



## EI SERIES

According to research, emotional intelligence is two times as important in contributing to excellence than intellect and expertise alone. It enhances your performance by developing the ability to use your emotions in a positive and constructive way in relationships with others.

## BENEFITS

### TO THE ORGANIZATION

- Achievement of better levels of competitiveness
- Recognition as an organisation, which holds to the idea of professionalism as one of its values.
- Positive work culture.
- Overall enhanced productivity.

### TO THE INDIVIDUAL

- Enhanced self-confidence and self-empowerment.
- Positive interactions by building rapport, trust and credibility.
- Increased success and reduced stress on the job.
- Successful business relationships.
- Increased productivity.
- Better understanding of self-emotions.
- Enhanced listening, questioning and feedback techniques.

## MODULES IN THE SERIES

### EMOTIONAL INTELLIGENCE PROGRAM

- What is EI?
- EQ and IQ.
- How emotions work.
- Emotional intelligence competencies.
- Emotions at the workplace, metabolism, stress factors and symptoms.
- Motivation.
- Myths and misconceptions.

### EI AND SOCIAL SKILLS PROGRAM

- Social awareness and emotional intelligence.
- Adeptness of working with others.
- Emotional dissonance in organizations.
- Relationship between EI and behaviour.

### EI IN COMMUNICATION

- Communication and interpersonal effectiveness.
- Convey messages with EI.
- EI based listening.
- Creating healthy emotional intimacy with others.

### EI IN TEAMS

- What are teams?
- Why work in teams?
- The social psychology of group behaviour.
- Forming teams.
- Innovation in teams.
- Effectiveness in teams.
- Leadership in teams.
- Managing conflict and understanding emotions in teams.
- Team and organizational relationships.
- Reflexivity and learning in teams

### POWER OF EMOTIONAL INTELLIGENCE

- Anatomy of the brain.
- How does your brain work?
- The art of suppression.
- Confidence and consciousness.
- The master aptitude.
- The social arts.
- Managing with heart.

### EI IN SALES

- How emotions work.
- Emotions at the workplace, metabolism, stress factors and symptoms.
- Motivation.
- Decision – making.
- Communication & Interpersonal effectiveness.
- Getting in control & learning about emotions.

### EI IN NEGOTIATION

- Sources of Power.
- A Positive Approach.
- Preparing To Bargain.
- Becoming a Master Communicator.
- Dealing With Objections.


### RELATIONSHIP BUILDING THROUGH EI


- Self-Awareness and Emotional Intelligence.
- Awareness of Others and Emotional Intelligence.
- Understanding Self-Esteem and Emotional Intelligence.


### LEADING WITH EI


- Four components of EI.
- Importance of EI in effective leadership.
- Negative consequences of low EI in leaders and organisations.
- Leading yourself in an EI way.
- Self EI assessment knowing your strengths and limits.
- Emotional self-control.
- Developing your personal charisma.
- Developing new attitudes and values.
- Relationship between attitude and productivity.


## METHODOLOGY


 Highly interactive lectures

 Open discussions

 Group discussions

 Role-plays

 Course manual

 Activity handbook

# TESTIMONIALS

"It was marvelous that Bolton Berhad Group of Companies appointed your establishment ... Our staff enjoyed the training provided by you ... One of the most important aspects that you have assisted was to merge the different industries within our group into a common course program without compromising the objectives where it benefited our staff ...".

**Tomy Goh, Group Head of Human Resources, Bolton Berhad.**

"Amongst some of the feedback obtained was that your presentation was lively, well done and ... They also found you to be natural, funny, down to earth and stimulating".

**Jullana Affandi Tan, Conference Development Manager, The Asia Business Forum.**

"The trainer was very clear in presenting the training, and made the entire presentation very entertaining ... It was simple but effective way to understand the A-Z of ... Overall, this training has really shown me that, ... nothing is impossible. I have really benefited from it".

**Angeline Yap, Callbiz (M) Sdn Bhd**

"The trainer is very professional and is a sharp observer, with a helpful and positive attitude. This workshop really helped me realize certain things and therefore start improving myself."

**Kenny Chong, Schneider Electric Industries (M) Sdn Bhd**

"The EI Seminar has helped me and my team understands and perform better. We shared the learning's with the rest of the organization as well. As you had rightly mentioned EI is a journey and we are glad that we took the first step attending the seminar".

**Shirley Priyadarsini, Sr. Manager HR, Newbreak India Pvt Ltd**

"It was an incredible experience to be at the seminar with you. You are such a special person and bring the subject alive with such ease and eloquence. It was wonderful to interact with you and I will be honoured to be added to the Emotional Intelligence Travellers List and the EI Forum. Thank you so much for sharing and helping others in enhancing their potential".

**Dr. Pratima Rajan MD, MPH Consultant & Head, Department of Preventive Cardiology & Cardiac Rehabilitation, Jaslok Hospital & Research Center**

"It was a pleasure attending your seminar. You did a splendid job. Looking forward to get associated with you over the Forum and get connected with likeminded friends".

**P.G.V. Babu, Manager, Newwoodlands Hotel, Chennai**

# CERTIFICATION & PERSONAL ACHIEVEMENTS

## CERTIFICATION

- HBDI™ and YAPDI™ Certified Practitioner
- Certified HRDF Trainer
- HRDF SBL Scheme



**Jerome Pierre BONNIFAY**  
(CEO & Senior Consultant)

## PERSONAL ACHIEVEMENTS

Jerome founded SBIC Sdn Bhd in 1993, as a Global Human Capital Consulting & Professional Training Organization based in Kuala Lumpur as a hub for his global operation, with offices in Barcelona, Delhi and Doha. Jerome holds a BA in Law & Economics and is currently pursuing his PhD in Psychology – specializing in EQ and Whole Brain Thinking.

A passionate and powerful facilitator, Jerome Pierre Bonnifay's unorthodox training techniques, gives him the edge to teach complex subjects to everyone across all levels. He brings to an individual level of understanding and practice a technique up to now reserved to an elite. He has built and implemented assessment centers, appraisal systems and training needs analysis's processes.

Jerome has been actively conducting talks, workshops, and training for The Asia Business Forum as Speaker, Chairperson and Course Leader since 2003. Phrased as the "Global Authority of Emotional Intelligence" by India Times during his EI seminar in India, Jerome continues to enlighten thousand around the world on the subject that had come in vogue some 20 years ago. He received high accolades for his September 2008 India Times Strategy Summit on EI that was held in India's 4 major cities.

[www.jeromebonnifay.com](http://www.jeromebonnifay.com)

# READY TO REACH NEW LEVELS OF SUCCESS?

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