

Certification Course on Emotional Intelligence (EI) scheduled for June 7 – 9, 2010, at The Coca-Cola Company, Atlanta, GA

Personal and academic success at the college level requires a different skill-set than that relied upon in high school. Moving away from home, adjusting to a new academic course-load, developing and sustaining new relationships, and learning to live independently all require an emotional level of maturity that not all students exhibit. A growing body of evidence suggests emotional intelligence is critical for successfully navigating the academic demands and pressures of the college environment. Emotional intelligence has been described by Goleman as "abilities such as being able to motivate oneself and persist in the face of frustrations; to control impulses and delay gratification; to regulate one's moods and keep distress from swamping the ability to think; to empathize and to hope."

Please join us in Atlanta, GA on June 7 – 9, 2010 for a Certification workshop devoted to fostering college student success through emotional intelligence. Patti Ross at the Coca-Cola Scholars Foundation will be our host at The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30301. The Certification Course will train you to administer and give feedback using the Emotional Quotient Inventory (EQ-i), the first validated measure of emotional intelligence. The EQ-i is used to promote self-awareness and personal development in college students throughout the US. The three-day Certification will equip you to use the EQ-i as a feedback tool and support strategy for assisting your students. Core components of the Course include:

- Background and History of Emotional Intelligence
- Expert Definitions and Recognized Models of EI
- Competencies Measured on the Emotional Quotient Inventory
- Providing Interpretation and Feedback to Students
- Development Planning and Strategies for Improvement
- Ethical Guidelines for EI Assessment
- Best Practices & Available Resources

Each participant will have the opportunity to complete the EQ-i and receive a confidential feedback of their personal results. The Course schedule will run from 9:00 am – 5:00 pm on June 7 and 8; and 9:00 am to 2:00 pm on June 9. The cost of the workshop is \$1350 per participant. Jon Duffy, MA will serve as the lead facilitator for the three-day Certification. Jon served previously as a school counselor and has nearly ten years experience working with emotional intelligence applications in educational settings. The past five years he spent with EQ-i publisher, MHS, where he served as a senior assessment consultant to the US higher education market.

If you have any questions or wish to register for the course, please contact Patti Ross at patross@na.ko.com or 404-733-5430. Due to a limited number of available seats and the need for participants to complete the EQ-i survey in advance, we have designated April 15 as the registration deadline. All participants will make their own travel and lodging arrangements, though Patti will provide you with a list of hotels close to Coca-Cola. If you have questions related to course content and/or wish to speak with Jon, you may reach him at jon@duffyplan.com or 304-380-2334.

We hope to see you in June!