

# Applied Emotional Mastery™ & Emotional Intelligence

Emotional intelligence is, in a nutshell, the capacity to differentiate healthy from unhealthy emotions - emotions that serve us from emotions that don't - and to appropriately express and self-regulate ones emotions in ways that are healthy and that do serve us, and to help others do the same. When our capacities for emotional intelligence are developed, they become competencies – and we achieve emotional mastery.

Emotional mastery is an innate ability we all are capable of developing, an ability that when developed can help us draw on our emotions for our own and others' benefit rather than allowing our emotions to control us and lead us to make often regrettable choices. When emotional mastery is applied in everyday life, we have the sense of being able to manage our thoughts and emotions during stressful times rather than being a victim of them; we have the sense of being in charge of our life path. This is of the primary motivations behind the ever-increasing universal drive towards personal growth and lifestyle improvement.

Applied Emotional Mastery™(AEM) offers an understanding of the principles that underlie emotional intelligence and its mastery, and step-by-step practical applications of tools and skills for everyday life to effectively improve:

- **Personal potential**
- **Health and well-being**
- **Relationships**
- **Personal and professional growth**
- **The way we handle change and transformation**

*“Live every aspect of your life with care and intelligence”* Ancient Greek Saying

Since the best-selling book EMOTIONAL INTELLIGENCE was published in 1995 (Daniel Goleman, Bantam Books), emotional intelligence has become one of the ‘buzzwords’ in the fields of psychology, education, personal growth, and in the corporate world.

Emotional Intelligence as a term was originally coined by researchers at Universities in New Hampshire and Yale in the US. Both the researchers and Goleman argued that there is a lot more to human intelligence than the limited ‘intelligence quotient’ (IQ) generally accepted as the measure of intellectual – and other – success. Goleman pointed out that there was no substantial evidence that demonstrates IQ to be a determining factor for success at all, and referring to a number of studies, showed that the newly identified emotional intelligence (or EI) appeared to be the key ingredient in determining how well a person does in life. Since then, countless further studies have corroborated these findings, and it is now more or less an accepted fact that a well developed EI is critical to success. So what is a well-developed EI?

Goleman and others identified emotional intelligence as the combined qualities of; a) the aptitude for self-awareness, b) the ability for self-control and emotional management, c) the capacity for impulse control, and d) the ability to empathize and cooperate with other people.

Years before, educator Howard Gardner carried out extensive studies on learning at Harvard University, and in 1983 published the now well-known model of multiple intelligences. These multiple intelligences that Gardner documented consisted of seven specific intelligences he identified as being present to differing degrees in all humans. He claimed that the consideration of these intelligences in the educational process was critical if effective learning was to take place. These seven intelligences include *inter-personal* intelligence (the ability to understand, empathize

and cooperate with other people) and *intra-personal* intelligence (the ability to be self-aware, aware of one's own emotions and use that awareness to function effectively in life), both central to the concept of emotional intelligence.

Dr. Gardner also brought our attention to the fact that countless people with high IQ's but low levels of intra-personal intelligence are in our society employed by people who have a considerably lower IQ, but a higher intra-personal intelligence. His studies concluded that in everyday life, the most important intelligence is inter-personal, the level of which determines who we befriend, who we decide to have relationships with, which jobs we choose and how we generally interact with others.

As with the other elements of emotional intelligence, both inter-personal and intra-personal intelligence are now identified as qualities that – as opposed to IQ – are actually *skills* that can be learnt.

Since these discoveries, an array of programs have been designed and developed to address the teaching of the EI skills. Many of them however, although admirable and of value, have had a disappointing if not limited impact when one considers the potential of such groundbreaking information. The vast majority of programs in the field have been implemented through the use of cognitive techniques and behavior modification - in other words, the human experience that is on the feeling or emotional level has been addressed through the thinking or cognitive level. This, we believe, must result in limited success.

Addressing an emotional experience through behavioral strategies (trying to control behavior) or through the 'logical' reasoning process (cognitively) only, is unlikely to have a lasting effect, *because emotions are considerably more powerful than thinking*, and behavior is a result of both. When the cognitive strategy *does* work, it is because we have struck a chord within the emotional being.

A multi-principled approach, Applied Emotional Mastery™ works towards increasing emotional intelligence through addressing the physiology underlying the emotions,

as well as using a comprehensive, practice oriented, and developmental methodology to building EI.

Using scientifically based training, tried and tested techniques, and personalized coaching, AEM teaches individuals to develop simple, 'in-the-moment' skills that will allow them to apply self-awareness, self-management, and emotional mastery, in every aspect of everyday life.

Results are almost immediate as most participants experience improvements after the very first session. For more information about AEM, read more on this web site or Contact Us

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