

The SEI Coach Certification

Access the best-in-class
emotional intelligence toolset

Toronto
Feb 6-9, 2012

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, the US Navy, HSBC, Rotana, Kodak, and Microsoft.

Consultants, trainers, coaches, educators, and HR professionals use the SEI for training, coaching, performance management, selection, and development. Offering eight different reports (in multiple languages), the toolset is adaptable to a wide range of people in every sector. The Six Seconds model is substantive, easy to understand, and actionable – all the SEI tools use this model, as do a wide array of development tools and programs.



"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



www.6seconds.org/tools/sei



The Benefits of Attending:

The course provides grounding in the Six Seconds Model of Emotional Intelligence and equips professionals to use the SEI toolit. This course focuses on the adult version of the SEI self-assessment with an emphasis on effectively debriefing the results to help clients or employees in a 1:1 setting so they understand their current EQ and have a clear roadmap to improve.

You will learn about...

- A clear, actionable model for applying emotional intelligence.
- The range of SEI tools.
- Delivering, interpreting, and debriefing the SEI
- Introducing the SEI and the Six Seconds Model of EQ.
- Ways SEI can be used in coaching, development, and selection and the Six Seconds' approach to coaching.
- Developing 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 (plus there is an additional volume-based discount; SEI credits can be used for all of the SEI tools and reports).
- SEI Certification Manual and Assessor's Guide.
- Option to be profiled on www.6seconds.org/cert/ (subscription fees apply)
- 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

Who?

Coaches, L&D experts, trainers, consultants, HR professionals, managers, educators

What?

Get certified to use the SEI assessment & development tools to deepen and strengthen your coaching

When?

Feb 6-9, 2012
and more on www.6seconds.org/events

Where?

Institute of Communication Agencies - Executive Education Centre, 2300 Yonge St. (Yonge/Eglinton Centre) - Toronto, ON, Canada

Why?

Global, practical, scientific toolset to put emotional intelligence into action

How?

Registration:
Jenny Wiley <jenny@6seconds.org>
Reg form: <http://seic212.eventbrite.com>

Info in Toronto:
Carolyn Meacher
<cmeacher@rogers.com>
Liana Bagworth
<lbagworth@gmail.com>
Kevin Dunal
<kd@launchcenter.ca>

"I attended with the intent of learning how to teach others about EQ. I not only learned how to effectively teach the materials, I learned a great deal about myself."

- Tara Heinburger, Training Mgr Abbott Vascular



Certification Requirements:

This course 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. This program is not "how to coach," rather it equips professionals who are skilled in coaching/development to effectively use the SEI toolset to deepen and strengthen their work.

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 (this process is included in the price of the course). For the SEI360 and SEI-YV there are additional teleclasses and practice requirements (included in fee).

About Six Seconds

Six Seconds is a 501(c)3 not-for-profit organization with offices around the world. With extensive experience in development, education, consulting, and a strong research foundation, Six Seconds' programs are hands-on, engaging, and transformational.

Six Seconds developed the EQ-in-Action model in 1997 to help people put the theory of emotional intelligence into practice. The model draws on 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 five components of EQ popularized by Daniel Goleman in his 1995 book, *Emotional Intelligence*, which endorses Six Seconds' EQ curriculum, *Self-Science*. The model integrates leading thinking on this emerging science into a practical, usable, memorable structure.

Six Seconds' experts apply the science of emotional intelligence to improve almost every aspect of human endeavor. Six Seconds' tools are life-changing and invite people to take ownership of a positive future.

"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., Director of Wellness and Leadership Development WSU College of Veterinary Medicine

"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, April 2003

Registration:

To register, complete the attached form and fax to Six Seconds, or register online at www.6seconds.org/training

Fees, including registration, course materials listed in this brochure, tea breaks and lunches:

- ° Full Registration: US\$2,495
- ° Early Registration (by Jan 6): US\$2,195

Register: <http://seic212.eventbrite.com>

Or contact Jenny Wiley <jenny@6seconds.org>

