

## Proven Tools to Measure and Develop Human Capacity

"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

Are your leaders great at leading people? Most managers are promoted for their technical and business skills – but find the "soft side" hard. Engaging people in change, proactively resolving issues, setting a context for performance, building collaboration... they all require emotional competence. To change the outcomes, your leaders need to change the inputs – and to do so they need new awareness, attitude, and skills.

The Six Seconds Emotional Intelligence Assessment (SEI™) provides a solution to help leaders measurably improve. The tool assesses competence and delivers a practical roadmap for development. SEI predicts over 54% of important success factors: effectiveness, relationships, quality of life, and health – essential outcomes for thriving teams.



*New Direction?*  
**New Skills.**



# Practical Solutions

The SEI drills into key competencies that lead to better results.

SEI clients include...

- the US Navy & Marine Corps
- Eli Lilly
- Daimler Benz
- BMW
- Kodak
- GE
- Calphalon
- Lockheed Martin
- FedEx
- IBM
- Lenovo
- IHS Energy
- Shell
- Nabors Canada
- Abbott Vascular
- Schlumberger
- CIBA Specialty Chemicals

SEI Features and Benefits

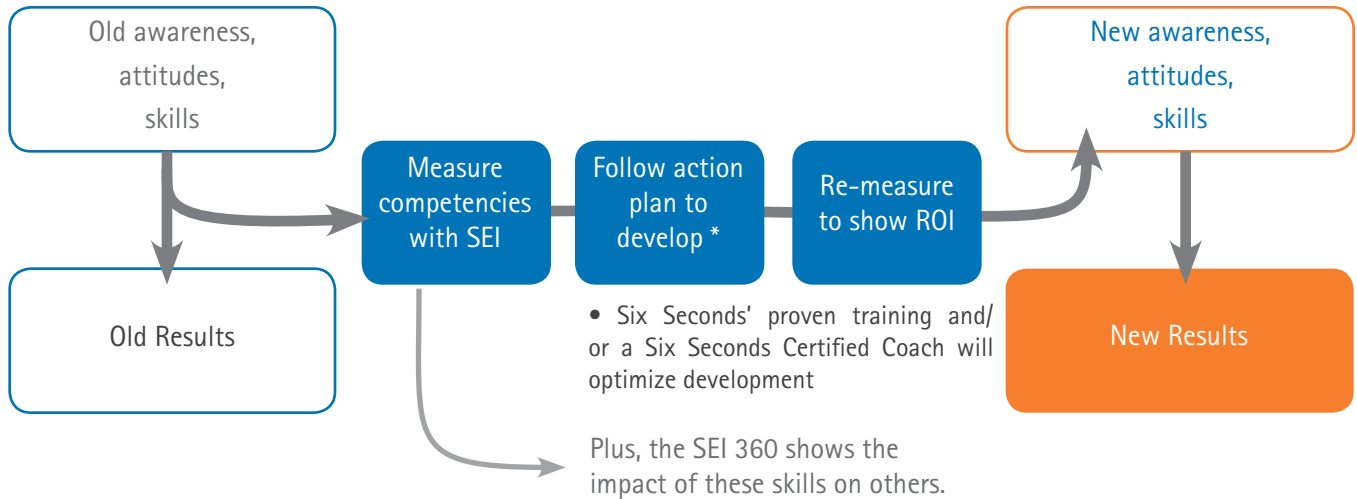
- **Six Seconds Model** - practical, action oriented, simple  
= **helps people change**
- **Development Focused** - learnable competencies, practical, applicable advice, practical development activities in reports  
= **gets results**
- **Range of Tools** - array of reports & assessments, training modules, curricula, and supporting products  
= **is efficient for practitioners**
- **Rigorous** - best-in-class psychometrics (normed, standardized)  
= **is reliable**
- **International** - more languages than any other EQ assessment, developed & validated worldwide  
= **works with your people**
- **Easy Interface** - online or paper, takes about 20 minutes  
= **saves time**

"Emotional Intelligence is one of the most crucial factors that we see in helping individuals achieve and sustain their wellness goals. SEI provides a simple but powerful tool to help our clients understand how emotions impact their success."

- Bob Bates, President,  
Resolve Today, LLC



Far more than a “test,” the SEI is part of a proven solution to improving efficacy -- by developing competence. Six Seconds consultants use the SEI, SEI360, and SEI Group Report along with a whole suite of training and development tools all built around a model that leads people to action.



The Leadership Report links EQ to influencing, engaging, and setting direction with hard-hitting data and practical workplace strategies (excerpt below).

<p><b>Opportunities</b></p>	<ul style="list-style-type: none"> <li>📖 Emotions are data – signals that give you information about yourself and others. You are probably not picking up these important signals or not seeing how your own emotions “color” your thinking (for good and for ill).</li> <li>📖 Emotions drive behavior. Developing emotional literacy will help you understand what motivates you and others.</li> </ul>
<p><b>Snapshot</b></p>	<p>Leaders who are vulnerable in emotional literacy rely on intellectual or cognitive analysis for problem solving, so they miss some insights and nuances. They are uncomfortable talking about feelings, so they either minimize or generalize. They are often confused about what drives people (including themselves) and surprised by the way people react.</p> <p>Emotions are contagious, and these leaders are unaware of the feelings they are spreading to others. They don't see how these feelings are driving performance up or down.</p>

## Call to Action

The SEI is action-oriented with practical strategies that get to the heart of leadership.



SEI is used for

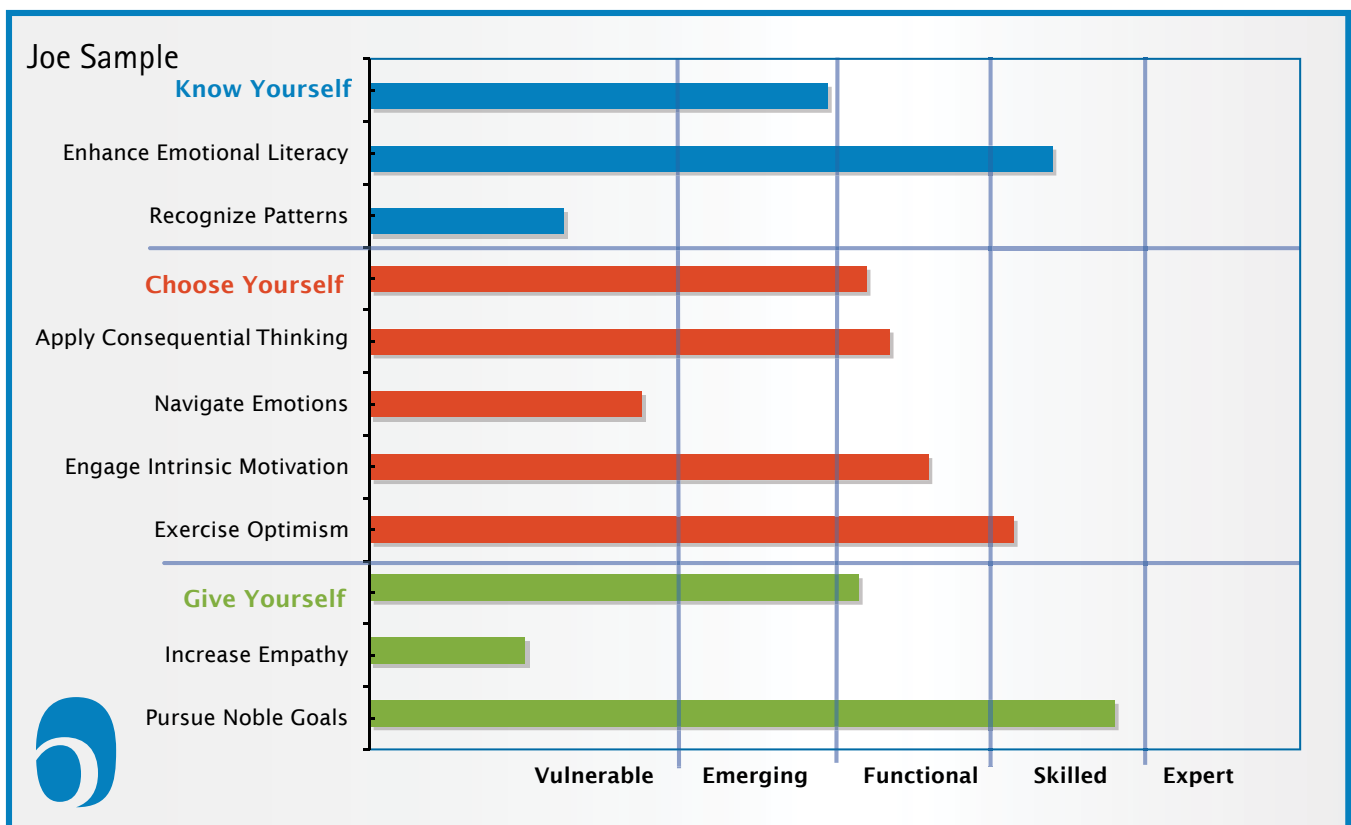
- development
- selection
- coaching
- as a pre/post assessment to measure ROI.

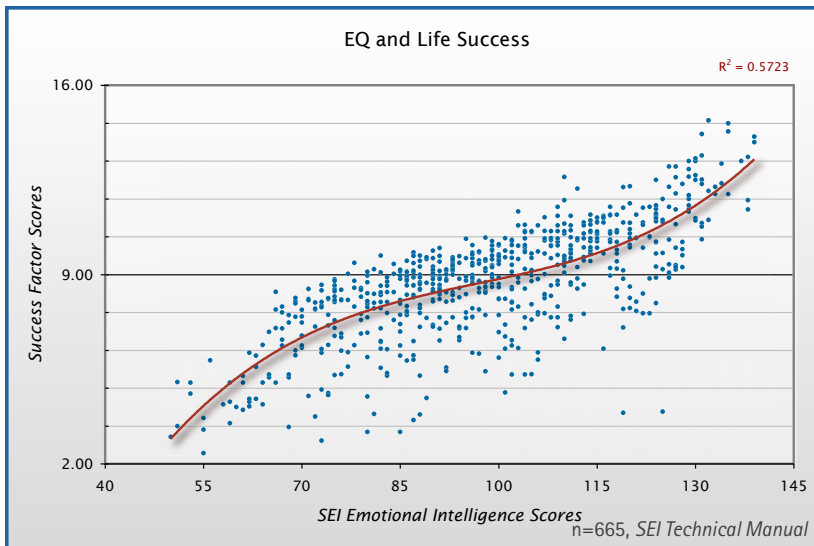


The SEI assessments are the only tests based on the Six Seconds EQ Model.

Developed in 1997 to help people put the theory of emotional intelligence into action, the Six Seconds Model consists of three significant pursuits (macro areas) with eight underlying competencies (shown in the graph below). This model leads people make decisions that are truly effective:

- **Know Yourself** is increasing self-awareness. It helps people gain insight into the emotional drivers of behavior.
- **Choose Yourself** is building self-management and self-direction. It helps people identify key goals, follow intentions, and proactively solve problems.
- **Give Yourself** is aligning daily choices with a larger sense of purpose. It helps people put their vision and values in action, maintain healthy relationships, and build thriving teams and organizations.

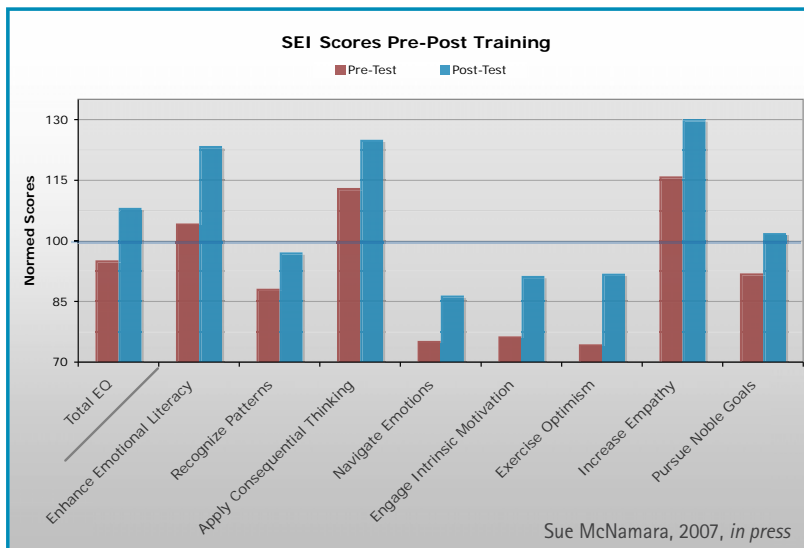




In this study, 665 adults in North America took the SEI plus a measure of four life success factors:

- Personal Effectiveness
- Health
- Relationship Quality
- Quality of Life

SEI predicts a massive 55% of the variation in the success variables (as calculated by linear regression; an even more powerful nonlinear model is shown in the graph to the left, illustrating that EQ is most critical for those at the lowest and highest performance levels).



The Six Seconds Model is based on learnable competencies. In this project, the participants realized an average 16% increase in EQ in under two months. This is a group of parents who participated in Six Seconds' *EQ for Families* curriculum and kept a daily log book; similar results have occurred with corporate groups (see Fariselli, et al. (2007), *White Paper: Increasing EQ, Six Seconds*).

Six Seconds produces an extensive array of experiential, transformation training solutions all based on this same model.

## Focus on Learning

The SEI was created by educators whose full-time focus is the development of emotional intelligence.





"The Six Seconds Emotional Intelligence test (SEI™) provides a clear and practical assessment of eight key emotional intelligence (EQ) skills such as emotional literacy, self-management, and empathy. Focused on professional and personal development, the test includes extensive recommendations for learning and improvement."

- Yahoo News, 6/8/05



Available from

**Positive Performance**

Liz Plaster

T: 713-937-8005

E: [liz@lizplaster.com](mailto:liz@lizplaster.com)

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# SEI

## Six Seconds Emotional Intelligence Assessments