



## Executive EQ: Emotional Intelligence in Leadership & Organizations

By Robert Cooper, Ayman Sawaf

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A study positing the position that emotional intelligence can improve any business through the use of such virtues as integrity, trust, and understanding also provide effective techniques for instituting these virtues in a corporate environment.

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### Editorial Review

#### From Library Journal

Studies have shown that the most intelligent people are often not that successful in their personal lives. As Cooper (The Performance Edge, Houghton, 1991) and executive/entrepreneur Sawaf demonstrate, that principle applies in business as well. The authors argue that business success depends on "emotional intelligence"?a quality that "enables you to be authentic and true to your best self; to be clear and get along;...and to sense opportunities and create the future." Filled with examples from major businesses, their book includes an "EQ map" that lets readers measure their own relative strengths and weaknesses across many emotional intelligence characteristics. Both entertaining and informative, this book should enlighten all workers. Highly recommended.?Kathy E. Shimpock, Muchmore & Wallwork Lib., Phoenix

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#### About the Author

**Robert K. Cooper** is an independent scholar who has spent more than twenty years researching leadership, health science, transformational change, and organizational effectiveness. He is CEO of Advanced Intelligence Technologies, an executive and organizational consulting and training firm headquartered in Ann Arbor, Michigan, and San Francisco. He has lectured at the Stanford Executive Program and the Masters Forum: Foundations for Leadership, and serves as an adjunct faculty member in the Ph.D. program at the Union Institute Graduate School in Cincinnati, where he earned his doctorate in health and psychology.

Dr. Cooper is managing partner of AIT Learning Systems, and a partner in Q-Metrics, the San Francisco-based measurement data firm -- with over 1,500 corporate clients -- which created the EQ Map and Organizational EQ Profiles. He serves as consultant to such organizations as 3M and Arthur Andersen & Co., and has designed and presented leadership training and professional education programs for prominent organizations in the United States and abroad -- including 3M, Arthur Andersen & Co., Andersen Worldwide, AT&T, Motorola, Cargill, Pepsico, SmithKline Beecham, CIGNA, North Memorial Medical Center & Health Care, and Hyatt Corporation.

Dr. Cooper is a top-rated corporate speaker and the author of several books, including **The Performance Edge: New Strategies to Maximize Work Effectiveness and Competitive Advantage**. He lives in Ann Arbor, Michigan, with his wife and children.

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