestingly, having a lower score in impulse control in combination with higher scores in other EI areas, translated into higher performance amongst sales representatives.



## ROI Impact

CIBC now uses the EQ-i study results as a predictive model for both the selection of new personnel and in leadership development. This is because they found that:

- An individual's EQ-i test scores accounted for **32% of his or her booked sales and 71% of pipeline sales.**

## Takeaway

Using the EQ-i predictive model for **Selection** and **Leadership Development** generates:

- **Better selection of sales representatives**
- **Higher performance from sales representatives**





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 **MHS**



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