



The Emotional Capital Report

The world's most advanced assessments
for **measuring and developing Emotional
Intelligence**

Emotional Intelligence skills are critical for business growth

In a world where people are critical to business performance, enhancing Emotional Intelligence – known as EQ – could be the power behind increased profitability.

But how do companies get started with EQ development?

Studies have found there are 10 key factors that form the basis of a distinctive model of EQ. Together, these create effective leadership – or what we call **Emotional Capital**.

The first step is to measure and understand the drivers for behaviour that sit behind these competencies. This needs to be done at an individual level to create a personalised action plan for progress.

Here's where The **Emotional Capital Reports (ECR)** come in.

In this brochure, we'll talk through what ECRs are, how they work, why they're needed, practical use cases, and the science that backs them. Let's dive in...



One of the great things about the ECR and the program is that it puts these concepts into the language of business and people have responded very well...it's become very easy to establish a base from which we can look at progress.

Jeremy Darroch
CEO, Sky

What is the ECR?

The Emotional Capital Reports are psychometric assessments that measure leadership behaviours against 10 emotional and social competencies linked to effective leadership.

The ECR Self

In just 10 minutes, you can assess an individual's Emotional Intelligence (EQ) levels. It provides:

- **Narrative descriptions** of the leadership behaviours associated with each score.
- **Coaching strategies** for developing greater Emotional Intelligence and leadership abilities.
- **An action plan** to design a personal blueprint to build Emotional Capital.

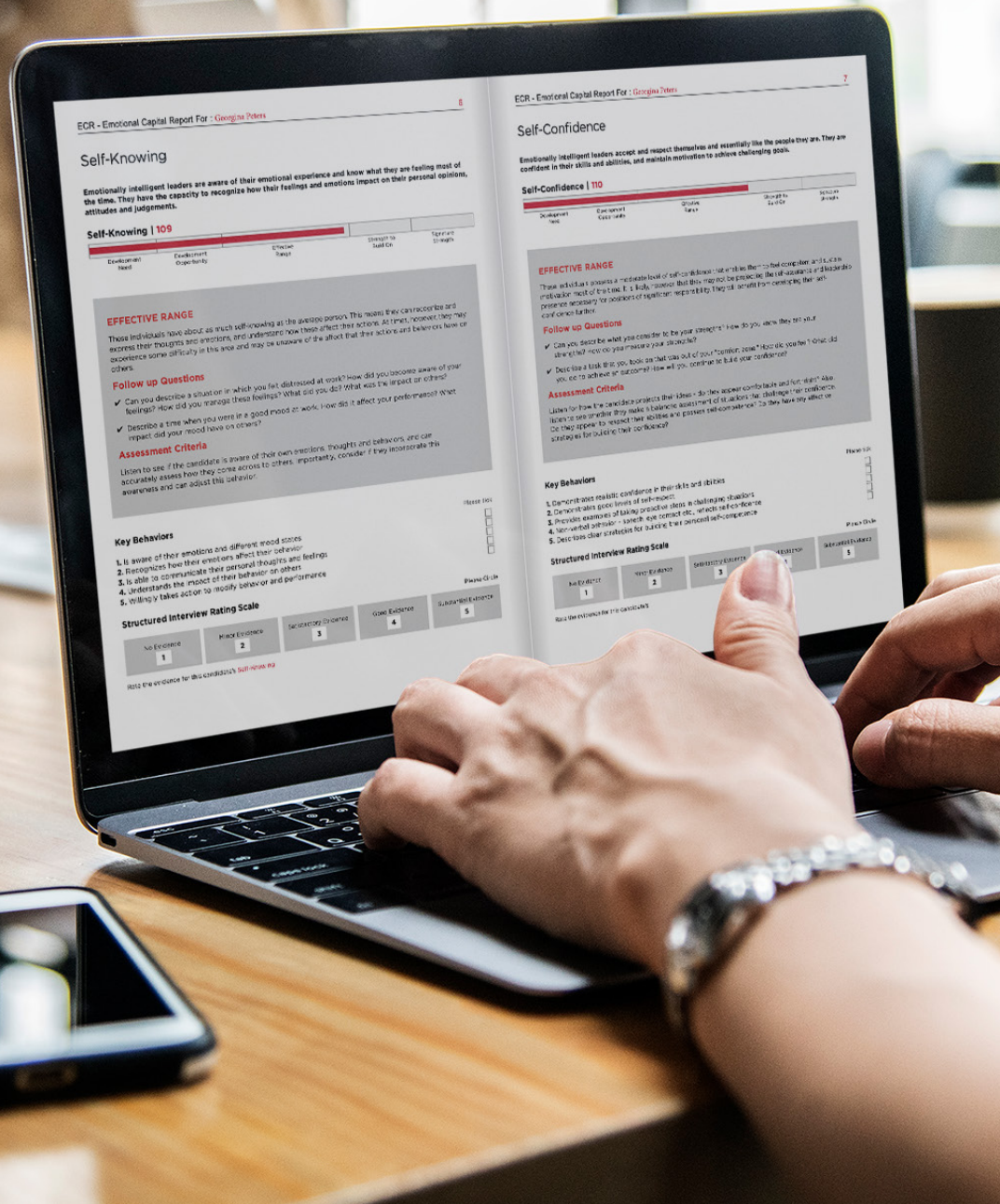
DOWNLOAD A SAMPLE REPORT

The ECR360

Our ECR360 Multi-Rater Report uses a broader evaluation methodology to give you a more rounded view of performance, making it ideal for leadership development programs, executive coaching, and personal development.

- **Understand the differences in perception** by combining responses from your chosen raters and compare these scores to your 'self' scores.
- **View detailed responses** from raters via a verbatim section containing open-ended questions.
- **Receive tailored coaching strategies** for improving performance based on the examination of particular factors where Self scores and Rater scores are significantly different.

[DOWNLOAD A SAMPLE REPORT](#)



The ECR Selection Report

Looking to introduce EQ assessments in recruitment? This report aids in identifying talent and selecting high-performing employees. As well as providing scores against the 10 competencies, this report also includes:

- **A guide to the interpretation of scores** which can be explored during a behavioural interview. High and low scores are explored in light of their potential impact on performance and key follow-up questions are presented to guide the interview.
- **A summary evaluation** provides an opportunity to evaluate the level of confidence in the candidate's Emotional Intelligence profile, as well as an opportunity to make recommendations.

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What makes the ECR the world's most advanced EQ assessment?

- **Large international normative database** – This consists of 3,240 professionals, including participants from Europe, Australia and the USA, which ensures a broad representation of leadership norms.
- **Ongoing revalidation** – We recently revalidated the ECR with 8,000 professionals drawn from 11 separate geographical regions. There're now 180,000+ professional profiles to draw on to ensure the ongoing development of the tool.
- **A validity indicator** – The Positive Impact Scale is designed to identify response bias and increase the accuracy of interpretation.
- **Statistical reliability and validity** – This provides increased confidence in the dependability and accuracy of the profile.
- **10 multi-dimensional factors specifically linked to effective leadership** – In practice, we've seen companies that develop these 10 skills experience 20 consecutive quarters of growth.

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The ECR is more than just a tool and RocheMartin has a very clear process of how you provide that feedback. People in our organisation have said that it's the best 90 minutes coaching in their career to-date.

Diane Hogbin-Mills
Executive Programmes
Manager, Network Rail

Scientific rigour and reliability behind the ECR

The psychometric properties behind the ECRs have been scientifically assessed to ensure accuracy and dependability.

Age and gender effects – The ECR has the ability to assess the results against different age groups and genders, as the age range significantly impacts scores.

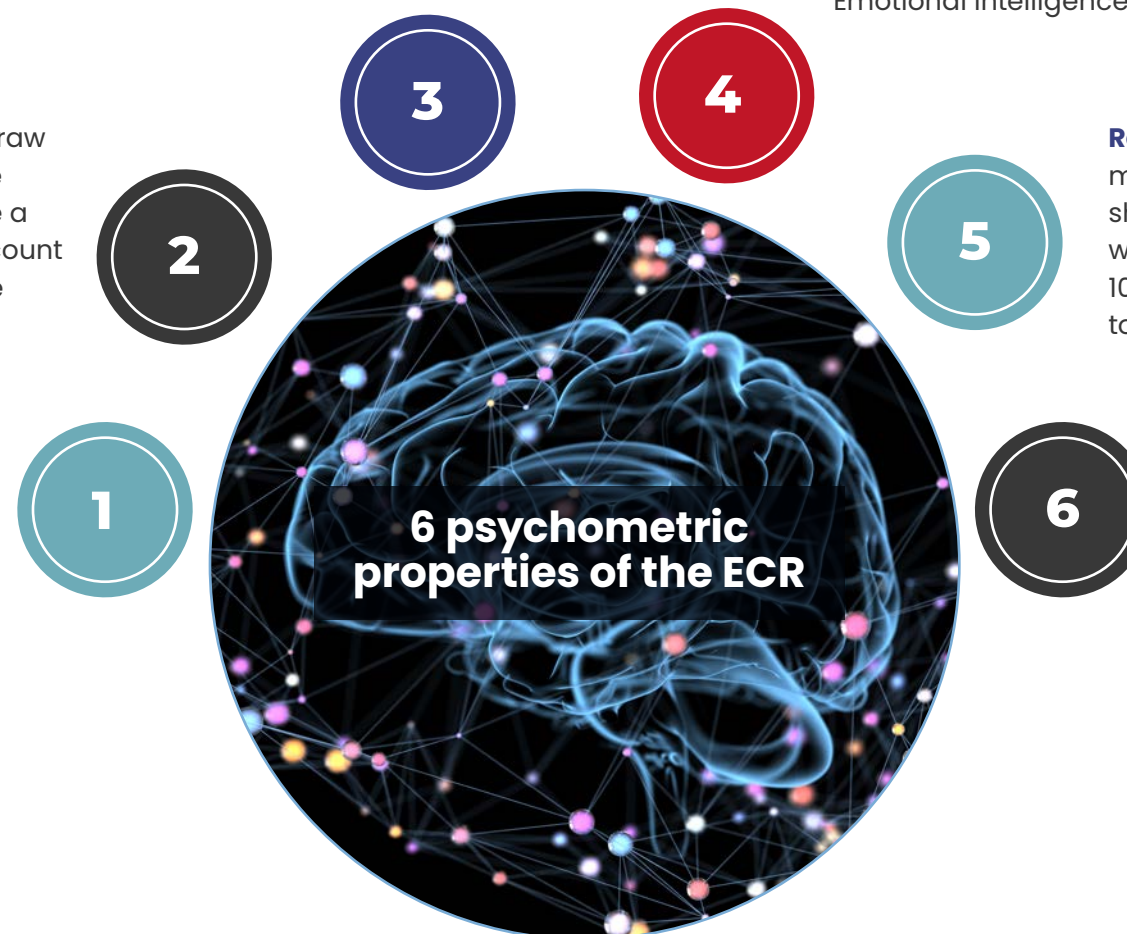
Consistency – The ECRs have been administered hundreds of thousands of times across a diverse set of individuals, and results show high coefficient for assessing the 10 core Emotional Intelligence competencies.

Standard scores – An individual's raw scores are assessed relative to the benchmarking database to create a standard score. This takes into account variances like the age to show true development opportunities.

Normative data – A diverse range of occupations and several countries are used to create the base data. This is used to run the EQ benchmarks.

Reliability & validity – This ensures maximum accuracy. The ECR shows minimal measurement error which supports the fact that the 10 competencies are grouped well together.

ECR and leadership – It has the ability to adequately identify the individuals regarded as leaders by their peers.



Why is the ECR the go-to for Fortune 500's?

Put simply, it's the scientific rigour that underpins them. Derived from the analysis of almost 150 scientific and peer-reviewed papers, these reports have been tested in high-pressure business environments. They've been used to facilitate the benchmarking, monitoring and measuring of ongoing EQ skills development.



1. Tailored skills benchmarks

- **Measured** – This powerful profiling tool gives a starting point from which all future progress can be measured.
- **Quick** – It takes only 10 minutes to complete, but its impact can last for years.



2. Tailored training exercises

- **Instant and continuous development** – This gives participants a clear path forward on which they can continue to advance their EQ skills.
- **Supporting resources** – Material provided to each participant includes a copy of Emotional Capitalists, Dr Martyn Newman's internationally acclaimed book describing the business philosophy of emotional capital.



3. Region and language-specific training

- **Multilingual** – The ECR report is available in a broad range of languages, giving participants the capacity to benefit from RocheMartin's expertise wherever they are in the world.
- **A range of reports, each tailored for different circumstances** – Including supporting recruitment.

The 10 key competencies that the ECR measures

INNER FOCUS

Helping individuals recognise and control their own emotional challenges and communicating openly.



Self-Knowing:

Recognising how your feelings impact on your opinions, attitudes and judgments.



Self-Control:

Being able to control your emotions and show restraint until you have had the time and space to think in a detached and rational manner.



Self-Confidence:

Being able to accept and respect yourself as you are.



Self-Reliance:

Being able to plan, make decisions and take responsibility with relative comfort and ease (i.e. you don't need others to verify your actions).

OTHER FOCUS

Enhancing our capacity to influence others through positive interpersonal relationships.



Empathy:

Being aware of, understanding and appreciating the feelings of others' 'thoughts and feelings.



Relationship Skills:

Being able to build collaborative, positive relationships where both parties benefit.



Straightforwardness:

Communicating feelings, thoughts and beliefs in a clear, open manner.

OUTER FOCUS

Enabling us to respond creatively and effectively, rather than defensively.



Optimism:

Being able to sense opportunities and focus on what can be achieved and bounce back quickly from setbacks.



Self-actualisation:

Learning to manage emotional energy in order to maintain an enthusiastic commitment to long-term goals.



Adaptability:

A key skill to develop in any workplace - especially at times of uncertainty and doubt - adaptability is your capacity to react well to change, be open to new ideas, and adjust your emotions, thoughts and behaviours.

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What does self-confidence mean? What does empathy mean? What does it take to build powerful relationships? The ECR gives you a very clear structure. All of these competencies can be measured and you can manage the development progress.

Maria Grigorova

Global Growth Acceleration Director, Mars Inc.

ECR in action: Practical applications

Leadership development

Decades of scientific research highlights that the most effective leaders are those with high levels of Emotional Intelligence (EQ).

Why? They build much more effective professional relationships. They understand their colleague's motivations. And they can have difficult conversations that lead to positive outcomes.

These skills are underpinned by building the Emotional Intelligence behaviours that drive peak performance.

How the ECR helps:

The ECR enables businesses to assess leaders against the 10 competencies to help develop critical skills and drive overall business performance. This creates an open-minded, cooperative and therefore more productive team.

Cultural transformation

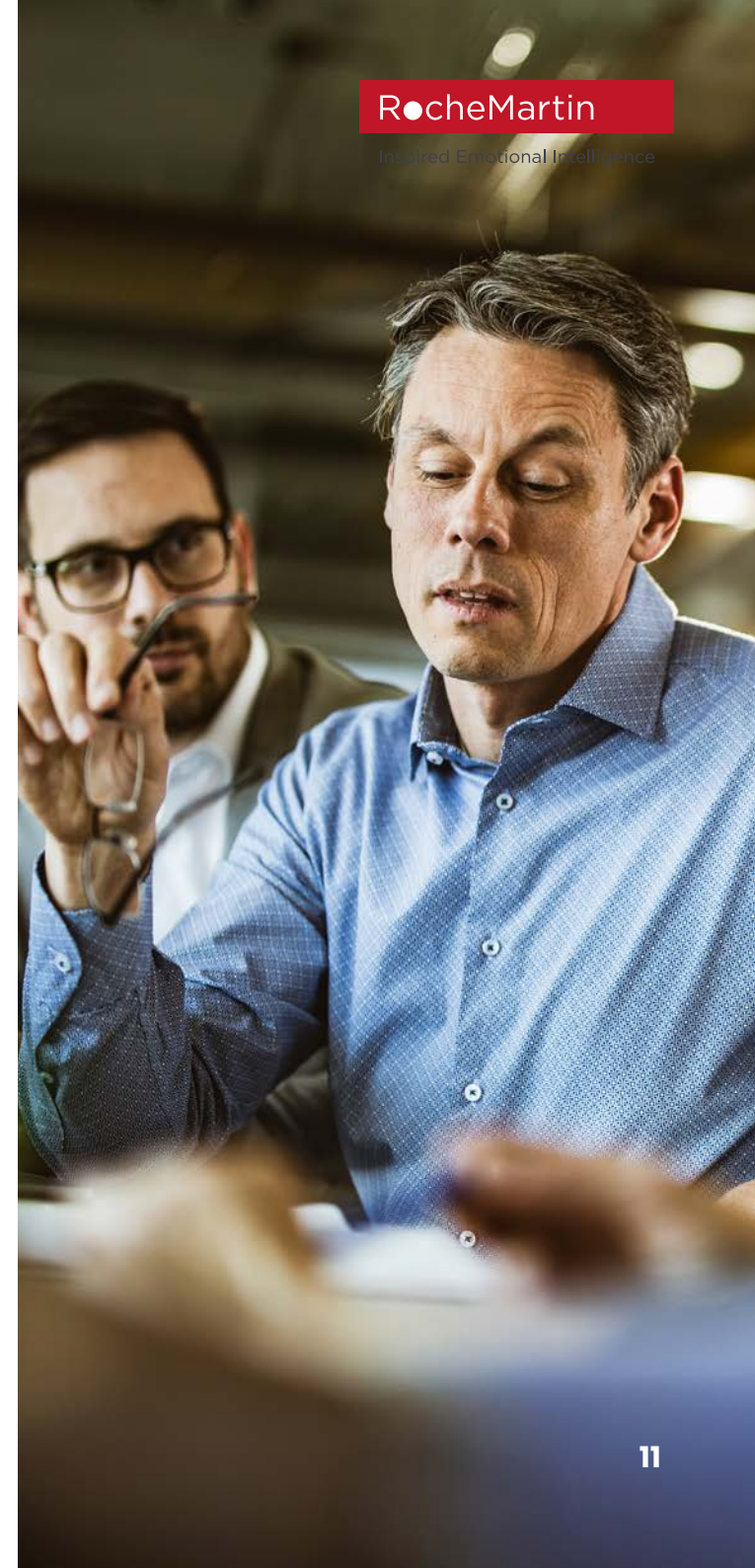
Culture begins with a company's purpose and values, which are essential for inspiring workers and creating a positive and productive environment

Leaders create culture, but a common problem is how to operationalise these values into practical behaviours and embed them in company culture so that they define the 'way we do business.'

Creating behavioural frameworks is useful, but there must be the practical element of showing employees how to develop those behaviours.

How the ECR helps:

It provides the most robust platform for operationalising key behaviours and its compelling framework is best at engaging people to make the personal commitment necessary for change.



Diversity and inclusion

Before a team can work well, the people in it have to feel psychologically safe with one another to cooperate. This is achieved by establishing an environment where they are committed to understanding and valuing each person.

People need to feel secure enough not to take the lead when they can see another person could do it better. It requires a level of trust only a high EQ can establish.

How the ECR helps:

It cultivates self-awareness and directs development to areas that need to improve to create an open-minded, cooperative and therefore more productive team.

Attracting and retaining top talent

Within organisations, leaders initially create the culture based on the purpose and values they believe in.

All going well, the company's culture is then practically demonstrated through a set of well-defined behaviours which serve to attract, retain and inspire top performers.

How the ECR helps:

Using the ECR to develop leaders' social and emotional competencies creates an environment which is attractive and inspiring for the talent that exists within it, and also for those that the business may be looking to recruit.



The ECR program had a very positive impact. In our latest employee satisfaction index (ESI) we scored our highest ever on leadership.

Agneta Strandberg

Partner & HR Director, Ernst & Young



Wellness and wellbeing

From a psychological point of view, virtually all mental health issues involve an inability to manage and regulate emotions. Distressing and unmanageable emotions, for example, are central to mood and anxiety disorders as well as ADHD.

Emotional Intelligence focuses on emotional regulation and provides one of the best frameworks for building cultures that support people in the workplace.

How the ECR helps:

Research on EQ and mental health using the ECR showed that a person's total score for EQ was positively related to their ability to cope with daily demands and pressures. Essentially the ECR is a tool to assess individuals' overall wellbeing quantitatively.

Empowering sales teams

Technology has changed the traditional sales process by providing customers with greater access to product and industry information.

Product knowledge and an impressive sales pitch are no longer enough. Today the emotional experience of buying from a vendor is more important than products and price alone.

Sales professionals must know how to manage their own emotions and be skillful at managing the emotions of others intelligently to win the sale.

How the ECR helps:

It enables businesses to understand and change behaviour to help sales teams sell more confidently and effectively.



The ECR is the Emotional Intelligence tool of choice
for many of the world-leading companies, including:

Allianz 

Deloitte.

Google

ExxonMobil

MARS

QUIKSILVER 

 **BOEING**


NetworkRail 

easyJet

sky

 randstad

 BNY MELLON

 Grant Thornton

OPTUS


Shell

ORACLE


pwc


Coutts

About RocheMartin

RocheMartin is an international provider of an emotional capital platform and related services. RocheMartin exists to help people to be their best selves and believes building emotional capital in people, teams and organisations has a major impact on business success. The platform is used to support leadership development (executive, talent & graduate), recruitment & selection, wellness & wellbeing strategy and diversity & inclusion programmes.

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RocheMartin

Inspired Emotional Intelligence