

# Emotional Intelligence Certification

South Africa: 13-17 October, 2014

Register  
early to  
save!

## Building Capacity for EQ Transformation

Learn from the leaders in the field how to raise emotional intelligence in yourself and others. Develop an in-depth understanding of emotional intelligence as you gain new tools to apply immediately to fuel positive change at work, at home, and at school -- starting with yourself.



*Hosted in collaboration  
with our Preferred Partner*



"A best-in-class process to bring  
EQ concepts to life ..."

- Cynthia Ng,  
SVP Learning and Development HSBC

"Probably the best training course  
I have ever attended in 25 years of  
business."

- James Dewar, Director, RMD Kwikform



This is the only course of its kind – ideal for people seeking to incorporate emotional intelligence (EQ) into their work and life.

A recent group said the program increased their EQ toolbox by 313%, and when asked if the course would help them improve performance at work, they said it was 10 out of 10

(see web site for evaluations: [www.6seconds.org/events](http://www.6seconds.org/events)).

## Certification Benefits

In this course you will...

- Understand the powerful “Know Yourself, Choose Yourself, Give Yourself” model and approach to increasing and applying EQ.
- Take home dozens of proven EQ exercises and learning tools that you can use yourself and with your teams/families/clients.
- Experience Six Seconds’ learning design that will enhance the effectiveness of all your training, coaching & teaching.
- Review the latest research on the brain, emotions, and performance.
- Strengthen your own emotional intelligence.

Five full days of hands-on, dynamic instruction, activities, practical projects, networking, laughter, and learning. This workshop is highly active, brain-based, and experiential. The content is based on 35 years of practical teaching experience and the *Self-Science* curriculum featured as a model in Daniel Goleman’s 1995 bestseller, *Emotional Intelligence*. Certified Associates are delivering programs in over 20 countries and all US states.

**After completing certification**, you are licensed to use the tools, modules, and models from this course...

- For your own development
- With your colleagues / team members
- With clients / students / small groups

Notes:

To deliver Six Seconds’ training modules effectively, also attend the Advanced EQ Trainer Certification.

Royalties apply when Six Seconds’ content is used for profit.

“**Emotional intelligence** isn't a luxury you can dispense with in tough times. It's a basic tool that, deployed with finesse, **is key to professional success.**”

– Harvard Business Review



Emotional intelligence (“EQ”) is the ability to use emotions effectively, and it’s the foundation of high-performing relationships. This course builds your capacity to develop this core capacity.

“This program enables me to apply the tools and learning with immediate effect. The learnings can be applied to self, at work and to my social network circle at large.”

- Callister Koh, Chief Human Capital Officer, Tecom Investments

## Model



The Six Seconds Model of EQ-in-Action begins with three important pursuits: to become more aware (noticing what you do), more intentional (doing what you mean), and more purposeful (doing it for a reason).

This model is both simple and substantive. It’s easy to learn, practical, and action-oriented providing a process framework for putting the science of emotional intelligence into practice.

The course follows this model, however, the focus is on development so those who use other models (e.g., BarOn, Mayer-Salovey, Goleman) are able to apply Six Seconds’ methodology irrespective of theoretical model.

There are many EQ training programs but Six Seconds and its phenomenal trainers are the real thing. You will be personally and professionally transformed.

Kathleen Ruby, PhD., Dir Wellness and Leadership Development  
WSU College of Veterinary Medicine



### The Six Seconds EQ Model

- **Know Yourself:** Clearly understanding what you feel and do. Emotions are data, and these competencies allow you to accurately collect that information.
- **Choose Yourself:** Doing what you mean to do. Instead of reacting “on autopilot,” these competencies allow you to proactively respond.
- **Give Yourself:** Doing it for a reason. These competencies help you put your vision and mission into action so you lead on purpose and with full integrity.

Within these three “pursuits” are eight specific, measurable, learnable competencies that drive performance at work, at home, at school, and in life.



The seminar follows Six Seconds' Know Yourself, Choose Yourself, Give Yourself model for learning to develop and apply emotional intelligence. Participants experience an EQ learning environment and a range of effective tools and processes that strengthen emotional intelligence.

## Agenda

### Course Outline (by day)

#### Day 1

**Why EQ?** What are the benefits of emotional intelligence? How do these competencies drive performance, leadership, learning, and effective decision making?

**Defining EQ.** There are many different definitions of emotional intelligence – what does it really mean? How does Six Seconds put this science in action?

*Know Yourself: Emotional Literacy.* How do people gain the vital power and information contained in feelings?

#### Day 2

*Know Yourself: The Brain.* What's the neuroscience behind emotional intelligence, and how do I use a Six Second Pause to shift out of reaction?

*Know Yourself: Patterns.* What keeps people repeating dysfunctional behaviors, and how do we change that?

#### Day 3

*Choose Yourself: Consequential Thinking.* How do I use emotions to help me make optimal decisions? How can I help others see this linkage?

*Choose Yourself: Optimism.* What skills to empower people to take charge of their futures in the face of stress and change?

*Choose Yourself: Navigate Emotions.* How do I transform emotions to move forward? How can I explain the cycle of reaction and help people navigate out of reaction and into balance?

#### Day 4

*Give Yourself: Empathy.* What does it take to really connect with someone, understand them, and build a solid foundation?

*Give Yourself: Noble Goals.* What is my purpose and how do I put that in action? How can I help people discover their sense of purpose and use that to increase alignment and engagement?

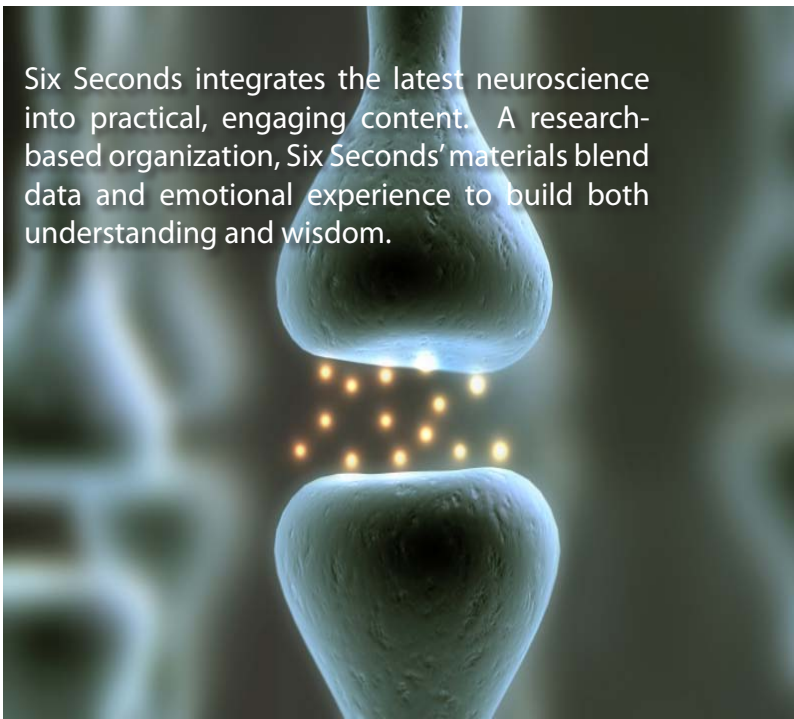
#### Day 5

**Synthesis.** What are the most essential concepts from this week for me, my family, colleagues, and clients?

**Into Action.** How do I apply these insights into my work and life? What are my next steps?

#### Post Course

**Application.** Project to complete certification; at least five hours of application to integrate and apply tools. Two hours of pair-coaching included in the course.



Six Seconds integrates the latest neuroscience into practical, engaging content. A research-based organization, Six Seconds' materials blend data and emotional experience to build both understanding and wisdom.

“EQ is instrumental in any organizational development process, it provides insight into what drives performance. Through applying a set of tools, it became obvious to us that if the organizational EQ is properly attended to, we will be able to see more alignment between organizational and employees objectives, better endorsement of change, and an overall positive environment”

Deema Anani, Strategic Planning Manager,  
Housing Bank for Trade and Finance - Jordan

## Registration

**Dates:** 13-17 October, 2014, South Africa (or see [www.6seconds.org/events](http://www.6seconds.org/events))

Register using the attached form - limited seats available so book yours now.

**Investment:** R22,000 course fee includes course materials, coffee/tea, lunches, and basic subscription to the Cert Intranet (including listing on the web site and selected resources)

- **Early bird discount:** R19,000 course fee for payment and registration prior to 13 September 2014
- **Group:** 10% per delegate discount for Group registration of 2 or more people from the same organisation

## Who should attend

The course is designed for anyone serious about spreading emotional intelligence, starting with themselves. Individuals and leaders frequently attend for their own growth; practitioners (trainers, organisational development professionals, coaches, counsellors, psychologists, educators, leaders) come to bring Six Seconds' approach to their work and lives.

Coaches: EQC is accredited by the International Coach Federation for 47.5 CCEUs (33 Core, 14.5 Resource).



### Contact in South Africa

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or +2782 779 6299



**EQinACTION**

Emotional Intelligence for Sustainable Success

“This course gave me the tools to use to elevate the performance of people in my hospital.”

– Tim Woods,  
Training and Development  
Specialist, University Hospital

Completing this course equips you with an in-depth understanding of EQ and the Six Seconds Model – for most participants, this is - by far - the most valuable take-away from the program. This is imperative to be truly effective as an EQ change agent, leader, teacher, coach, etc. You will be able to effectively utilize a large range of EQ development tools yourself, and in your work. If you are a professional trainer/teacher/consultant, this could include presenting to others. Then, to be most effective presenting with the Six Seconds' methodology, we highly recommend you also attend the Advanced Trainer Certification.

## Training and Teaching

On completion of the EQC, you will have access to a range of resources, including:

- Over a dozen learning modules and activities from the course -- that you can integrate into a wide range of programs (e.g., communication, teamwork, leadership, service, effectiveness). These components are like building blocks that you can assemble in a variety of ways.
- The Certified Intranet library with hundreds of resources for subscribers -- with new updates monthly. The library also includes several complete workshops/presentations, including:
  - Intro to EQ (2 hour workshop introducing the Six Second Model)
  - The Brain Brief Intro (1 to 2 hour workshop on Brain Styles and effectiveness)
  - The Reaction Roadmap (2 hour workshop on moving from reaction to balance)
  - Workplace Issues (1 hour presentation to focus leaders on the people-side of performance)
  - The Vital Team (2 hour workshop on team effectiveness)
  - The Brains for Innovation (3 to 5 hour workshop on creativity, change, and spark)
  - Contagious Feelings (1 hour workshop on emotions)
  - Thriving with Optimism (2 hour workshop on optimism)
  - Self-Science Overview (1 hour presentation on EQ in education)

Plus, completing the EQC will enhance your ability to deliver many Six Seconds' products, including...

- The Brain Brief Profile (an outstanding introductory assessment profile)
- Developing Human Performance (DHP is our management curriculum, including 14 mix-and-match workshops of 2-3 hours each)
- TFA Cards (an outstanding development tool for training and coaching)
- EQ for Families (our curriculum of four workshops for parents)

**Access to all these resources** requires either purchase of the product (for example, the DHP program is a 1-time purchase) or license fees. For license fees, all the content from the course, and all the resources from the Certified Intranet library, are automatically licensed to practitioners who maintain a Platinum subscription to the library (currently only \$280/year for individuals - see the Certification License for more details).

While professionals can be effective with this powerful library, additional certifications are recommended for those who want the full power of Six Seconds' models and tools. We offer special certifications on our assessments, advanced training on our methodology, plus a "Master Class" to build real expertise in these transformational tools and processes. See [www.6seconds.org/certification](http://www.6seconds.org/certification) for a discussion of additional programs.

Become a Six Seconds Certified Associate to show your understanding of our powerful model and pedagogy. Six Seconds is a rapidly growing international organization. The first global organization providing EQ certification (since 1997), Six Seconds is increasingly recognized as the premier global provider of emotional intelligence advocacy, training, and materials.

## Certification Benefits

The Practitioner Certification process is intended for professionals skilled and qualified in training, consulting, coaching, and education.

### Active Certification requires:

1. successful completion of the course
2. post-course coaching to complete practicum (project), with optional four hours 1:1 coaching for R3500
3. practicum (delivering and documenting how you use materials and concepts from the course)
4. renewal every two years:
  - o Document 30 hours of continuous learning through Six Seconds' free teleclasses, events, refresher training, or additional training
  - o \$100 admin fee
  - o Interview with a Six Seconds staff member

### As a Certified Associate, you receive important benefits in your work:

- Identification with the premier international EQ organization
- Ongoing professional development
- Access to network team members, including opportunity to bring our staff to co-present with you
- Powerful training and education tools
- Subscription to the Six Seconds Certified Intranet including content to use with schools, families, and organizations
- Support from membership in a worldwide network of EQ practitioners
- Promotion of your work through our web site

As a certified associate, you are entitled to use Six Seconds' materials and procedures for your own development and in working with colleagues and clients (license fee applies). You also have the opportunity to develop an ongoing relationship with the organization and work to present "Six Seconds Training" in association with our network and our Master Trainers.

Following the training, you will receive a Basic subscription to Six Seconds Certified Intranet. You can upgrade to Gold (\$200/year) or Platinum (\$300/year) to access additional resources and marketing tools.

Platinum members also have permission to use the content from the training and Cert Intranet without additional royalty fees.





Six Seconds provides a complete range of Certification programs. This course is an important foundation for those serious about this work.

This is not an “introductory” course though – it’s designed for people with a hunger for positive change.

## Certification Options

Trainer Pathway	Educator Pathway	Consultant / Coach Pathway
<p><b>EQC: EQ Certification</b>  <i>Experience Six Seconds' Model and methodology.</i>            Access key tools to develop own and others' EQ; deep understanding of model.  <i>Join the EQ Cert library to access an extensive set of materials to spread emotional intelligence.</i></p> <p><b>EQAT: Advanced EQ Trainer</b>  <i>Practice-based experiential program.</i>            Prepare to deliver using Six Seconds' learning methodology.</p> <p><b>Assessments</b>  <i>Tools to make it real</i>            Use Six Seconds' rigorous tools to build real ROI in training; see the "Coach" pathway to the right.</p>	<p><b>EQE: EQ Educator</b>  <i>Practical training to effectively facilitate social-emotional learning and integrate the tools into the classroom.</i></p> <p><b>EQTE: Tools for Education</b>  <i>Virtual or live programs to measure student and adult EQ using the powerful, validated SEI toolkit + assess school climate.</i></p> <p><b>EQC: EQ Certification</b>  <i>Experience Six Seconds' Model and methodology.</i>            Prepare to lead EQ implementation in your school or practice.</p>	<p><b>SEI EQ Assessments</b>  <i>Data for transformation</i>            Qualify to use the SEI assessment to measure &amp; develop core skills.  <b>SEI 1-1:</b> Virtual, distance learning  <b>CEQ:</b> Coach EQ Certification provides the SEI + our Coaching Framework  <b>EQ Coach:</b> Post-program mentoring to earn "Certified EQ Coach"</p> <p><b>Vital Signs Metrics</b>  <i>Tools for organizational change.</i> Qualify to use the Vital Signs Assessments to measure the drivers of performance.  <b>VS1-1:</b> Virtual, distance learning  <b>VS:</b> In-person + virtual followup</p> <p><b>EQ Certification</b>  <i>Experience Six Seconds' Model and methodology.</i> Deepen your understanding of the model and how to develop.</p>
<p><b>MC: Master Class</b>            Dive deeply into Six Seconds' program design methodology; collaborate with top experts in Six Seconds' tools and models from around the globe. Earn "Advanced Practitioner Certification." By invitation only.</p>		
<p><b>PPN: Preferred Partner Network</b>            Join Six Seconds as a committed partner in organizational transformation; deeply integrate Six Seconds' tools &amp; methods into your delivery as a pillar of your brand. By invitation only.</p>		

A larger view of this "Certification Pathways" map is available on [www.6seconds.org/certification](http://www.6seconds.org/certification)

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What if one billion people were practicing emotional intelligence?

## About Six Seconds

We teach emotional intelligence to support people to create positive change, and our vision is that one billion people will be practicing emotional intelligence by 2039. The global leader in emotional intelligence since 1997, Six Seconds is the only international nonprofit dedicated to researching and spreading EQ.

Six Seconds is a network of change makers, scientists, leaders, and educators using scientifically validated tools and methods to increase the people-side of performance. With a 15-year track-record, Six Seconds' approach is used by medium and large enterprise (e.g. Almaraii, Rotana, FedEx, HSBC), government agencies and NGO (e.g., US Navy and United Nations), to schools and communities around the globe. Results include faster change, increased engagement, stronger leadership, and greater social responsibility.

Six Seconds' experts apply the science of emotional intelligence to improve almost every aspect of human endeavour. From schools where children love to learn, to corporations where people thrive, to prevention programs saving lives, Six Seconds' solutions are life-changing – and empower people to take ownership of a positive future.

Businesses, government agencies, nonprofits, schools, and community organizations choose Six Seconds' tools and methods because of the global relevance, strong scientific basis, and practical application.

Six Seconds is a global organization supporting people to create positive change – everywhere, all the time.

Learn more:  
[www.6seconds.org/about](http://www.6seconds.org/about)



"Experimental learning at it's best. Wonderfully presented and easily understood. Great EQ tools to help me in my personal life and in the work environment."

- Yusuf Lalkhen, Psychologist & Educational Consultant, RSA

## EQ Certification Registration

Please fax this form to: +27 (0) 86 5804374 or email [avril@eqinaction.co.za](mailto:avril@eqinaction.co.za)

Name:	Employer / Organisation:
Job title:	Mailing address:
E-mail address:	
Phone number:	City, State, Zip, Country:

Course Date and Location:	Note:

What are **2-4 of your organizational objectives** in attending this program?

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What are **2-4 of your personal/professional objectives** in attending this program?

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Please provide a **1-liner bio**

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<b>Payment Method</b>	<b>Amount: R _____</b>
Electronic Transfer Account Name: Six Seconds SA Bank: Investec Bank Limited Account Number: 10011462053 Branch code: 580105	

### Cancellation, Refunds, and Confirmation

Full payment must be received in advance. If you cancel with 30 days notice or more, your fee will be refunded less an R 500 processing charge. With less than 30 days, refunds will only be given if your space is filled by another delegate.

We will email you a confirmation prior to the course. If you have questions, please feel free to call me  
On +27 (0) 82 779 6299 or email [avril@eqinaction.co.za](mailto:avril@eqinaction.co.za)  
For the current seminar schedule, visit <http://www.6seconds.org/events/>