

## Winning Hearts and Minds:

### The value of Emotional intelligence to success in the workplace

<b>DATE:</b>	4 <sup>th</sup> March 2008
<b>TIME:</b>	17.00 – 18.30 followed by drinks and networking opportunities
<b>VENUE:</b>	JCA, Cheltenham
<b>FEE:</b>	No charge
<b>PRESENTER:</b>	Jo Maddocks.C, Psychol, Product Director and creator of IE, Introduction by Martyn Melvin Director of Purple House Executive

Engaging the hearts and minds of the workforce is a perennial question and one that is answered directly by the concept of Emotional intelligence (Ei). Popularised in the 1990's by Daniel Goleman, Ei has since become the mainstay for developing people within organisations.

One key reason for this is that it not only helps us understand ourselves but gives us resources for changing how we behave in our own lives, at work and in our relationships.

This seminar will provide delegates with an insight as to how Emotional intelligence produces measurable results in human performance, including:

- What Ei is
- How can you develop Ei
- The benefits of Ei to organisations

If you like to book a place please contact Claire Bott at [claire@jca.biz](mailto:claire@jca.biz) / 01242 239 238. Booking is essential as numbers will be limited to promote discussion.

In summary then, to make behaviour change enduring we must change attitudes, which requires emotional learning and is best achieved through focusing on the present, being bodily aware, group interaction, linking behaviour to attitudes, habit change, focused rehearsal, varied forms of feedback and committing sufficient time.