



Emotional Capitalists: The Ultimate Guide to Developing Emotional Intelligence for Leaders

Martyn Newman Ph.D

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"I'm convinced there are only two ways to influence behaviour: You can manipulate it OR you can inspire it.

I want to deconstruct what these skills look like to provide readers with a very clear roadmap for how you can systematically build your skills and ultimately grow the value of emotional capital in your own experience and in the experience of people who look to you everyday for leadership.

Welcome to Emotional Capital." - Dr Martyn Newman

Emotional Capitalists: The Ultimate Guide to Developing Emotional Intelligence for Leaders is based on 10 years of empirical psychological research of thousands of the world's most successful business leaders; in it Dr. Newman identifies the seven emotional competencies that set exceptional men and women apart.

Dr Newman's advice on building Emotional Capital and improving emotional intelligence (EQ) has been sought at the highest levels of leadership worldwide including Sky Broadcasting, Deloitte, Mars, Network Rail, ExxonMobil and Quiksilver.

So, what's inside the book?

- An easy to implement blueprint for developing your Emotional Capital
- Case studies showing the business R.O.I. of investing in EQ
- Specific tactics for how to use emotional intelligence for professional and personal growth

You will learn the psychological building blocks that drive productivity, increase resilience and examine the clearest methodology yet for systematically building emotional intelligence and leadership skills.

Inspiring and managing the emotional experiences of customers and employees AND hitting financial targets does not need to be mutually exclusive. This book will show business leaders how.

What is 'Emotional Capital'?

Employees want to work for more than a pay-check. They want their work to matter.

Customers want to buy from organisations that they like and reflect the values they want to live by.

A brand is now much more than just a logo. It represents trust and an emotional contract between each employee and each customer.

Emotional Capital is the feelings, the beliefs, the values and the perceptions that people experience when they engage with a business.

Dr Newman calls this Emotional Capitalism.

EQ is the new IQ

Dr Newman provides an understanding of the seven critical skills that separate great leaders and their ability to engage new customers and engage employees.

It involves the way leaders manage their own emotional experience and particularly how they understand and engage with the emotional experience of other people.

Emotional intelligence impacts the ability to solve problems, create products, and effectively engage with other people. The better their EQ the better a leader is able to adapt to the new world of work and the changing demands of the market.

The seven emotional skills you will learn:

1. Empathy
2. Optimism
3. Relationship Skills
4. Self-Actualisation
5. Self-Confidence
6. Self-Reliance
7. Straightforwardness

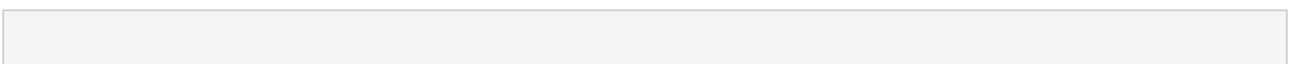
Following an extensive review of research on the relationship between several models of EQ over a 10-year period, Dr Newman identified the seven competencies linked to workplace performance, focussed sharply on the value that these competencies add to driving success in business.

Research in applied business settings using the emotional capital model culminated in the publication in 2008 of a psychometric scale specifically designed to measure these competencies - the Emotional Capital Report (ECR).

This updated 2014 Emotional Capitalists edition is the culmination of a lifetime of work by Dr Newman.

"I talk to hundreds of leaders around the world, they tell me that their challenges are almost identical.

The challenge is helping people find inside themselves the skills, energy and resources that they can marshal to create remarkable futures for themselves." - Dr Newman



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