

# The SEI Coach Certification

## Access the best-in-class SEI emotional intelligence toolset

Register by 16  
August to save  
AED1000!

A complete toolset to measure and develop the key drivers of performance, the SEI assessments help 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 both statistically rigorous and highly practical - which is why they’re chosen by leading organizations including FedEx, the US Navy, Daimler Benz, Kodak, and Microsoft.

Coaches and other people-development professional 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.

16-19 October, 2011, Dubai



“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”

# A Complete Suite

Three assessments, eight reports, development programs, and extensive support material all based on the same model.



## EMOTIONAL INTELLIGENCE ASSESSMENT

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

## EMOTIONAL INTELLIGENCE MULTI-RATER ASSESSMENT

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

## YOUTH EMOTIONAL INTELLIGENCE ASSESSMENT

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

## Related Programs



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



## The Benefits of Attending:

The course provides grounding in the Six Seconds Model of Emotional Intelligence and equips professionals to use the SEI in coaching and development. 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.
- Developing your own emotional intelligence.

Take away...

- Your SEI feedback report plus 1:1 debrief (\$250 value).
- SEI Intranet account with five credits for 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 Coach Manual and Feedback Guide.
- Profile on [www.6seconds.org/cert/](http://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

"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

### Who?

Coaches, trainers, consultants, HR professionals, managers, educators

### What?

Get certified to use the SEI profiling tools

### When?

16-19 October, 2011, Dubai

### Where?

Dubai

### Why?

Measure & develop key skills that unlock the "people-side" of performance

### How?

Registration attached

"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 designed for professionals skilled and qualified in coaching, training, consulting, and education. We highly recommend completion of the Six Seconds EQ Certification (Level 1) first.

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.

## 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. From schools where children LOVE to learn, to corporations where people thrive, to prevention programs saving lives. Six Seconds' tools are life-changing and invite people to take ownership of a positive future.

### Contact:

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***“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](http://www.6seconds.org/training)

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

- Full Registration: AED 7,895
- Advance Registration (by 16 Aug): AED 6,895
- Early Registration (by 16 Sep): AED 7,395



## EQ Assessment Certification Registration

Please fax this form to: +971 44290994 or register online: [www.6seconds.org/training](http://www.6seconds.org/training)

<b>Name:</b>	<b>Employer / Organization:</b>
<b>Job title:</b>	<b>Mailing address:</b>
<b>E-mail address:</b>	
<b>Phone number:</b>	<b>City, State, Zip, Country:</b>

<b>Course Date and Location</b>	<b>Note:</b>

<b>What are 2-4 of your organization objectives in attending this program?</b>

<b>What are 2-4 of your personal / professional objectives in attending this program?</b>

<b>Please provide a 1-linear bio</b>

<b>Payment Method</b>	<b>Amount: SG \$ _____</b>
<input type="radio"/> Cash	
<input type="radio"/> Cheque – made payable to Dynamic Learning FZ-LLC	
<input type="radio"/> Bank Transfer – HSBC, Main Branch, Dubai, A/C Dynamic Learning #020-652962-001, Swift Code BBFAEAD	

<b>Cancellation, Refunds and Confirmation</b>
Full payment must be received in advance. If you cancel with 30 days notice or more, your fee will be refunded less an AED1000 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-enrollment, a full refund will be provided, and you will be notified at least three weeks prior to the course. We will email you a confirmation prior to the course. If you have questions, please feel free to call us at +971 4 375 41 02 or email us at <a href="mailto:Hussein@6seconds-mea.com">Hussein@6seconds-mea.com</a> .