

The background of the slide features a photograph of three business professionals in a meeting. A man in a dark suit and tie is smiling and looking towards two women. One woman is seen from the back, and the other is partially visible. The entire image is overlaid with a semi-transparent teal color.

The Mastering EQ Programme

**Your accelerated path to enhanced
professional leadership skills and
improved business performance**



The highest-value currency driving business today

The economy is changing. For business leaders everywhere, building a workforce with high levels of Emotional Intelligence (EQ) is seen as foundational and the key driver to business performances today.

Emotional Capital is RocheMartin's proprietary framework for identifying, developing, and assessing the competencies you need in order to demonstrate high levels of EQ. It involves 10 skills, each of which belongs to one of three groups.



Inner Focus

- Self-knowing
- Self-control
- Self-confidence
- Self-reliance



Other Focus

- Empathy
- Relationship skills
- Straightforwardness



Outer Focus

- Optimism
- Self-actualisation
- Adaptability

Critically, more is not always better with EQ. Instead, what's important is the ability to dial up and dial down the competencies to solve the challenge in front of you. We refer to this ability as Mastery.

Mastering and improving your Emotional Capital puts you in pole position in the race for improved productivity, stronger teams, happier employees, and better financial results.

Emotional Capital

- ✓ Developed after 20+ years of academic and real-world research
- ✓ Trusted by more than 3,500 organisations worldwide
- ✓ Highly valued by executive leaders, HR departments, and coaches
- ✓ Proven to deliver outstanding results





Introducing the Mastering EQ Programme

The Mastering EQ Programme distils more than 25 years of delivery from Dr Martyn Newman in the world's largest organisations into a two-stage programme that any accredited practitioner can deliver. The seven factors that create and sustain behaviour change have been woven into the programme, which guarantees maximum impact at all levels of an organisation.

- **Master EQ (Level 1)** is a one-day programme designed to give everyone a base level of EQ mastery.
- **Master EQ (Level 2)** is a follow-on one-day workshop covering the remaining six Emotional Capital competencies. The ECR Self is upgraded to the ECR 360, so participants understand how other people experience their behaviours. Participants either have a 1:1 or group debrief session.



Not everyone in an organisation will complete both Level 1 and Level 2, but you cannot take Level 2 until you have completed Level 1.

By incorporating 'accelerated learning' principles that emphasise the use of tools and methods that speed up the learning process, the Mastering EQ Programme is arguably the most advanced, effective, and trusted EQ development plan available today. Across your organisation, it maximises skill acquisition while minimising cost.

Seven factors for creating and sustaining behavioural change

Engagement – Benchmarking – Goal Creation – Modelling
– Practice and Feedback – Follow-Up Support – Evaluation

What you'll learn

Master EQ (Level 1)

The first stage of the Mastering EQ Programme is a whole-day workshop that covers eight different elements.

1

Introduction to EQ video from Dr Martyn Newman

Watch this before your course starts.

2

ECR Self Assessment

Benchmark your current EQ skills against an international cohort of your peers.

3

Half-day group feedback

Get valuable insights and learnings around your ECR Self Assessment report and its 19-page personal profile.

4

Half-day Emotional Capital workshop

Take a deeper look at self-reliance, empathy, straightforwardness, and optimism.

5

Personal action plan

Set specific leadership performance goals tailored to your EQ profile and aligned with your overall ambitions.

6

Ongoing digital learning via SmartCoach

Access seven 90-minute learning journeys to deepen your understanding and consolidate your study.

7

Emotional Capitalists

Immerse yourself in EQ with your free copy of Dr Martyn Newman's best-selling book.

8

Evaluation report

As well as a summary of your training experience, you'll receive recommendations for future areas of development.



What you'll learn

Master EQ (Level 2)

Having completed Master EQ Level 1, and understood more about how their emotions impact on decision making and performance, often participants proceed to Master EQ Level 2. For Level 2, the ECR Self is upgraded to an ECR 360. The gold standard is that the ECR 360 is debriefed in a one-to-one session in advance of the workshop, but this can also be done as a group debrief if required.

1

Advanced video from Dr Martyn Newman

A further engagement video to refresh and reinvigorate participants before this second workshop.

2

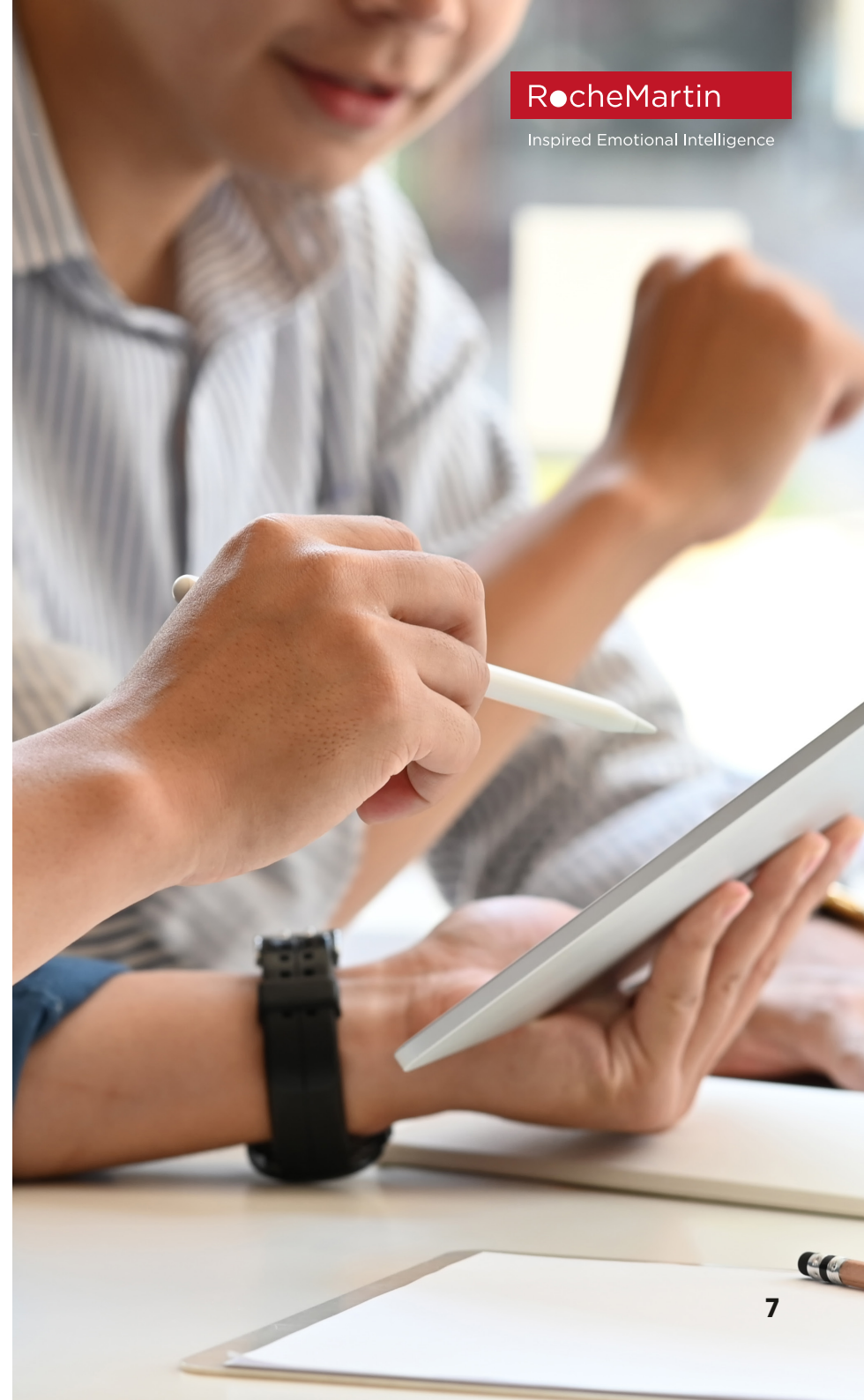
Digital Workshop workbook

Reinforce your learnings with a physical book designed to help you commit to best practices and ongoing development.

3

Digital Workshop cards

Use these at your convenience to develop your understanding of the specific emotional skills that underpin each Emotional Capital competency.



5 participant benefits

Completing the Mastering EQ Programme gives you the ability to be the best version of yourself. You'll be equipped to identify and change challenging or limiting behaviours. And you'll have the tools to drive up performance across your organisation.



1

Enhanced interpersonal relationships

Better understand and connect with your team members on a deeper level. By showing empathy, building trust, and communicating well, you'll unlock better collaboration and support.

2

Effective conflict resolution

Create a healthier workplace by navigating and resolving conflicts better than ever. Your ability to manage emotions, actively listen, and understand different perspectives will help you facilitate compromise.

3

Improved decision making

Develop the ability to recognise and manage your own emotions, multiple perspectives, individual motivations, and the potential widespread emotional impact of any decisions.

4

Increased employee engagement and motivation

Inspire and motivate your team by demonstrating your understanding of their need for support, encouragement, and recognition. Doing so fosters a sense of belonging, morale, and enhanced motivation.

5

Effective leadership ability

Displaying flexibility, resilience, and an openness to new ideas allows you to lead well even in the most challenging circumstances. This is increasingly essential in today's dynamic business environment.

4 organisational benefits



1

High levels of trust

Leaders high in Emotional Capital create value and influence through their capacity to identify with the emotional experience and aspirations of their people. They are able to establish trust, understand people's need to belong to a group, and establish effective teams.

2

Improved performance

Studies have shown that EQ is responsible for up to 63% of overall performance. Sales people with high EQ significantly outperform their peers.

3

Collective buy-in


Leaders with high levels of EQ create and communicate compelling visions, develop blueprints for action, and lead through their ability to inspire people to act together.

4

Reduced HR costs

Organisations with high EQ tend to enjoy stronger levels of employee engagement, and better overall retention rates.

What people are saying



"I loved the entire programme, every little bit."

Carolyn Jones
Head of Retail Operations
Naked Wine

The course provided me with a new structure to help support how I lead my team. We all have our own views of how we lead. However, having feedback from others allows me to reflect and maybe see areas I can now focus my own development on.

Carl Fisher
Head of Engineering Operations
MTREL Elizabeth Line

How Sky used Emotional Capital to secure major business improvement

British broadcast and telecommunications giant Sky has used RocheMartin's Emotional Capital framework to reinvigorate its culture and leadership. It worked with Dr Martyn Newman to design and implement an EQ training programme that was initially delivered to 200+ leaders in 18 months.

Each participant received **tailored EQ training and certification** adapted to their specific needs. The **ECR 360** was a core element, allowing for individual assessments and benchmarking of Emotional Intelligence. Starting with Germany and Italy, all training was made **globally accessible and available in multiple languages**. And one year after initial training, cohorts were invited to pursue additional training for **continuous, measurable growth**.

As a result of RocheMartin's collaboration and support, Sky achieved:

- Improved talent recruitment and retention
- Effective leadership development
- Higher employee engagement
- Dynamic, innovative culture
- Superior customer service
- Better decision making

>> Read the full case study

“

The Emotional Capital Report ... puts a lot of these concepts into the language of business. We're making better business decisions. We're drawing more from the breadth and depth of the organisation. We're managing tensions much better today than in the past. It's had a big effect on the internal dynamic of the business. It's a better place to work. And, when you put those things together, it starts to sustain and repeat.

Jeremy Darroch
Group CEO, Sky

Get started today

Enrolling on the Mastering EQ Programme is the fastest, most effective way to develop your EQ understanding and enhance your professional leadership skills.

Book your place today!

+44 (0) 20 3019 7944

contact@rochemartin.com
www.rochemartin.com

RocheMartin

Inspired Emotional Intelligence