



# Emotional Intelligence

INSTITUTE OF SALES AND MARKETING

AN ISM EXECUTIVE TRAINING COURSE

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"We are being judged by a new yardstick: not how smart we are or our expertise, but by our ability to handle ourselves and others."

**Goleman**



## Introduction

Emotional intelligence is the capacity to effectively recognize and manage emotion in ourselves and others.

Research has shown that 90% of leadership effectiveness is directly attributable to a person's emotional intelligence.

A recent study tracking over 160 high performing individuals revealed that EI is 200% more effective in contributing to performance excellence than intellect and expertise alone.

This 3 day intensive course covers the methods and practices required to harness your natural EI quotient.



+971 4 457 3814



+971 4 457 3999



info@ismdubai.com www.ismdubai.com

## You will learn how to:

- Inspire employees to a higher level of performance.
- Understand the set of capabilities that distinguish outstanding people.
- Improve your entrepreneurial thinking & be adaptive to change.
- Become a more effective leader and better coach to your employees.
- Encourage honest, candid feedback from your direct reports and peers.
- Be confident in your ability to build new relationships.

## The impact of Emotional Intelligence in the workplace:

Companies at the forefront of EI have seen a new culture of leaders who:

- Take more initiative.
- Are more entrepreneurial in their thinking and see new opportunities
- Are able to make decisions focused on the desired consequence.
- Are agile and adaptive to change.
- Effectively deal with the setbacks.
- Are more focused on performance than their competitors.
- Become confident in themselves and their ability to take on new tasks and build new relationships.

## Applications of Emotional Intelligence within the organization:

This program represents an opportunity to provide leaders with tools and strategies to increase their ability to manage themselves as well as manage the critical relationships that exists between themselves and the people around them.

In most cases, these individuals currently function at high levels.

The key to retaining employees and keeping them motivated is their relationship with their direct manager. What people want most from their managers is someone who sets clear and consistent expectations, cares for them, values their unique qualities, and encourages and supports their growth and development.

Put another way: **the greatest sources of retention and performance**

## Training Methods:

Managers know what they need to do. The question is why aren't they doing what they know needs to be done? This issue is the basis of the program and the reason self-awareness is the critical skill to start with in building emotional intelligence.

The following methods will be used:

1. Assessment of individual
2. Facilitator-led discussion of key concepts
3. Small group breakouts to practice skills and strategies
4. Experiential exercises to increase solidification of concepts
5. Grounded experience through business cases
6. Participant coaching
7. Follow-up assessment and practice (optional)

The programme will be supported with complete sets of workbooks, handouts and post course references. The design of the course provides for each delegate's preferred learning



“I’ve attended many courses throughout my career but this is the first time I have really learnt something that will make a difference to my business.”

Steven Brown – CEO i-Segway

### Course Leader: Bill Roy

A renowned learning, development and coaching specialist with a focused interest in leadership development.

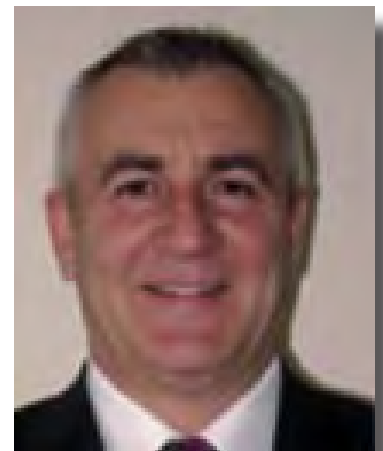
Bill is an Organisational Psychologist, Management & Leadership Training professional with over 20 years of consultancy experience in the UK and abroad.

He has worked with a wide range of organisations in both the private and public sector, helping them to overcome the more difficult people management, development and leadership issues.

He has established himself as a dynamic and much sought after management consultant, trainer, facilitator and coach and is constantly in demand as a result. Over recent years, Bill has been working almost exclusively with ‘blue-chip’ clients in a wide international setting, who have a significant global footprint.

He travels widely and has recently completed training projects in Africa, UAE and Lebanon. Bill also maintains links with a number of companies in central Brazil, where he lived with his family for some time and provided coaching support for senior company executives in one of Brazil’s most successful telecommunications companies.

Bill is passionate about training and his knowledge, experience, creativity and sense of fun combined with his highly interactive and participative style of delivery and facilitation are consistently appreciated as an opportunity to unlock the potential of the delegates who attend his courses.



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# COURSE REGISTRATION FORM

## Emotional Intelligence



Telephone: + 971 4 4573814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

### 1 CHOOSE YOUR PACKAGE

- PLATINUM PACKAGE** Send 4 Delegates 25% discount or 5th seat FREE!
- 3 Delegates (Receive a 10% discount!) 4460 Dhs per person
- 2 Delegates (Receive a 5% discount!) 4700 Dhs per person
- Please book 1 Delegate 4960 Dhs

"ISM COURSES ARE ALWAYS  
GREAT VALUE FOR MONEY"  
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

### 2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

### 3 COMPANY DETAILS - Please complete in block capitals

Organisation name: \_\_\_\_\_ Industry \_\_\_\_\_  
 Address: \_\_\_\_\_ Postcode: \_\_\_\_\_  
 Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

### 4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_  
 Email: \_\_\_\_\_ Industry: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 P.O Box: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorising Signature\* (Mandatory): \_\_\_\_\_

By signing this form I have read and agreed to ISM's terms and conditions listed below

### 5 INVOICE CONTACT AND PAYMENT

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing : \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_

Please Fax back the completed Form to + 971 4 457 3999  
 We will send you confirmation of your booking and further details.  
 Thankyou.

Enquiry form for related courses  
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### TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

**Cancellation:** If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of Aed 150

**Condition:** You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.