

# The Daniel Goleman Masterclass

## The New Science Of Leadership: Building A Committed, Can Do & High Performing Organisation In Challenging Times

December 5 2008

### About This Masterclass

We are delighted to announce that Daniel Goleman will be conducting a full-day masterclass on how to build a committed and motivated organisation that is able to cope with the ever changing environments in which we all work. As large organisations increasingly realise that **IQ amounts to only up to 24% of leadership performance**, they are looking increasingly to round out the skills and competencies of their leaders by developing their **EQ (Emotional Intelligence)** and by a greater understanding of **Social Intelligence (the interpersonal part of emotional intelligence)**.

This highly practical masterclass will show you how to harness and develop Emotional & Social Intelligence to improve your organisation's performance. **With an uncertain economy ahead of us, this masterclass will show you how you can help your teams deal with a changing marketplace and build and sustain the enthusiasm and commitment they need to succeed.** It will also show you how to avoid neurobiological burn-out: - the constant state of "frazzle" that can bedevil leadership performance.

Daniel Goleman has defined a new standard for benchmarking leaders, through his influential articles in the Harvard Business Review. As the Co-Director of the Consortium for Research on Emotional Intelligence in Organizations he has catalyzed landmark studies of leadership success in world-class companies including **Johnson & Johnson and American Express**.

The consortium has translated such data in a set of best practice guidelines for leadership development that guide companies around the world. He will share the theoretical basis and practical guidelines of proven methods for strengthening leadership strength in any organisation, whether a corporation or government. The key to protecting the long-term success of any organization lies in cultivating its new generation of leaders.

Dr. Goleman will discuss the keys to successful leadership and share proven methods for leadership development.

### About Daniel Goleman

Psychologist Daniel Goleman is the world's leading expert on emotional intelligence. His book on the subject has sold more than 5 million copies and has been translated into 30 languages. With his book *Primal Leadership (The New Leaders)* he went on to define the emotional dimensions of great leadership. His new book, *Social Intelligence, The New Science of Human Relationships* takes us further, teaching us how to build committed, motivated organisations.

Goleman's studies of the competencies that create high-performers, from **PepsiCo** to the **U.S. Federal Government**, led to his article in the Harvard Business Review called "What Makes a Leader?" which became the Review's most-requested reprint to that point. Goleman further refined his analysis of how emotions shape leadership in his landmark work, *Primal Leadership (The New Leaders)*.

**For more information on Goleman, see page 18.**

## Masterclass Programme

### SUBJECTS TO BE ANALYZED

During the programme the following subjects will be analyzed:

- Why IQ and academic achievement do not predict leadership success
- Why emotional intelligence abilities become more important the higher a person is in the organization
- The brain basis for emotional intelligence
- Social intelligence - The interpersonal basis for leadership success
- The optimal work state for work performance
- The four components of emotional intelligence
- The competencies of outstanding leaders
- The four most effective leadership styles and the two to avoid
- Best practices for cultivating greater leadership abilities

### QUESTIONS TO BE ANSWERED

Answers will be provided to critical questions, such as:

- Why do people of high IQ end up working for those with average intelligence?
- What specific competencies distinguish leadership stars from the average?
- What distinguishes emotional intelligence from IQ?
- What does the brain basis of emotional intelligence tell us about the best model of learning for leadership?
- What competencies show up in organizations around the world as the keys to outstanding performance?
- How can a leader help people get and stay in the optimal state for high effectiveness?
- How do self-awareness, self-discipline, empathy and social skill translate into business results?
- Which leadership styles get the best work out of people, and which undermine a leader's efforts?
- What process most powerfully cultivates leadership competencies?