

## EQ vs IQ: Why You Need Both

Emotional Intelligence is widely recognized as a critical competency for effective leadership. Known by its shorthand "EQ," the term is now firmly planted in our business lexicon. The concept of EQ underscores the fact that intelligence and subject matter expertise are merely starting points for leadership development.



## OVERVIEW

Daniel Goleman's Theory of Emotional Intelligence is the foundation of Inforum's flagship program Executive Leadership. Achieving your full potential as a leader is centered on the mastery of four core areas: 1) Self-Awareness; 2) Self-Management; 3) Social Awareness; and 4) Relationship Management.

Inforum's EQ Essentials goes beyond explaining EQ: the course gives you a step-by-step approach to increase your EQ and is an ideal precursor to Inforum's Executive Leadership program.

### Objectives

- Recognize the importance of Emotional Intelligence to your personal and professional effectiveness.
- Develop your Emotional Intelligence capability, leveraging your strengths and identifying your opportunities for additional development.

## FORMAT

- Online EQ Assessment
- Two 2-hour sessions
- Virtual teams
- Practice-based homework in a Learning Management System (LMS)
- Limited to 30 participants

### ABOUT INFORUM

Founded in 1962, Inforum is the only professional organization in Michigan - and one of a few in the country - that combines strategic connections, proven professional development programs, a respected forum for new ideas, and original research to accelerate careers for women and boost talent initiatives for companies. Inforum programs serve a broad range of women in different stages and types of careers - from nonprofit professionals, to emerging and rising corporate leaders, tech entrepreneurs, veterans and corporate board leaders. Inforum, a 501(c)(3) charitable and educational nonprofit, also conducts and publishes original research on women's leadership influence.



### Ideal Participants

- 2-6 years of experience
- Identified as emerging leader in organization



### Tuition

- **\$450** Non-members
- **\$350** Inforum Members

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