



# Emotional Intelligence 2.0 Fact Sheet

## The Challenge

Today, emotional intelligence (EQ) needs little introduction. This “other kind of smart” is the #1 predictor of success both personally and professionally. But knowing what it is and knowing how to use it to improve your life are two very different things.

## The Study

The authors’ groundbreaking research tested more than 500,000 people to discover how they use EQ and how it influences their lives. The results shed light on some of the toughest questions facing us today: How can I manage emotions to my benefit? What is the key to understanding people? Why is there so little emotional intelligence in the workplace? What is my emotional intelligence and how can I improve it?

## The Findings

A decade of research reveals the distinguishing characteristics of those who use EQ to their benefit and delivers 66 strategies you can use to increase your EQ today. The book’s smooth narrative style turns rigorous research into memorable stories. Each copy includes the opportunity to test your EQ online, via a new, enhanced edition of the authors’ best-selling Emotional Intelligence Appraisal, because knowing your EQ is an essential first step in using it to your benefit.

### ***Consider the findings introduced for the first time in this book:***

- *An emotional epidemic:* 70% of us do not handle conflict or stress effectively, and just 36% understand emotions as they happen. The greatest challenges are at work, where just 15% feel respected and valued by their employers.
- *Your brain is plastic:* Unlike IQ, EQ is not fixed at birth. New skills learned actually create permanent physical changes in the brain.
- *Keep your job:* People with high EQs are 10 times more productive than those with low EQs. It’s no wonder that 90% of top performers are high in EQ, and a one point increase in your EQ adds \$1,300 to your annual salary.

Drs. Travis Bradberry and Jean Greaves have created a revolutionary program to help readers identify their EQ skill level, build this skill into a strength, and enjoy consistent performance in the pursuit of important life objectives. At the heart of the book is the new and enhanced online Emotional Intelligence Appraisal, the product of a decade-long effort to accurately measure EQ skills.

At 256 pages, *Emotional Intelligence 2.0* is everything you need to know, without the filler. “Some of the strongest findings from our research,” comments Dr. Travis Bradberry, “fly in the face of what people have been told their entire lives—things they’ve always thought would make them successful and give them what they want. This upsets some people.”

***That may be, but who can afford to ignore these findings?***



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## Praise From Acclaimed Authors

“All sentient beings possess awareness, but among them human beings possess great intelligence. Subject to a constant stream of positive and negative thoughts and emotions, what distinguishes us as human beings is that we are capable of positive change. *Emotional Intelligence 2.0* succinctly explains how to deal with emotions creatively and employ our intelligence in a beneficial way.”

**THE DALAI LAMA**

“Research shows convincingly that EQ is more important than IQ in almost every role and many times more important in leadership roles. This finding is accentuated as we move from the control philosophy of the industrial age to an empowering release philosophy of the knowledge worker age. Self awareness, self motivation and regulation are foundational to empathy and social skills. This book gives abundant, practical findings and insights with emphasis on how to develop EQ.”

**DR. STEPHEN R. COVEY, AUTHOR *THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE*  
*THE 8TH HABIT: FROM EFFECTIVENESS TO GREATNESS***

“Emotional intelligence is an extremely important skill for personal and professional success. This book is excellent and the learning included in the free online test is cutting-edge. I strongly recommend it.”

**KEN BLANCHARD, THE BEST-SELLING BUSINESS AUTHOR OF ALL TIME  
COAUTHOR OF *THE ONE MINUTE MANAGER*®**

“This book can drastically change the way you think about success ...read it twice.”

**FROM THE FOREWORD BY PATRICK LENCIONI,  
NEW YORK TIMES BEST-SELLING AUTHOR  
*THE FIVE DYSFUNCTIONS OF A TEAM***

“Bradberry and Greaves brilliant new book is a godsend. It will change your life.”

**JOSEPH GRENNY, NEW YORK TIMES BEST-SELLING AUTHOR  
*CRUCIAL CONVERSATIONS***