



TRACOM® GROUP
THE SOCIAL INTELLIGENCE COMPANY®



Develop Emotional Intelligence with **BEHAVIORAL EQ®**

When it comes to workplace success, Emotional Intelligence has been shown to be just as important as IQ, education and work experience. TRACOM's Behavioral EQ® training provides the Emotional Intelligence skills needed for today's team and organizational leaders.

WHY BEHAVIORAL EQ?

EQ skills do not come naturally to most people. Effectively managing our emotions is challenging unless you've learned to understand why these emotions occur and how to use them to your advantage. EQ training takes this sensitive, complex topic and makes it understandable with practical strategies for the daily workplace and life situations we all face. It's the science of productive relationships.

WHY NOW?

As jobs become more specialized and technology changes how we work, relationships still form the foundation of success. Relationships with customers, colleagues, team members or bosses shape our performance. People with high EQ simply perform better.

- More collaborative and less conflict
- Better at giving and receiving feedback
- More productive teams

WHY TRACOM GROUP?

The TRACOM Group is the Social Intelligence Company. We provide research-based models, assessments and training solutions to drive individual and organizational performance.

Behavioral EQ IS...

Behavioral EQ is the ability to recognize the impact that emotions have on our own behavior and the behavior of others. Using this understanding creates stronger and more productive relationships.



*Being aware of
emotions*

*Translate
emotions into
productive
behavior*



Become an **Emotionally Intelligent** Organization

TRACOM's Social Intelligence programs are easy to deploy and have a measurable impact

MODEL

TRACOM's Behavioral EQ Model® is a 3rd generation approach to Emotional Intelligence. It distills earlier EQ models to focus on those emotional aspects and behavior with the most significant impact on workplace performance. The model provides detailed guidance around:

- Emotional Awareness
- Emotional Control
- Empathy
- Listening

FEATURES

- Self-Perception or Multi-Rater Assessment
- Model developed for worldwide relevance
- Based on the latest neuroscience
- Actionable and practical strategies to boost EQ
- Available to deploy at any location

FEEDBACK

"The strength of the model is the emotional paired with the behavioral element. This is what makes the difference in everyday interactions."

— Wim De Vos, Old Mutual HR Business Partner

OUR CLIENTS



[WHY we do it] We believe that improving peoples' understanding of themselves and others makes the world a better place.

[WHAT we do] We synthesize our discoveries into actionable learning and resources that improve an individual's performance in all parts of their lives. We call this Social Intelligence.

[HOW we do it] Through research and experience we uncover the hidden barriers to individuals achieving their maximum potential and identify how to help overcome them.

Help professionals
become more emotionally
aware in the workplace