

Introduction to EQ-i 2.0



EQ-i^{2.0}
assess. predict. perform.

At MHS, our mission is to set the standard within our industry and to provide you with the best, most scientifically valid assessments without ever compromising on providing the best service possible.

The New EQ-i 2.0 truly exemplifies these core principles. In fact, it is so far beyond what is available in the market today that we prefer to talk about the EQ-i 2.0 in terms of providing a new *experience* rather than a new product.

A NEW **EXPERIENCE**

Why is it a new *experience*? It's an experience because the EQ-i 2.0 provides you with an array of services and client-focused offerings, all delivered through an easy-to-access online portal. This new experience not only provides you with a newly updated emotional intelligence assessment, the additional services will help make you an expert in emotional intelligence, thereby giving you a competitive advantage in the marketplace.

Like with any good development process, we didn't come up with this overnight. In order to really understand what this experience should look like, we needed to get our information straight from the source.

WE **LISTENED**

We spoke to over 700 consultants, coaches, academics, and business professionals, and they told us about their day-to-day business challenges:

- Finding new clients
- Selling the value and benefits of EI
- A busy schedule and lack of support
- Marketing and selling their services

We also asked what the ideal EI assessment experience would look like to you. Here's what you told us:

- A valid and reliable measure
- Easy to use
- Added support on usage, including resources and connections to other users
- Flexibility and customization of reporting options and other features
- A business-centric language and design

We compiled your feedback and generated a whole host of preferred service offerings and features.

WE **CREATED** FOR YOU

We created a revolutionary new experience that leverages the scientific rigor and predictive capability of our current EQ-i assessment and combines this with what you asked for. In addition, we provide many added benefits such as updated norms and more multi-cultural relevance in the EQ-i 2.0. We built all this, and much more!

ALL TO **BENEFIT** YOU

By joining the EQ-i 2.0 experience, you gain access to all of these benefits and become more accessible, more insightful, more connected and ultimately more confident in the eyes of your customers.

We leveraged each and every significant request and integrated it into our new EQ-i 2.0 experience. We believe the end result will benefit the assessment industry in ways that will change it forever.



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The New EQ-i Experience

The EQ-i 2.0 experience was created in conjunction with what our customers requested. This is what we came up with:

CURRENT
EQ-i

CLIENTS
TOLD US THEY
WANT

NEW
EQ-i 2.0

MORE ACCESSIBILITY

Scoring	Paper & Pencil Mail/Fax Outdated Technology	Easy-to-use online scoring tool	New online portal
Resources	Some articles provided upon request, but no self-serve mechanism	Access to more information that will help them sell their business	New online library of searchable articles, white papers, case studies, webcasts and much more
Certification Process	3 days in-class, Manual processing	Easy-to-use and best-of-breed online certification process	New online portal with full learning center, allowing for easy access to certification courses. Blended elearning with in-class experience and new online exam.

MORE INSIGHT

Norming and Development Process	Based on 3,831 EQ-i respondents	Norms that are up to date, representative of the North American population, and product specific	2008 American Community Survey (Census) Norm group of 5,000 (derived from on nearly 15,000 participants from EQ-i, EQ360, validity studies, pilot data, etc.) Surveyed EQ-i and EQ360 users
Assessment	133 items: Published 1998	A globally relevant assessment that's easy to interpret	133 items- newly updated Global, business-centric language More relevant terminology Measures individual constructs Better supports personal growth & development
Reports	Text-driven, low customization	Reports catered to a workplace client	Intuitive, visual, customizable options, work-place centric

MORE CONNECTIONS

Community	None	A forum to connect with like-minded EI experts and connect with potential new clientele	New online portal with an Exclusive Community for certified EQ-i users only
Client Leads	None	More qualified leads	New Partnership Program that rewards qualified partners with buy-ready leads and access to MHS's EI expert and CEO Steven Stein (one presentation/year)
Promotional Opportunities	None	More resources to help market and promote their services	New Partnership Program provides marketing resources to all certified partners and promotional opportunities for qualified partners

MORE CONFIDENCE

Results	Results were available, just not documented	Proven, ROI specific EQ-i success stories	Past and current partner success stories showcasing real EQ-i results from around the globe
Experience	Good product	A competitive edge- to stand out from the crowd	A unique and outstanding experience that makes you the EI authority—driving repeat business to you