

# The EQ Certification for Coaches

## Supercharge Coaching with Emotional Intelligence

Ideally coaching supports clients to create positive change - but change doesn't happen just from "knowing." Emotions are a key driver for professional and personal transformation. The CEQ equips professionals with a powerful emotional intelligence assessment (the SEI) and the Six Seconds Change MAP as a roadmap for structuring a transformational coaching process fuelled by EQ.

A complete toolset to measure and develop the key drivers of performance, the SEI assessments support professionals get better results on the "people-side." Unlike other psychometric tools which provide an abstract diagnosis, the SEI provides practical feedback and a process for action. Created by world leaders in emotional intelligence development, these tools are statistically rigorous, highly practical, and with a global view - which is why they're chosen by leading organizations including FedEx, HSBC, Emaar Hospitality, the US Navy, Pfizer, and Microsoft.



CEQ is accredited by the  
**International Coach Federation**  
(see page 3)



"One of our biggest challenges is how to get more employee engagement under challenging times with diminishing resources. SEI has been an effective tool for identifying emotional intelligence issues and improving discretionary effort including 'real world' action plans for improving emotional intelligence.

We greatly appreciate the support, learning, and continuing research by the SEI team."

- Bob Brooks, HR Advisor, FedEx



# The Benefits of Attending

The course equips professionals who use coaching practices to deepen and strengthen their work as a transformational process by leveraging emotional intelligence. You'll learn our framework to use EQ and the Change MAP to structure coaching as a pathway to positive change. This program is not "how to coach," rather, it's "how to super-charge coaching" with an incredible model and toolset. You will earn the designation of "Certified SEI EQ Assessor" and be able to administer the best-in-class EQ assessment suite: The SEI (see page 5). Following this course, you may also be eligible to apply for the Certified EQ Coach designation (see page 3).

You will learn...

- A clear, actionable model for applying emotional intelligence.
- How to deliver, interpret, and debrief the SEI.
- Methods to deepen listening, asking, and connecting with the Six Seconds EQ Coach Wheel
- How to structure coaching sessions and full interventions using the Change MAP
- How to enhance and leverage your own emotional intelligence

Take away...

- Your SEI feedback report and debrief to develop your emotional intelligence (\$250 value)
- SEI Intranet account with credits for five full SEIs (\$225 value)
- License to use and sell the online and paper versions of the questionnaire with 30% discount
- Profile on [www.6seconds.org/cert/](http://www.6seconds.org/cert/)
- SEI Certification Kit with Manual, Assessor's Guide, and Workbook
- CD with...
  - SEI Introductory Presentation powerpoint and handout.
  - SEI Workbook (licensed to reproduce for SEI clients)
  - Sample SEI proposal
  - SEI Debrief Best Practices
  - Selected articles
  - Sample reports

## Why?

Put emotional intelligence into action to fuel positive change with a global, practical, scientific toolset

## Who?

Coaches, L&D experts, consultants,

HR professionals, managers, educators

## What?

Learn the Six Seconds way of coaching and the Change MAP framework to structure to deepen and strengthen your coaching

Certification in the SEI EQ assessments

## Where & when?

Venue: G Tower Hotel, Kuala Lumpur

Date: 10 - 12 & 14 November 2012 (4 days)

## How?

Info on the program and Six Seconds' way of coaching and registration:

Julie Lai <[malaysia@6seconds.org](mailto:malaysia@6seconds.org)>

## Facilitator

Marilynn Jorgensen, M.A.  
Master Trainer/ICF Coach

"The SEI is crucial to unleash the EQ of leaders and enable them to promote greatness in every aspect of their lives."

Melkart Rouhana, Director of L&D,  
Emaar Hospitality



# Certifications

The course equips coaches and other professionals to use the best-in-class EQ assessment and methodology. CEQ is for professionals skilled and qualified in coaching, training, consulting, and education. If you are new to EQ, we recommend the Six Seconds EQ Certification first. Note that CEQ is not training on the basics of coaching; rather it equips professionals to effectively use the SEI toolset and Six Seconds framework to deepen and strengthen coaching.

On completion, participants earn the "Certified SEI EQ Assessor" designation:

## "Certified SEI EQ Assessor"

To complete the certification process, participants must complete online pre-work, attend the full program, practice five SEI debriefs, and effectively debrief a member of the Six Seconds' team by phone. For the SEI360 and SEI-YV there are additional teleclasses and practice requirements.

## "Certified EQ Coach"

Once you are a "Certified SEI EQ Assessor," here is a practical next step to raise the bar. This mentorship program is designed for people trained and qualified as ICF coaches to demonstrate their unique competence as an "EQ Coach" using the Six Seconds' coaching framework.

### Benefits:

- Powerful support to use the EQ coaching framework and the SEI to get these tools embedded in your practice
- Deepen your EQ coaching expertise
- Designation on your 6seconds.org profile as a "Certified EQ Coach"
- Special logo for your website and/or business card

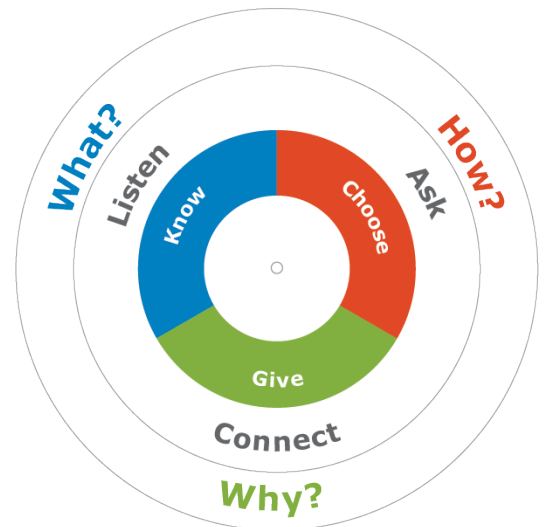
### Requirements:

- Hold at least ICF ACC certification or equivalent
- Attend CEQ and enroll in this post-course program within 30 days
- Earn "Certified SEI EQ Assessor" designation
- Deliver at least 20 SEI debriefs
- Conduct at least five SEI 360s
- Complete 6 hours mentor coaching with Six Seconds
- Write at least 1 case about results of EQ coaching (about individual or group)
- Demonstrate competence in E/A/R and L-A-C frameworks through a 1-1 Practicum (a coaching session to Six Seconds' Mentor Coach)

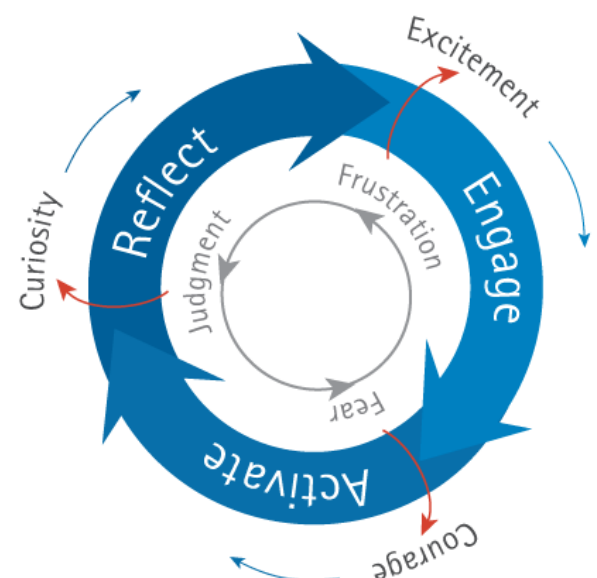
Additional registration fee is only \$995 -- includes mentor coaching (\$1500 value), SEI credits (\$1225 value), and final practicum.



The CEQ is accredited by the ICF for 27.5 Coach CEUs.



The "EQ Coach Wheel" captures the key resources, skills, and goals of an EQ Coach.



Six Seconds' Change MAP provides framework for designing and delivering coaching as a transformational process.

# Registration

Fees, including registration, course materials listed in this brochure, tea breaks and lunches, plus post-course practicum and mentoring in the SEI360 and SEI-YV.

- Full Registration: RM7250.00 (from 6 October 2012 onwards)
- Early Registration: RM6650.00 (by 5 October 2012)
- Extra-Early Registration: RM6250.00 (by 20 September 2012)

Register:

Email: Julie Lai <malaysia@6seconds.org>

Or call: (603) 5621 2178

Wonderful program that leaves you with the knowledge tools that will impact people's lives.

- Ian Broom, MD, BDC International



## About Six Seconds

Established in 1997, Six Seconds is the most extensive organization of its kind in the world, led by an amazing team of change agents in 11 countries, and supporting practitioners in over 75 nations. Six Seconds offers transformational learning and development programs, scientifically validated assessments, and effective consulting processes to increase the people-side of performance -- all grounded in current neuroscience.

With a 15-year track-record, Six Seconds serves a range of clients from medium and large enterprise (e.g, FedEx, HSBC, Rotana) to government and NGO (e.g., US Navy, UN), 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 endeavor. 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.

Six Seconds is a global organization supporting people to create positive change. Everywhere. All the time.

# A Complete Suite

Three scientifically rigorous assessments with eight reports, extensive development resources, an array of support material all based on the same model – all around the globe.

[www.6seconds.org/tools/sei](http://www.6seconds.org/tools/sei)

## Assessments & Reports

### SEI EMOTIONAL INTELLIGENCE ASSESSMENT

Measures EQ competency and key success factors; six reports available including Leadership Report and Leader's Development Guide.

### SEI360 EMOTIONAL INTELLIGENCE MULTI-RATER ASSESSMENT

Feedback about emotional intelligence performance – from unlimited number of raters and groups.

### SEI-YV YOUTH EMOTIONAL INTELLIGENCE ASSESSMENT

Snapshot of EQ and current "barometers of life" for ages 7-18.

## Related Programs



## Marketing & Business Tools

Presentations (e.g, Intro to EQ; Business Case for EQ).

Collateral (e.g., SEI for Leaders brochure, dozens of articles and white papers).

Sales tools (e.g., mini web-site on 6seconds.org, sample proposals, case stories).



## Books & Workbooks



**Six Seconds Registration Form**  
**10 – 12 & 14 November 2012**

Please email this form to: Six Seconds Malaysia (c/o The Solutions Gallery Sdn Bhd)  
 Attn: Julie Lai at [malaysia@6seconds.org](mailto:malaysia@6seconds.org)

Name:	Mailing Address:
Employer / Organization:	Postcode, City:
Job Title:	State:
Email Address:	Country:
Contact number: (Office)	Contact number: (Mobile)

What are <b>2-4 of your organizational objectives</b> in attending this program?
What are <b>2-4 of your personal/professional objectives</b> in attending this program?
Please provide a <b>1-liner bio</b>

Make Cheques Payable To: <b>THE SOLUTIONS GALLERY SDN BHD</b> 110, 1 <sup>st</sup> Floor, Jalan SS14/1, 47500 Subang Jaya, Selangor Darul Ehsan, Malaysia	
Amount (RM):	Cheque Number:

<b>Cancellation, Refunds and Confirmation</b>
<p>Full payment must be received in advance. If you cancel with 30 days notice or more, your fee will be refunded less RM1,500.00 processing charge. With less than 30 days, refunds will only be given if your space is filled by another delegate. In the event we cancel due to under-enrolment, a full refund will be provided and you will be notified at least two weeks prior to the course.</p> <p>We will email you a confirmation prior to the course. If you have questions, please feel free to call us at (603) 5621 2178 or email us at <a href="mailto:malaysia@6seconds.org">malaysia@6seconds.org</a></p>

Signature

Date

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