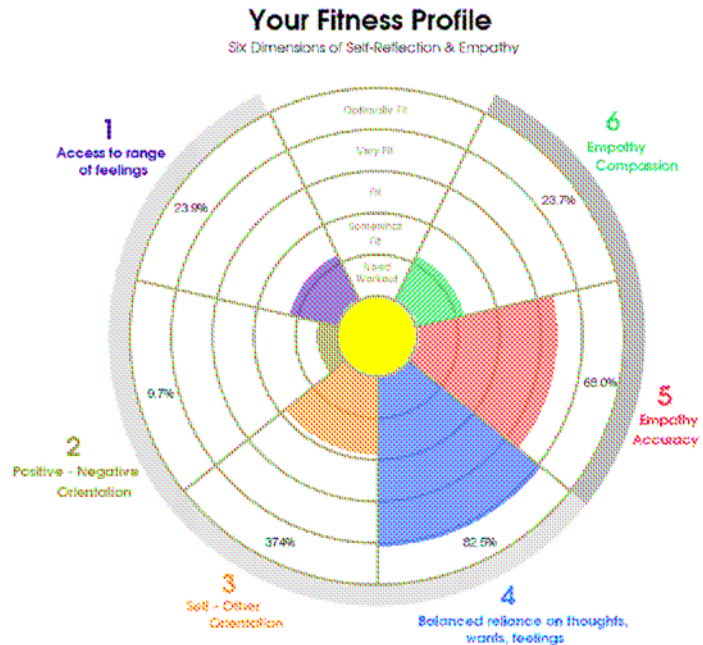


## Crosby & Associates New Service! Emotional Intelligence (EQ) Profile & Coaching



Chris Crosby

Gil Crosby



**Crosby & Associates** enjoys a global reach, providing Leadership and Organizational Development services with an immediate and lasting impact. Founder Robert P. Crosby developed the core methodologies, which have been tested and perfected through decades of experience, consistently resulting in high performance and bottom-line results.

**Crosby & Associates** continues a long tradition of work in Emotional Intelligence with the introduction of our new **EQ Profile** services. The Profile is unique in that unlike a typical question and answer process it instead measures your actual emotional reaction to a series of on-line video interactions. The result is a surprisingly practical and accurate snapshot of your EQ during tense situations, when it is both most elusive and most needed. Combined with our experienced coaching, the EQ Profile gives you clear advice on how to change the behavioral patterns that can get in the way of success.

An explosion of research supports the assertion that the critical factor in career success is EQ, otherwise known as Emotional Intelligence. As Daniel Goleman points out in *Working with Emotional Intelligence*:

- ◆ EQ accounted for **67%** of the abilities deemed necessary for superior performance
- ◆ EQ mattered **TWICE** as much as technical expertise or IQ

While high IQ can be a blessing, it can also be a curse if coupled with an inability to connect with others and turn one's ideas into action. For ages, people have unwittingly evoked this curse, trying to control their emotions by denying or ignoring them. Ironically, such an attempt is based on *fear of emotion*, and hence is irrational. Worse, it blinds the individual to the data available from their own inner guidance system. If blind to emotion, one is more likely to act off it without understanding the root cause of their action. To be rational about one's emotions, one must use their cognitive brain to pay attention to the messages that emotion is providing. Fortunately, with accurate feedback and skillful coaching you can reliably increase your EQ. Put the experienced people at Crosby & Associates to work on your own development and the development of your people today!

Visit our website at [www.crosbyod.com](http://www.crosbyod.com) for more information, or contact us at:

**East Coast:** Gil Crosby - [gilmorecrosby@comcast.net](mailto:gilmorecrosby@comcast.net) or **302-983-1429**

**West Coast:** Chris Crosby - [c\\_p\\_crosby@yahoo.com](mailto:c_p_crosby@yahoo.com) or **206-369-9200**