



**Take your life or business to the next level!**

**Find fulfillment, and create change.**

# **LIVE & LEAD with Emotional Intelligence**

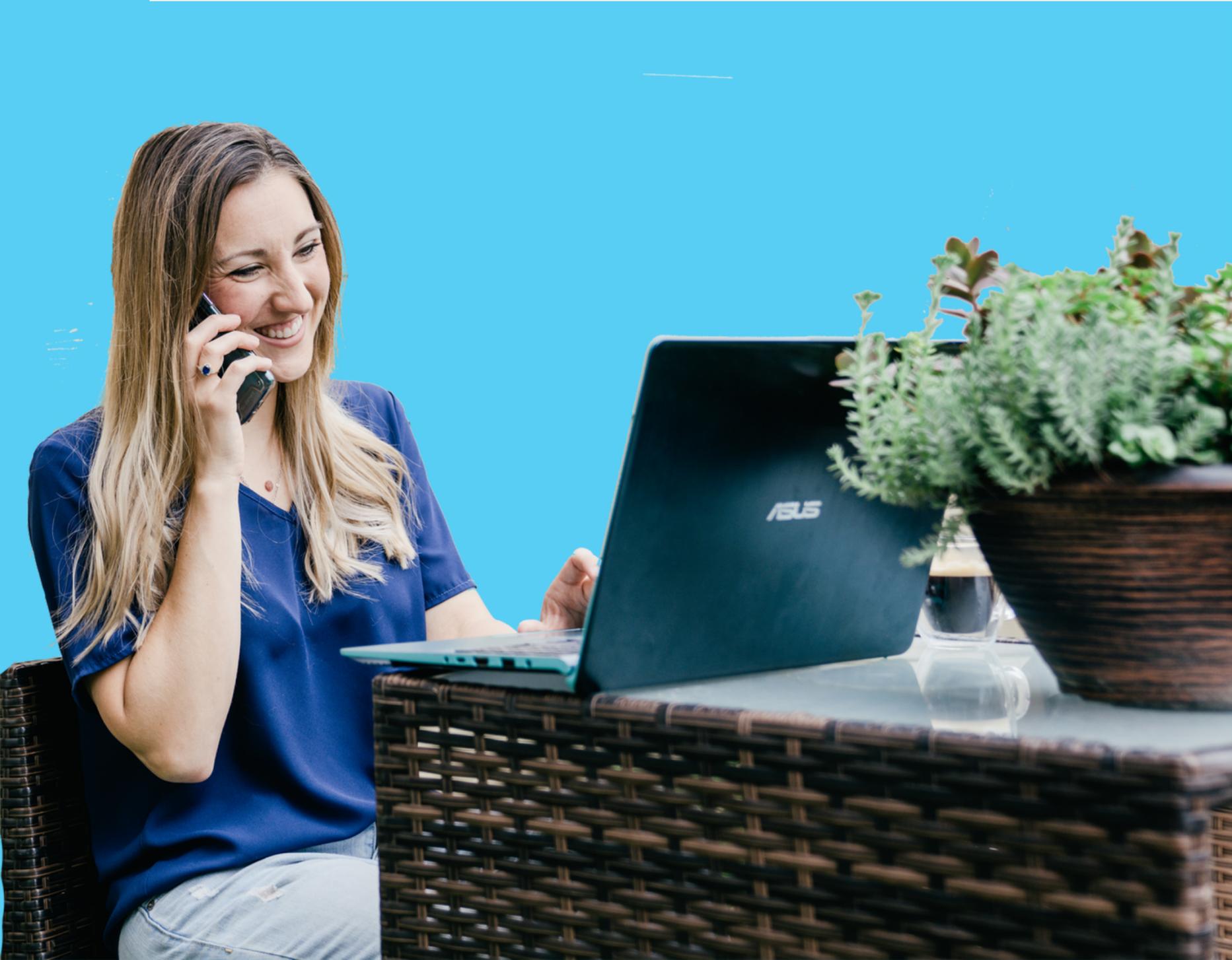
**A 12-module program with life changing information and strategies, which I have carefully formatted.**

# **Chose the experience that works best for you.**

**Self-passed, weekly module roll outs.**

**Or, benefit from our hybrid format which incorporates  
live, in-person or virtual discussion sessions.**

**Contact Brittney-Nichole for..**



**private,  
year-round,  
group  
program  
sessions.**

**OR**

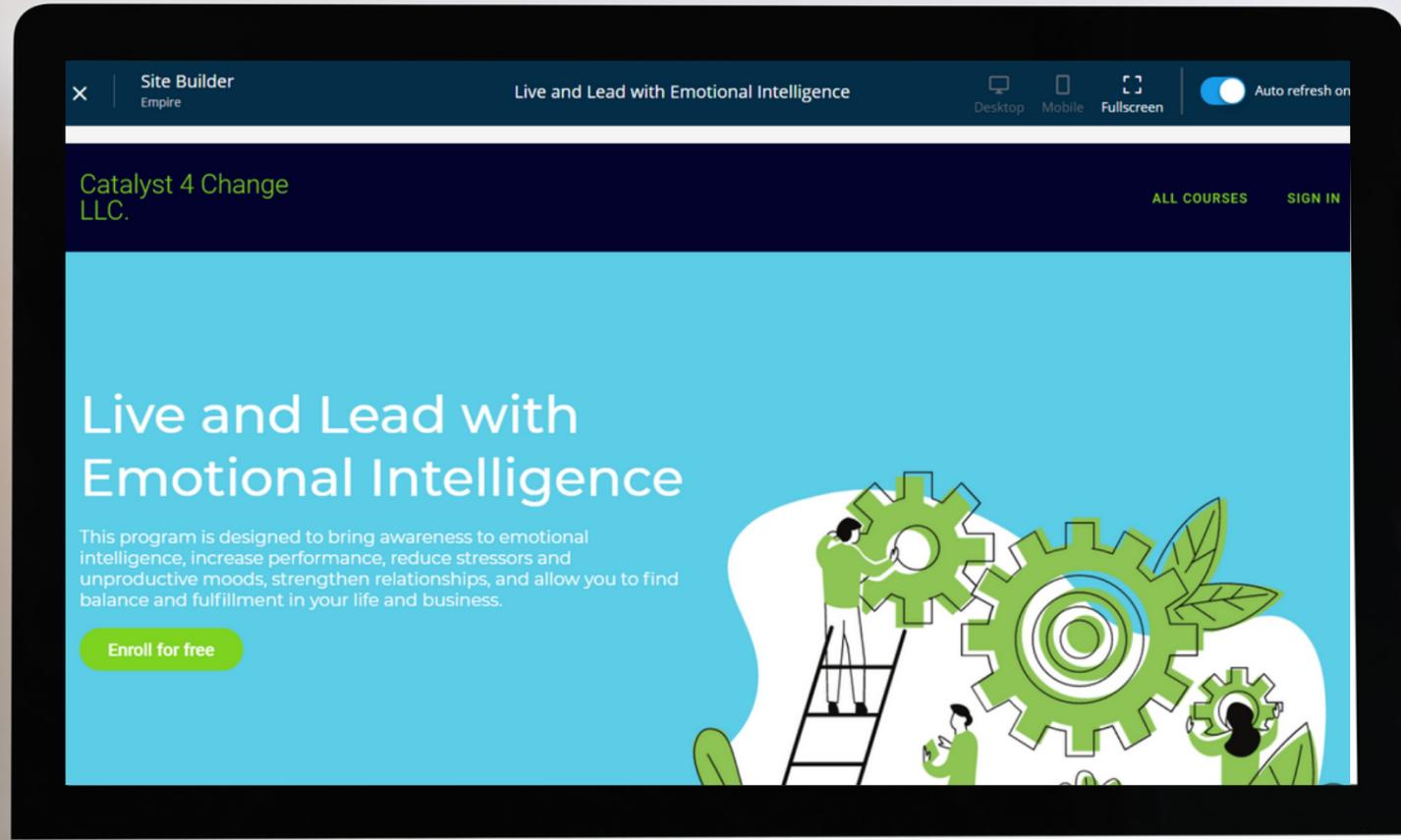
Save your place and  
**register** for our **FALL**  
**2021 open cohort!**

*Registration  
Open now!*

**SEPT.  
28TH**



# Created with confidence and care.



**ELIMINATING THE EQ DEFICIENCY**  
ONLINE/HYBRID PROGRAM

**MODULE 1**

**EMOTIONAL INTELLIGENCE OVERVIEW**

In this module, you will learn the fundamental elements of emotional intelligence and the role it plays in your success and overall well-being.

**MODULE BREAKDOWN**

- 1-1 Origins and elements of EI
- 1-2 IQ vs EQ and how they work together
- 1-3 Why is EQ essential? EI ins and outs
- 1-4 Defining an EQ Deficiency
- 1-5 Identifying EQ deficiencies

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ONLINE/HYBRID PROGRAM

**MODULE 2**

**PREPARING TO BRIDGE THE GAP**

In this module, you will learn the fundamental elements of emotional intelligence and the role it plays in your success and overall well-being.

**MODULE BREAKDOWN**

- 2-1 Identifying the source
- 2-2 Reflection and forecasting
- 2-3 Avoiding a quick fix
- 2-4 Defining an EQ Deficiency
- 2-5 Developing macro awareness

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**MODULE 3**

**THE POWER OF PERSPECTIVE**

In this module, you will learn the fundamental elements of emotional intelligence and the role it plays in your success and overall well-being.

**MODULE BREAKDOWN**

- 3-1 Mindset and perception
- 3-2 Experiences and environment influence our thoughts, beliefs and reality
- 3-3 Tribalism
- 3-4 Self-evolution

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**MODULE 4**

**SELF-AWARENESS**

In this module, you will learn the fundamental elements of emotional intelligence and the role it plays in your success and overall well-being.

**MODULE BREAKDOWN**

- 4-1 Understanding self-awareness
- 4-2 PART ONE: developing awareness
- 4-3 PART TWO: developing awareness
- 4-4 Benefits of developing self-awareness
- 4-5 Personal EQ assessment/evaluation

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ONLINE/HYBRID PROGRAM

**MODULE 5**

**REDEFINING EMOTIONS**

In this module, you will learn the fundamental elements of emotional intelligence and the role it plays in your success and overall well-being.

**MODULE BREAKDOWN**

- 5-1 Emotions and their myths
- 5-2 Exploring "negative" emotions
- 5-3 Detaching behavior from the self
- 5-4 Self-reflection assignment

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**MODULE 6**

**ENERGY AND RESILIENCE**

In this module, you will learn the fundamental elements of emotional intelligence and the role it plays in your success and overall well-being.

**MODULE BREAKDOWN**

- 6-1 Understanding energy
- 6-2 Energy quadrants
- 6-3 Identifying energy drainers
- 6-4 Renewing our energy
- 6-5 The transfer of energy/barriers

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**MODULE 8**

**INTRINSIC MOTIVATION**

In this module, you will learn the fundamental elements of emotional intelligence and the role it plays in your success and overall well-being.

**MODULE BREAKDOWN**

- 8-1 Intrinsic vs extrinsic motivation
- 8-2 Activity: What motivates you?
- 8-3 Motivating yourself
- 8-4 Motivating others

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ONLINE/HYBRID PROGRAM

**MODULE 9**

**EFFECTIVE COMMUNICATION STRATEGIES**

**MODULE BREAKDOWN**

- 9-1 Effective communication
- 9-2 Roles in communication
- 9-3 Being an effective messenger
- 9-4 Being an effective receiver
- 9-5 "Swiss cheese" communication
- 9-6 How to handle conflict
- 9-7 Communication styles

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**MODULE 10**

**SOCIAL-SKILLS AND SOCIETY**

In this module, you will learn the fundamental elements of emotional intelligence and the role it plays in your success and overall well-being.

**MODULE BREAKDOWN**

- 10-1 Social cues
- 10-2 The role of social norms
- 10-3 Politeness and social scripts
- 10-4 De-vilainizing the villain

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**MODULE 7**

**SELF-REGULATION**

In this module, you will learn the fundamental elements of emotional intelligence and the role it plays in your success and overall well-being.

**MODULE BREAKDOWN**

- 7-1 Process and purpose
- 7-2 Controlling our nervous system
- 7-3 Tapping into awareness
- 7-4 Mental rehearsal
- 7-5 Observation and reflection

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**MODULE 11**

**EMPATHY & UNDERSTANDING**

In this module, you will learn the fundamental elements of emotional intelligence and the role it plays in your success and overall well-being.

**MODULE BREAKDOWN**

- 11-1 Empathy verses sympathy
- 11-2 Self-compassion
- 11-3 Seeking to understand
- 11-4 How to develop empathy

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**MODULE 12**

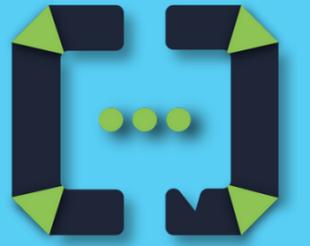
**BRINGING IT ALL TOGETHER**

In this module, you will learn the fundamental elements of emotional intelligence and the role it plays in your success and overall well-being.

**MODULE BREAKDOWN**

- 12-1 Origins of Emotional Intelligence
- 12-2 Elements of Emotional Intelligence
- 12-3 The Difference Between IQ and EQ
- 12-4 Why Emotional Intelligence is Crucial
- 12-5 EQ Statistics You'll Want to Know

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# Program Overview

Open hybrid cohort dates and times will be available in September of 2021  
Please reach out for private hybrid sessions for your team.

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[www.thecatalyst4change.com](http://www.thecatalyst4change.com)  
(980) 677-1437



This program has been designed around the book **The EQ Deficiency**. A book deemed "**essential**" and "**a book we need.**" by leaders across the globe.



## PROGRAM OBJECTIVE

To solve **people problems** through the development and application of **social-emotional intelligence**.

This program is designed to bring awareness to emotional intelligence, build resilience, reduce stressors and unproductive moods, strengthen relationships, and allow you to find balance and fulfillment in your life and business. Business owners/leaders can significantly improve their retention, employee engagement, ability to innovate and improve the quality of their culture.



# WHAT IS AN EQ DEFICIENCY?

: a lack in emotional awareness, emotional-control, and an understanding of how our thoughts and behaviors correlate with overall well-being, connection, performance, and understanding of the world beyond our perceived reality.

## Common Symptoms



Ineffective communication



Poor performance and intrinsic motivation



Chronic stress and anxiety



Poor listening skills and reaction control



Burnout, lack of energy

## OUR APPROACH

Emotional intelligence is a skill that must be continuously developed and practiced much like an athlete and his/her sport. This program is designed to encourage growth through positive habit forming strategies, introspection, and skillful discernment.



### **Online/Hybrid/In-person or Virtual Learning Experience**

Enjoy the option of various format deliveries that work for your organization. Online and hybrid program will allow you the flexibility of engaging in various with interactive modules on your own time, and an opportunity to expand and practice what you have learned in weekly discussions.

### **Macro to Micro Analysis and Application**

Throughout the program we will observe the effects of, and apply emotional intelligence at a macro level (organizational) down to a micro level (individual) to ensure optimal results.

### **Breakdown to Build up Methodology**

No more band-aids! At the core of this program's success is the ability to dissolve habits, beliefs and models that aren't serving us. Before we build new skills we must ensure we start with a sturdy foundation.



## PROGRAM OUTCOME

**What can you expect to take away from this program?**

- Acquire a deep understanding of emotional intelligence as it applies to life and business.
- Have the tools to become a stronger leader, manager, colleague, parent, spouse, and friend.
- Know how to reduce unpleasant emotions like anxiety, frustration, and anger.
- Have the ability to increase performance and intrinsic motivation.
- Have the ability to strengthen communication and interpersonal skills.
- Be equipped with the tools to manage energy and build resilience.
- Know how to read social cues of others and tailor communication per group or individual.
- Have the ability to enhance personal power, self-confidence, and assertiveness, and how to give voice to ideas.
- Equipped to make better decisions in business, life, and relationships.
- Know to manage conflict more productively



# PROGRAM FLOW

## EQ Immersion



Develop a deep and broad understanding of emotional intelligence.

## Identify the EQ Deficiency



What is an EQ deficit and how do you identify it within your organization, team, and life.

## Objectively Observe the Impact



Without judgement we will identify the impact a deficit in EQ is having from a macro to micro level.

## Program Debrief

What did you learn? What feedback do you have? Where would you like to go from here?

## Application and Refinement



Become hyper aware of your thoughts and behaviors, recalibrate and refine your skills.

## Define Target Outcomes



What results do you want to obtain from developing your EQ?

## Module 1: Emotional intelligence Overview

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- 1.1 Origin and elements of emotional intelligence
- 1.2 IQ verses EQ and how they work together
- 1.3 Why is EQ essential?
- The ins and outs of emotional intelligence
- 1.4 Emotional intelligence case studies
- 1.5 The EQ Deficiency
- 1.6 Assignment: Identifying EQ deficiencies

## Module 2: Understanding and Identifying an EQ Deficiency

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- 2.1 Defining an EQ deficiency
- 2.2 Assignment: Identifying EQ deficiencies
- 2.3 First steps to addressing an emotional pandemic

## Module 3: Analysis to Bridge the Gaps

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- 2.1 Identifying the gap
- 2.2 Avoiding a quick fix
- 2.3 Developing macro awareness

## Module 4: All Things Self-Awareness

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- 3.1 Understanding self-awareness
- 3.2 PART ONE: Developing self-awareness
- 3.3 PART TWO: Developing self-awareness
- 3.4 Benefits of developing self-awareness
- 3.5 Assignment: Personal EQ assessment

## Module 5: Redefining Emotions

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- 4.1 Emotions: What are they?  
Why are they seen by some as a weakness?
- 4.2 "Negative" emotions
- 4.3 Detaching behavior from the self
- 4.4 Assignment: self-reflection

## Module 6: Energy and Resilience

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- 5.1 Understanding energy
- 5.2 Energy quadrants
- 5.3 Identifying energy drainers
- 5.4 Renewing our energy
- 5.5 Energy in motion

## Module 7: Self-Regulation

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- 6.1 Process and purpose
- 6.2 Controlling our autonomic nervous system
- 6.3 Tapping into awareness
- 6.4 Mental rehearsal
- 6.5 Observation and reflection

## Module 8: Power of Perspective

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- 7.1 Mindset/perspective
- 7.2 Experiences/environment
- 7.3 Thoughts, beliefs, reality
- 7.4 Tribalism
- 7.5 Self-evolution

## Module 9: Social Awareness

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- 8.1 Social cues
- 8.2 Social norms
- 8.3 Politeness and self
- 8.4 Social scripts
- 8.5 De-villainizing the villain

## Module 10: Effective Communication

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- 9.1 What does it mean to be an effective communicator?
- 9.2 Roles in communication
- 9.3 "Swiss cheese" communication
- 9.4 - How to be an effective messenger
- 9.5 How to be an effective receiver
- 9.6 Handling conflict effectively
- 9.7 Tailoring to diverse communication styles
- 9.8 Projection
- 9.9 The hidden message of communication

## Module 11: Motivation

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- 10.1 Internal vs external motivation
- 10.2 What motivates you?
- 10.3 How to motivate yourself and others

## Module 12: Empathy

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- 11.1 Empathy verses sympathy
- 11.2 Developing genuine empathy
- 11.3 Self-compassion



# **NLP** – Bonus Material

**Neuro Linguistic Programming**

## MONEY BACK GAURANTEE



### In order to qualify for a full refund you must:

- Complete 100% of the course including videos, and assignments, and attend any required virtual discussions (discussions for hybrid or in-person only).
- Completed and submitted your goals and accomplishments worksheet, weekly.
- Consistently, implement the strategies that you've learned in this program to your personal and professional life.

## A full refund will be given if you don't notice at least least one of the following results:

- Significant reduce in stress and anxiety
- Stronger, and more dynamic communication skills
- Increased performance and motivation
- Better control over your thoughts and emotions
- More resilient
- More self-confident and self-compassionate
- Improved relationships
- Improved outlook of life
- Greater sense of fulfillment and appreciation
- Feel better equipped with the tools you need to be an effective leader.
- More confident when communicating your ideas.
- Improved listening skill
- Better able to empathize with others situations