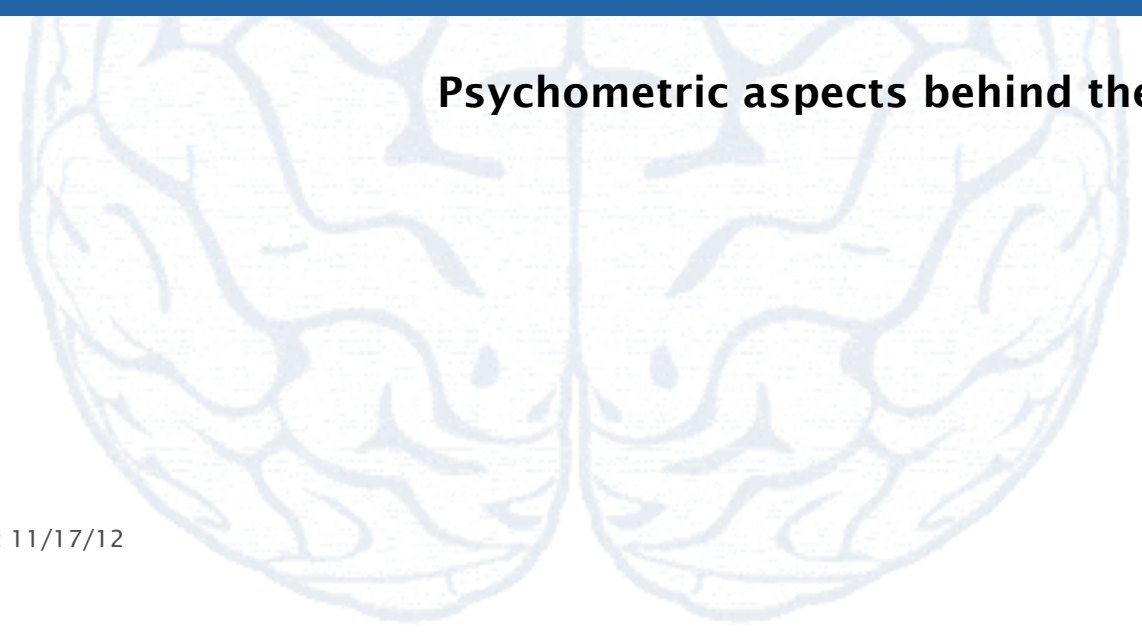




The Brain Profiles Technical Manual

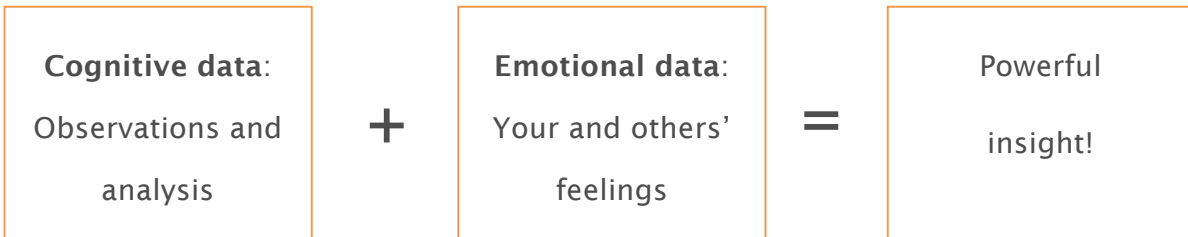
Psychometric aspects behind the tool



Updated: 11/17/12

INTRODUCTION

The SEI Brain Profiles provide a snapshot of your brain's current style for processing emotional and cognitive data.



There are three tools in the Brain Profile series (BRAIN BRIEF, BRAIN TALENT and BRAIN SELECTION). They come from the Six Seconds Emotional Intelligence Assessment (SEI™). The SEI Assessment is an effective measure that helps people develop and apply emotional intelligence professionally and personally. The tools are used for a broad range of training, coaching, hiring, and development needs. The Six Seconds Model is action-oriented, and easy to use in training and development.

The SEI was developed internationally (in conjunction with Six Seconds' offices world-wide); there are over 53,478 people from over 30 countries who have used the tool. The SEI v3.1 questionnaire is composed of 143 items and includes a self-correcting index and two informational scales (positive impression and consistency). This self-report questionnaire is available online or on paper in Arabic, Australian, Chinese, English, German, Italian, Japanese, Portuguese, Spanish (other languages pending).



SIX SECONDS MODEL

The Six Seconds Emotional Assessment (SEI) is based on the Six Seconds Emotional Intelligence Model; a process framework designed to help people put EQ into action. The model consists of three areas, or pursuits: Know Yourself, Choose Yourself, and Give Yourself. Through research and experience, Six Seconds has found that by committing to these three pursuits, people are better able to develop and use their emotional intelligence to create more positive, healthy, effective, and meaningful lives.

Most people first heard the term “emotional intelligence” in 1995 with the publication of Daniel Goleman’s best-selling book, *Emotional Intelligence: Why It Can Matter More Than IQ*. In that work, Goleman laid out a powerful argument that such factors as self-awareness, self-discipline, and empathy determine personal and professional success. He drew on the work of numerous leading scientists and authors who were working to define and measure the skills of emotional intelligence.

To help people put the theory of emotional intelligence into practice, Six Seconds developed a three-part model in 1997. The model considers the work of Peter Salovey, Ph.D. (one of Six Seconds’ advisory board members), and John Mayer, Ph.D. who first defined EQ as a scientific concept. It also builds on the model popularized by Daniel Goleman. The Six Seconds Model integrates leading thinking and research on this emerging science into a practical structure that promotes problem solving, decision-making, and creativity/invention. The ultimate goal is to assist people to be wise, compassionate, and accountable.



The Three Pursuits

The Brain Brief Profile includes three scales with an indicator “bubble.” The three “bubbles” are in three different colors. These colors match the three pursuits of the Six Seconds Model of Emotional Intelligence:

1. Know Yourself

Clearly seeing what you feel and do. Emotions are data, and these competencies allow you to accurately collect that information. (Blue)

2. Choose Yourself

Doing what you mean to do. Instead of reacting “on autopilot,” these competencies allow you to proactively respond. (Red)

3. Give Yourself

Doing it for a reason. These competencies allow you to put your vision and mission into your daily action so you lead on purpose and with full integrity. (Green)



The three colors on the Brain Brief Profile are linked to these three pursuits, with different names:

Focus: Do you prefer data that is analytical or emotional? (Linked to Know Yourself)

Decisions: Do you tend to protect or innovate? (Linked to Choose Yourself)

Drive: Are you usually motivated by the practical or the idealistic? (Linked to Give Yourself)

The Brain Profile Scales

The Brain Profiles include three scales:

Scale One - Focus:

This scale is about the way you integrate cognitive and emotional data.

*It's about what you usually **notice** - not about how you act.*



At this extreme, people are data-driven and usually ignore emotions.



For people at this end, feelings tend to be much more important than cognitive data.



Rational

Emotional

This zone suggests data first, then emotions coming in second.



Scores around here indicate a preference for feelings but a blending with logic.



Scale Two - Decisions:

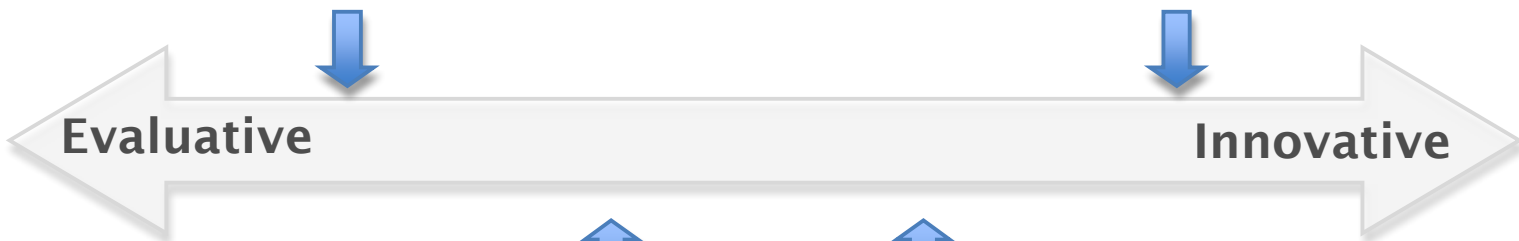
Scale Two tells you how you balance risks and opportunities.

Are you able to easily shift from “careful” to “spontaneous” when appropriate?



Most people at this far end work hard to avoid risk.

People over here usually like novelty and enjoy change.



Just left of center suggests a preference for stability but an openness to opportunity.

Most people in this zone take risks, but usually think it through before jumping in.

Scale Three - Drive:

The final scale is about balancing motivation for the present and the future.

This scale is about what gives you energy.



People here tend to love getting into action and driving results, but may only focus on the “now.”



Practical

These people tend to have a strong vision of the future and pay less attention to the day-to-day.



Idealistic

This zone suggests a blend of taking action – and considering the future.



Around this point, people have a future vision plus a pragmatic motivation.

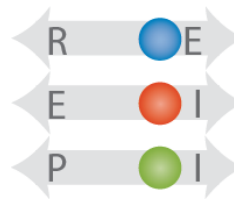


The Brain Styles

These eight styles describe people who are “fully” in one Brain Style. Most people are a blend of two or three.

Scientist:

Accurate,
Careful, Precise.

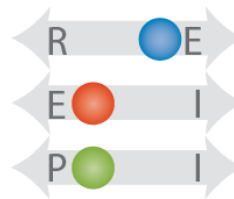


Visionary:

Passionate,
Transformative.

Inventor:

Analytical,
Creative, Open.

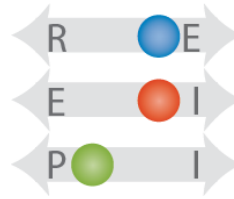


Guardian:

Caring, Careful,
Pragmatic.

Strategist:

Precise, Careful,
Future-oriented.

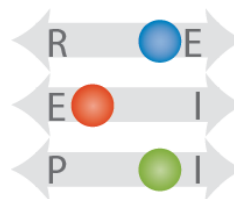
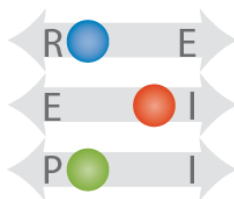


Superhero:

Committed,
Creative, Real-
world.

Deliverer:

Task-oriented,
Generative,
Practical.



Sage: Caring,
Protective,
Future-focused.

PSYCHOMETRICS

The Brain Profiles are based on a decade of rigorous research on the SEI assessment (see www.6seconds.org/tools/sei/research for more). Because the Brain Profiles are a distillation from the full SEI Assessment, they are much more robust than a typical brief profile.

Correlation Analysis: Cronbach's Coefficient Alpha

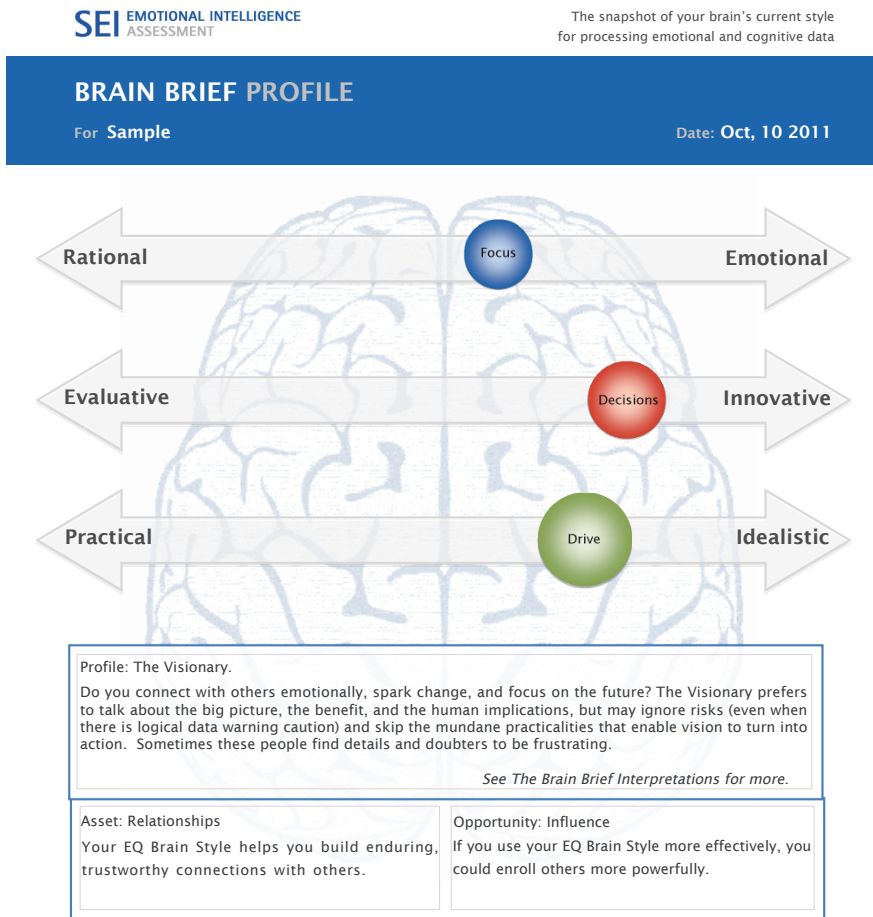
One way to report on the reliability of a psychometric measure is to calculate the internal consistency of its underlying scales. Internal consistency refers to the extent to which items assigned to a scale are correlated to one another. Cronbach's coefficient alpha was used to calculate the internal consistency of the SEI factors. This statistic can range from -1.0 to +1.0 and indicates to what extent the items in a factor measure the same construct. An alpha with a positive value and greater than 0.6 is considered statistically reliable.

Scale	Cronbach's Coefficient Alpha
Focus:	
Rational	.640
Emotional	.621
Decisions:	
Evaluative	.773
Innovative	.722
Drive:	
Practical	.742
Idealistic	.757



Brain Brief Profile Algorithm

The Brain Brief Profile shows how a person is rational or emotional, evaluative or innovative, practical or idealistic. The positions of the three “bubbles” on the three scales yield eight basic combinations, which we call the eight Brain Styles (see page “The Brain Style”).



There are ten possible locations of the “bubble” on each scale (5 positions on the left and 5 positions on the right).

In the sample to the left, Focus is in the first position for “Emotional.”

Approximately 20% of the norm group will be in this position.

Report Provided by: Coach <coach email>
For more on the Brain Brief and next steps, contact your provider at the email above, and visit www.6seconds.org/brain for free resources.



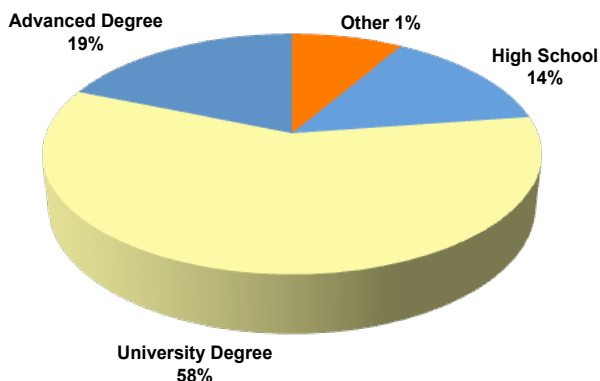
NORM GROUP DEMOGRAPHICS

The validation statistics based on an international sample size of 53,478 is completed in October 2012 yielding an extensive and diverse norm base. The norm base is continuously updated. There is an international norm as well as separate norms for each language including Arabic, Australian English, Chinese, North American English, Italian, Japanese, Latin American Portuguese, Latin American Spanish (and others in research). These multiple norms assist with more accurate assessment in different regions and languages.

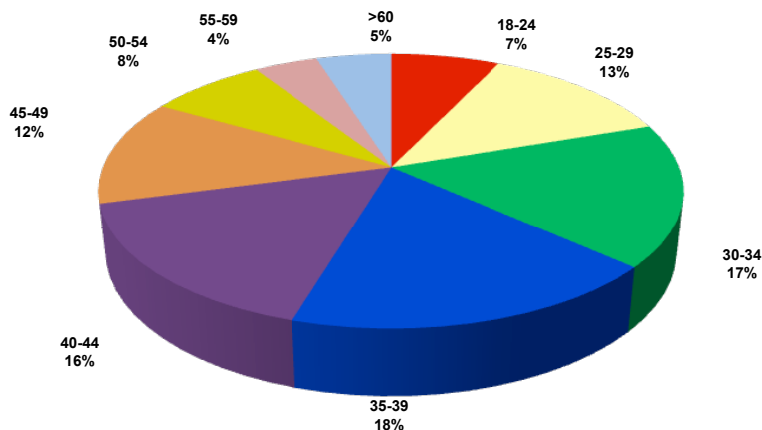
Brain Profile Sample by Gender



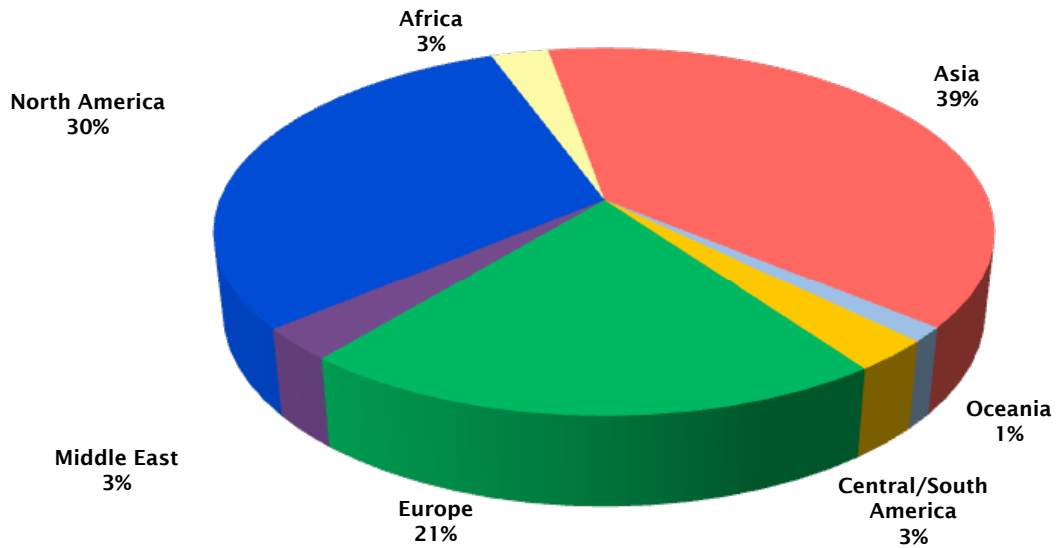
Brain Profile Sample by Education Level



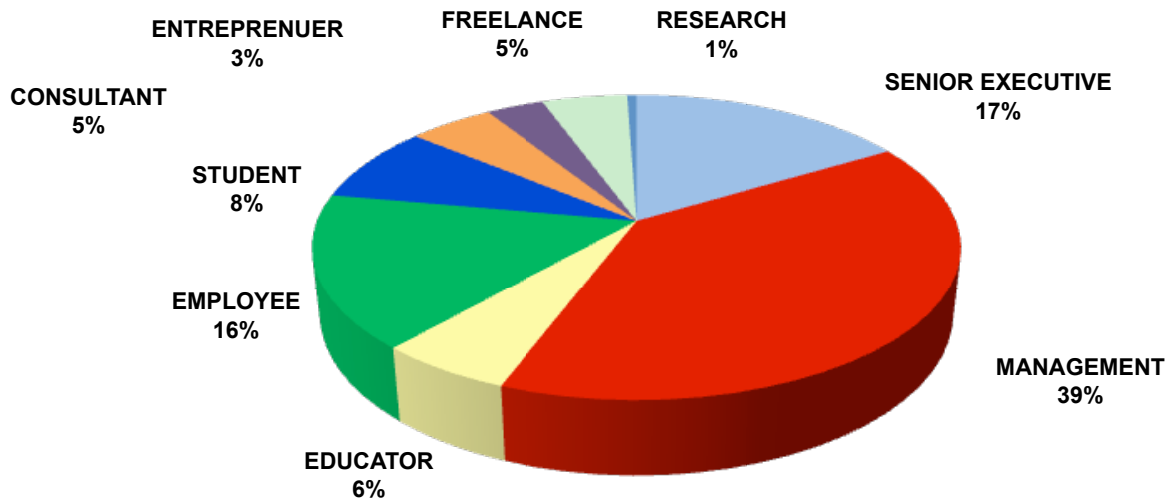
Brain Profile Sample by Age



Brain Profile Sample by Region



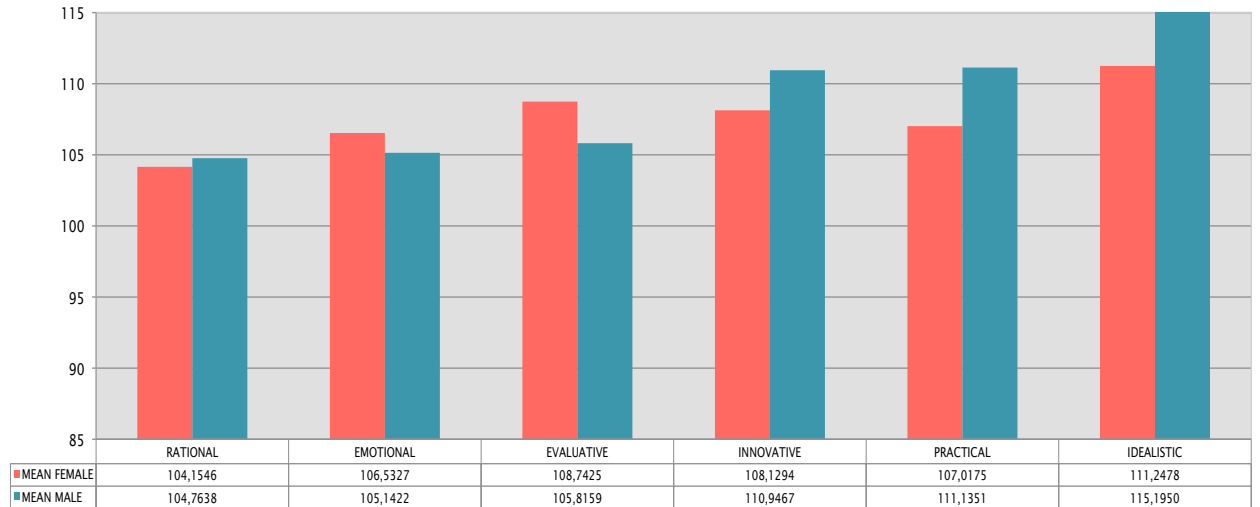
Brain Profile Sample by Job Level



COMPARISON

By Gender

Mean Scores by Gender



Frequently Asked Questions

What are the Brain Profiles?

They are a new line of practical, easy-to-understand tools to apply emotional intelligence. The series includes: Brain Brief, Brain Talent and Brain Selection. The 3 profiles have different purposes:

1. Brain Brief gives easy and useful feedbacks on your brain style (are you more emotional or more rational? More evaluative or innovative? More practical or idealistic?)
2. Brain Talent creates a map of your workplace skills through an evaluation of 18 competencies (such as Analysis, Critical Thinking, Execution, Empathy, Flexibility, Strategic Orientation, etc).
3. Brain Selection gives a feedback on the 18 competencies adding statistical indices and recommended interview questions in order to manage the selection phase more effectively.

Are Brain Profiles new assessments?

No, they are based on a well-established assessment used by over 50,000 people from over 30 countries. These profiles are among the many reports that can be output from the SEI Assessment.

What is required to use the profiles with others?

Learning professionals are able to use the Brain Profiles with no special certification - they are “Level A” tools. An online training is available to equip learning professionals (HR managers, trainers, professors/teachers, coaches, consultants, etc) to manage the administration.

Those who wish to go further in the toolset can earn certification as an EQ Assessor or EQ Coach and use all of the in-depth SEI reports (Leadership, Leader’s Development Guide, Development, Group, 360 – these are Level B tools). Virtual 1-1 programs (distance learning with a mentor) and in-person programs are available. There are also trainings focused on transformational learning using the Six Seconds Model and process; please see www.6seconds.org/certification .



Existing SEI Certified EQ Assessors (those trained to use the full SEI toolset) automatically have access to the Brain Profiles. EQ Assessors will see the BB profiles as option in the drop down menu of the project settings page when creating a new project in the Tools Intranet.

Where can I buy Brain Brief profiles and learn more?

You can find all the materials on Brain Brief Profiles at www.6seconds.org/bbp. From this page you can purchase the BBP yourself, take the online training, download a sample, and more.

How is my “Brain Style” determined?

The Brain Style is derived from the eight competencies in the Six Seconds Model of Emotional Intelligence. A sophisticated algorithm compares scores on 20 different normative scales from the full SEI assessment with special attention to gaps between the EQ competencies. The analysis first checks if the individual tends to focus more on rational or emotional data; then if a person is more oriented to be cautious or a risk taker; then if the person is more motivated by practical/short-term or idealistic/long-term. These data points determine the Brain Style. However, most people will not be “purely” in one style. The visual graph in the Brain Brief Profile shows a range on each of these three scales.

Are Brain Styles are learnable or fixed?

Brain Style is derived from the learnable skills of emotional intelligence skills. We know from research and experience that individuals are capable of dramatically improving their competencies in the Six Seconds Model, and the balance of the competencies. One of the basic discoveries in neuroscience is “neuroplasticity,” the ability for the brain to change itself.

Could there be a balanced Brain Style?

In theory, there could be myriad styles, including a perfect balance. We’ve designed the Brain Brief Profile to produce only eight styles and “force” individuals to the left or right side of each scale (focus, decisions, drive) in order to make the



Brain Style concept easier to apply. Sometimes the gap between competencies is minute, but the “bubble” will be pushed to one side or the other. Thus, we suspect that most people will actually be a blend of styles, as described in the Brain Brief Interpretation Guide.

How can the Brain Brief Profile be used?

This profile can be used in many situations: coaching, training, career counseling, potential evaluation or selection (hiring) to have a quick feedback on the strengths of each member. It could even be used also as gift for employees, or during a conference or an event!

Are the results of Brain Brief Profiles statistically strong?

Yes, because they are based on a well-validated tool with an extensive and well-balanced norm base. In addition, the six dimensions have reliable psychometric properties (e.g., Chronbach’s Alpha over .60).

Who can get the Brain Brief Profile? What's the target?

Everyone! The only limit is that the validation research was conducted on people over 18 years old.

How do I get help with the Brain Profiles and learn more?

Visit the website: www.6seconds.org/tools/sei

And/or email us! sei@6seconds.org



The Brain Profiles are part of the
Six Seconds Emotional Intelligence (SEI)
toolkit:

www.6seconds.org/tools/sei