

# Advanced Interpretation Report for Social Intelligence

## AIR-Social

Based on results obtained from an EQ-i<sup>®</sup> standard report

**Joe Special**

Published by



Report developed by Carina Fiedeldey-Van Dijk, PhD

ID number: SI999994

June 17, 2010

Confidential

## Value of this Advanced Interpretation Report

Corporations increasingly recognize the importance of intellectual and psychological health of employees. The status of emotional and social functioning is placed on par with other aspects of performance management and given a prominent place on the agenda of decision makers. The reporting of this issue to shareholders has become a matter of good governance.

Social intelligence is endorsed as a business asset along with emotional intelligence, because it makes economic sense. Country estimates point to the annual loss of billions of dollars in production due to psychological health problems. It requires maturity to become superior in one's thoughts, emotions, and social competence.

There is no perfect formula for selecting an effective leader, a top performer. Those who have stewardship and governance responsibility must use a variety of resources in order to produce the desired results. One of the most powerful resources available is knowledge of a candidate's personal and social behavioral traits. Through an understanding of his/her personal style and social intelligence, selecting star performers and leaders can more positively impact the work or education environment, as well as the personal and social relationships therein.

Emotional intelligence (EI) and social intelligence (SI) predispose individuals to different dimensions of performance and leadership behavior. The strength of this Advanced Interpretation Report, also referred to as the AIR-Social, lies in its bundling or clustering of the BarOn EQ-i<sup>®</sup> scales to highlight an individual's competence in various dimensions of top performance, leadership and healthy functioning within a framework of social intelligence. EQ and SQ, the measures of EI and SI, are evaluated through three broad performance sections:

- A. **Emotional management:** The presentation of an individual's well-being and emotional alertness and control via three receptors in life – the self, core others, and those in the broader environment.
- B. **Leadership smarts:** Propensity to drive business towards results, to facilitate a team in a supportive manner, and/or have motivational impact on others, reflecting leadership style dominance or versatility.
- C. **Sustainability:** Overall self-fulfillment and resilience in the midst of daily demands that affect the individual.

## Diversity of the AIR-Series

The report options in the Advanced Interpretation Report (AIR) series can be employed in many ways and in a variety of settings. For example, seasoned users can rely on the EQ-i results and the exponential value of clustered EQ attributes in the AIR-Social to gain valuable insight into individuals' competence with regards to social intelligence. The clusters underscore the importance of effective relationships for well-being, leadership, and top performance. Customer satisfaction and the corporate climate can be monitored by cluster performance using the AIR-Social.

While the cluster results are very suitable to individuals within a business setting, it also provides advanced insights with regards to one-on-one and one-to-small group relationships, such as within the context of couples, families, clubs, and associations. Also included are other relationships such as teacher-pupil interactions occurring on different educational levels, and coach-sports team scenarios playing out in a recreational, competitive, or military context.

The AIR-Develop forms a strong supplement to other sources of information during individual counseling, coaching, and therapy. Personal, leadership, and career development get a further boost from insights gained in this report. Initiatives around team building, organizational culture, and corporate restructuring or change may also benefit by leveraging the strengths of individuals as revealed by the AIR-Develop. Facilitators can use the AIR-Develop alongside other supplementary information available in advance of a team meeting to accommodate work and learning styles, or workshop to optimize learning.



In addition, the AIR-Track can function as a gauge of the success of intervention programs and the tracking of business or employee growth. Incentives targeted at medical problems, such as how to deal with chronic pain, side effects of radiation treatment, or obesity, will benefit from the AIR-Health. For researchers and post-graduate students, the results serve as excellent external criteria against which other psychometric measures can be validated.

The AIR-Select, AIR-Match and AIR-Track form strong supplements to other sources of information for selection and recruitment, or benchmarking and competency targeting. Candidates can be screened or ranked on the basis of pre-selected EQ attributes or clusters, or else by setting cut-off scores for specific cluster performance using the AIR-Select or AIR-Match. The cluster results can strategically guide candidate placement and succession planning, whether upwards, or laterally. In addition, candidates can be grouped according to cluster strength for training and educational purposes. Clearly the application possibilities of the AIR are as wide as the user's creativity!

## Important Considerations

The advanced interpretation provided in this report is based on the EQ-i profile described in any of the standard reports, which enables individuals to explore and develop candidates' competence in different areas. The AIR-Social can only be generated once the standardized scores based on the individual's EQ-i responses are made available by MHS. It is highly recommended that the professional user has prior insight into a standard report and is familiar with the scale descriptions and validity of the EQ-i profile before reading this report.

The AIR-Social is intended as a follow-up on any of the standard EQ-i reports produced by Multi-Health Systems Inc (MHS). The BarOn EQ-i<sup>®</sup> is a registered trademark of MHS. The standard EQ-i reports of MHS include the Individual Summary Report, the Development, Resource and Business Reports (with Counselor's Section), the Group Report and the Comparative Reports. The standard reports provide an individual or group's EQ-i performance against vital scale descriptions, and may include technical detail to gain full understanding of the validity of the results. The AIR-Social cannot be used as a replacement for any of the MHS reports.

The AIR-Social was not developed for the direct purpose of detecting pathology or disease, nor should it be used as the only means for diagnostic purposes. Any such interpretations made from the findings in this report should be verified with other means of identification. The user is encouraged to use this report in combination with other sources of comparative information. The report provides an advanced description of individuals' emotional and social functioning in accordance with the responses provided by them.

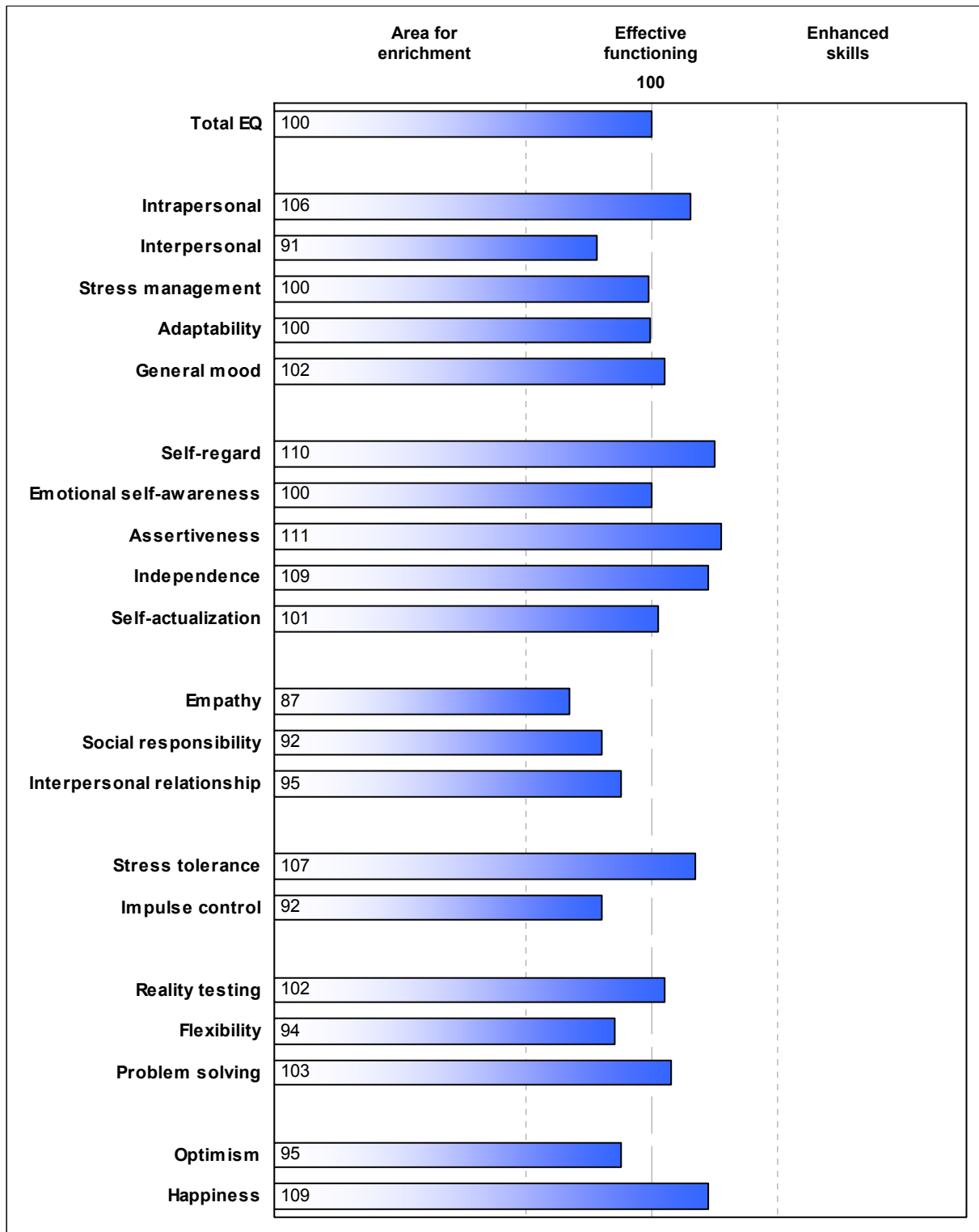
## Best Use of the AIR-Social

The AIR-Social is generated and published by ePsy Consultancy. It contains two main sections. The report begins with a graphical display of the EQ-i scale performance as derived from a standard report, picking up where the standard report left off. As the AIR-Social does not provide EQ-i scale descriptions and technical detail, please keep the standard report on hand for reference as needed. The remainder of the report is devoted to insights derived from your measured SQ competence within your EQ strength.

Emotional intelligence (EI) encompasses a number of different attributes. These attributes all depend on psychological theory and are supported by a growing body of empirical research. For example, Peter Salovey and John (Jack) Mayer framed EI within a *model of intelligence*, while Reuven Bar-On, author of the EQ-i, placed EI in the context of *personality theory*, specifically a model of well-being. Daniel Goleman referred to others who formulate EI in terms of a *theory of performance*. Six Seconds endorses an *action model* of EI. The AIR reflects on the EI attributes measured by the EQ-i from the perspective of *competence*.



### EQ-i Profile as Created for the Standard Report



EQ-i scales - Copyright © 2002, Multi-Health Systems Inc. All rights reserved. 3770 Victoria Park Ave., Toronto, M2H 3M6.



## Interpretation Guide

The measurement of your total EQ, the five EQ composite scales and the 15 EQ sub-scales mirrors that of most IQ tests available in the market today. In particular, the perforated (dotted) lines on your EQ-i profile should be read as follows:

- A score of 100 is considered average.
- Scores may deviate from the average in standard units of 15 to either side
- Scores generally between 80 and 120 (roughly three-quarters of the population) denote effective functioning.
- Scores below 80 indicate EQ attributes that may benefit from development.
- Scores above 120 point to enhanced EQ capability, with possible watch-out for over-development.

## A Practical Way to Look at Social Intelligence



When people are in interaction, two aspects are at stake when we want to assess Social Intelligence (SI): *how much* SI each of them possesses and *what* SI they have. The first aspect is dependent on our interpersonal capabilities, where a high psychometric assessment score is generally desired. Here the focus is on the individual in the context of interaction.

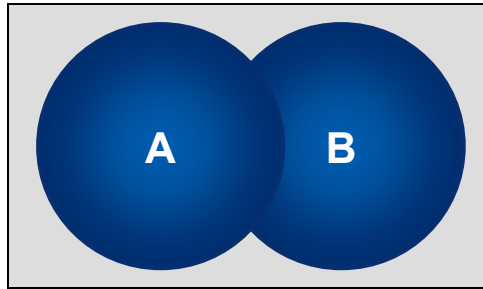
The second aspect refers more to our individual style of interaction, how we regulate our cognitive processes in the company of others compared to when we are alone *and* how we act upon these processes – individually and collectively. Here the focus is on the interaction in the presence of at least two individuals. A high score is not necessarily what we're after, but rather a balance in our intelligence between our personal and social character traits.

## Formalizing the Way we Think

Bringing back a memory from our school days, the Venn diagram gives us a palatable way to explain (SI). A basic Venn diagram consists of two partially overlapping sets or circles. These two circles can represent two people, A and B, in some form of interaction, such as when they shake hands for the purpose of meeting or greeting, or perhaps to confirm an agreement or secure a contract.



## Venn Diagram



The interaction itself (the physical contact between the two hands symbolizing the connection) is represented by the overlap between circles A and B in the Venn diagram. Of course there are many other forms of interaction – quick eye contact, a shared laugh, mutual understanding of a concept – ranging from overt to extremely subtle. Interaction can also simultaneously occur between one person and a group of others, illustrating the complexity of social intelligence.

The combined set of A and B in the Venn diagram includes each individual *and* their interaction. (In mathematics this is called the union, and hence we call this approach to assessing SI the UNIFIED Approach.) The universal set (the rectangle drawn around A and B) shows the space of all possible factors that can impact on people and their interaction.

## Making Sense of SI in the UNIFIED Approach

Reflecting on what you saw in the visual of the handshake on the previous page, what did you notice first, or what struck you most? Was it something about:

- The hand with the full thumb shown?
- The grip of the hands?
- The shape of the hands/fingers/nails?
- The specific attire of the people?
- The accessory around one wrist?
- Characteristic differences or similarities between the two people?
- The mood of the picture?
- Who may have initiated the handshake?
- The omission of background around the handshake?
- An aspect not mentioned above?

Whatever it was that stood out most for you, reveals important information about SI, and how you may intuitively act on the basis of your own SI.

### Optional exercise:

Try to identify where each question above would fit on the Venn diagram. Which part(s) reveal most about the handshake? It may be more complex than what it seems at first! The same holds true for capturing SI as a measure expressed as SQ (Social Quotient).



## Social Intelligence within the EQ-i

The Bar-On model and accompanying Emotional Quotient Inventory (EQ-i®) is extremely suitable for scoring SI.

### ***It endorses a personality (trait) model of EI***

Dr. Reuven Bar-On, author of the EQ-i, defines Emotional-Social Intelligence as a cross-section of interrelated emotional and social competencies, skills and facilitators that determine how well we understand and express ourselves, understand others and relate with them, and cope with daily demands, challenges and pressures.

At the highest level, it is expressed as a numerical value labeled *Total EQ*. Detailed scoring and descriptions are found in your standard EQ-i report.

### ***It has a distinct composite scale that measures the social domain within EI***

First, the *interpersonal domain* is specifically designed to deal with social awareness, as well as the establishment and maintenance of relationships with people. It includes competencies that govern one's ability to be aware of others' emotions, feelings, and needs, and to have co-operative, constructive, and mutually satisfying relationships. Roughly speaking, the interpersonal domain makes up about 20% of the total EQ score.

The psychometric components of the interpersonal domain are represented by the scales empathy, social responsibility, and interpersonal relationship. Due to the degree of overlap when scoring the three scales, we measure SI only at the domain, or larger composite level.

### ***Its survey items sometimes address the individual, other times the interaction***

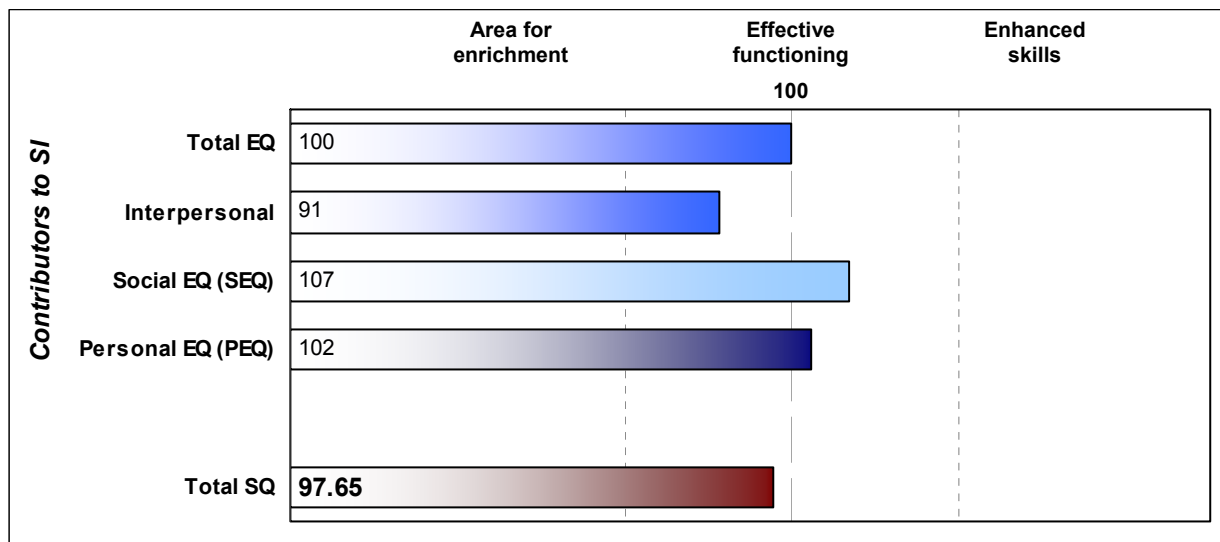
Second, a careful analysis of the items counted 130 times in scale score calculations of the EQ-i will reveal that 55 items – 39 items directly and 16 items indirectly – refer to some or other form of behavior specifically in relation to another person. We refer to the standardized calculation of this concept as Social EQ, or *SEQ*.

The remaining 75 items refer to behavioral aspects pertaining to the individual outside of an interactive context. This results in a numerical expression of Personal EQ, or *PEQ*. Both items groups span across all 15 EQ-i scales, and hence are directly comparable to the interpersonal domain at the larger, composite level.

Be careful to not equate SEQ with interpersonal competence and PEQ with intrapersonal competence. In fact, two intrapersonal scales of the EQ-i, namely assertiveness and independence, contribute strongly to SEQ. The concepts of SEQ and PEQ are created purely on the basis of whether survey items are referring to a relational component with others, or not, to stay true to the UNIFIED approach to SI.



## Profiling Social Intelligence



EQ-i scales - Copyright © 2002, Multi-Health Systems Inc. All rights reserved. 3770 Victoria Park Ave., Toronto, M2H 3M6.  
 SEQ, PEQ & Total SQ- Copyright © 2008, ePsy Consultancy. All rights reserved. 144 Tamarac Trail, Aurora, Ontario, L4G 5T1.

### Explaining your Total SQ in a Nutshell

Total SQ incorporates two relative elements: your interpersonal and SEQ scores. The interpersonal domain comments on what you bring to interactive opportunities compared to other EQ composites, whereas SEQ versus PEQ comments on your SI from the perspective of how you interact. Viewed in parts, consider doing the following:

1. Compare your interpersonal domain score with other domain scores, or simply against total EQ, which summarizes all your EQ composite scores. This gives you a good sense of your relative interpersonal strength.  
 Ideally you will have scored reasonably high in this domain.
2. Similarly, view SEQ (your social EQ) in relation to PEQ (your personal EQ).  
 Ideally you will have performed strongly in both, with little difference between the two scores to indicate well-roundedness and little causal effect between them.

Your total SQ score is affected when:

- You scored low in the interpersonal domain, and/or distinctly lower here than in your total EQ
- Your SEQ score is distinctly higher than your PEQ score
- Your PEQ score is higher than your SEQ score
- Both your SEQ and PEQ scores are distinctly lower than your interpersonal domain score

You may wish to take follow-up action if any one or more of these conditions exist



## Useful SI Tidbits from Research

- Overall, people score similar in the interpersonal domain (104.13 on average) than in total EQ (104.78 on average). People have what it takes to interact with others.
- Overall, people score about 4 standard points higher in SEQ (106.95) than in PEQ (103.03). People see themselves as behaving more desirably when in the public eye than when they are on their own.

For more distinguishing features, read:

Fiedeldey-Van Dijk, C. (2009, in press). A critical perspective on the social within emotional intelligence. In M. Hughes, H.L. Thompson & J.B. Terrell (Eds), *Handbook of Developing Social and Emotional Intelligence: Best Practices, Case Studies, & Tools* (pp.~~~~). S.F.: Wiley (Pfeiffer).

## Impact of strong SEQ or PEQ on Emotional Intelligence

It is possible to profile the emotional intelligence of people with strongly developed SEQ as opposed to those with strongly developed PEQ. Empirical research shows that for people where SEQ > PEQ, the average EQ-i profile is significantly different ( $p < 0.05$ ) from those where PEQ > SEQ. In fact, all EQ scale differences are statistically significant except for:

- Emotional self-awareness
- Independence

By contrast, the total SQ score shown in the previous graph closely approximates the standardized average of 100 for both EQ-i profile styles. Thus while total SQ equals total EQ at a standardized score of 100 for people on average, significant differences exist in the emotional profiling of people, depending on whether they are strongly SEQ or strongly PEQ. These two extreme opposites in EQ style whereby people function in their daily lives are graphed in blue on the next page.

## Are you a SEQ Person, or rather a PEQ Person?

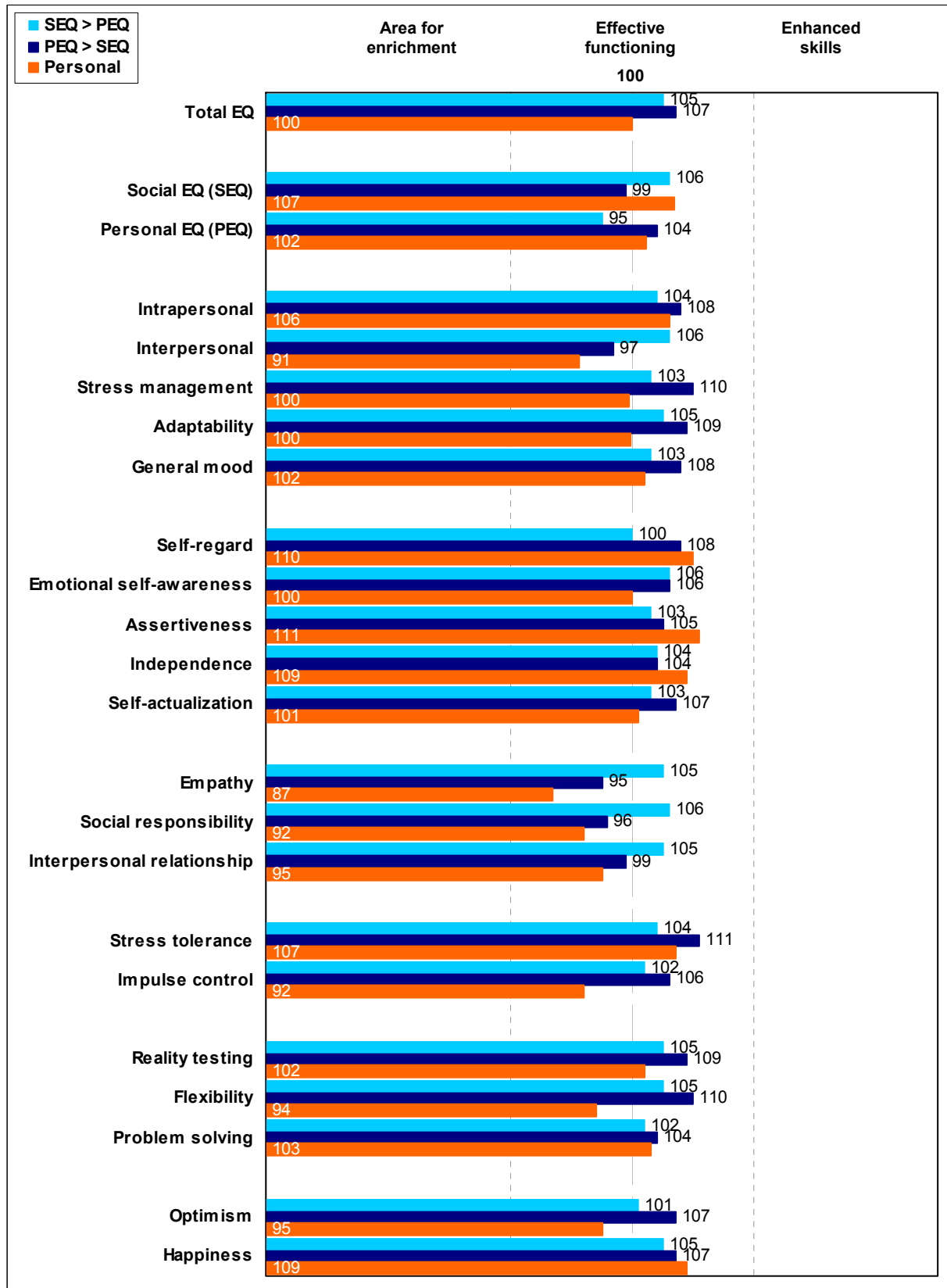
You may wonder how your unique EQ-i profile compares with that of two composite groups of individuals, either scoring significantly higher in SEQ than in PEQ, or *vice versa*. The pooled EQ-i profiles of these two groups of people each reveal average social intelligence (Total SQ = 100), yet represent two unique styles whereby people tend to interact with others and function in their daily lives. These are graphed in blue on the next page – compare your own orange bars with the two sets of blue bars.

Note that between the SEQ and PEQ profiles, one is not necessarily preferred above the other. The one profile does not guarantee higher SI than the other. It's a matter of fit (with the first goal being the achievement of average, functional SI) and then balance between the two, with ideally consistency in scores above the midpoint between the two profiles. Essentially this is a two-step development process:

- If your total SI score is below 100, you may choose to develop your personal EQ-i profile according to the SEQ or PEQ profile with the closest match to yours
- Once your total SI score is above 100, you may choose to develop your personal EQ-i profile away and upwards from both styles put together



### Social Intelligence and EQ Profiling



EQ-i scales - Copyright © 2002, Multi-Health Systems Inc. All rights reserved. 3770 Victoria Park Ave., Toronto, M2H 3M6. SEQ & PEQ - Copyright © 2008, ePsy Consultancy. All rights reserved. 144 Tamarac Trail, Aurora, Ontario, L4G 5T1.



## Significance of the EQ-i Profile Comparison

The SEQ and PEQ profiles represent two characteristic styles whereby people generally prefer to display average social intelligence. A perfect fit or match between your personal EQ-i profile and one of the SEQ or PEQ profiles means that the graph will display identically scored bars for each of the EQ attributes. Such a scenario is extremely rare and we expect some natural fluctuation to occur.

Your personal EQ-i match percentage against SEQ is:	<b>50.67%</b>
Your personal EQ-i match percentage against PEQ is:	<b>56.89%</b>
Your personal EQ-i match percentage against SPEQ combo is:	<b>55.56%</b>

How much of a difference is acceptable to make the claim that your personal EQ-i profile is a strong match with either of the SEQ or PEQ profiles, or else with the midpoint between the two, called the SPEQ combo profile? We recommend you consider a combination of two methods, namely statistical significance and practical significance.

### Practical Significance

Practical significance looks at whether two corresponding profiles differ on average, taking into account how much they usually vary (i.e., within units of 1SD). It tells us with what certainty we can say that the two EQ-i profiles in consideration are dissimilar.

SEQ effect size (Cohen's d):	<b>0.22</b>
PEQ effect size (Cohen's d):	<b>0.30</b>
SPEQ combo effect size (Cohen's d):	<b>0.26</b>

What is considered to be a desirable match percentage? The answer lies in the strength or magnitude of the relationship between the two EQ-i profiles, called the effect size. This value represents the practical significance of the indicated match percentage above.

- The smaller the effect size (i.e., the closer to 0), practically the more significant is the reported **match** percentage
- For a **strong match**, we are seeking a **small effect size** value, which lies in the range of **0.0 to 0.2**, together with a **high percentage score**
- By comparison, an effect size of 0.5 is considered as medium, and 0.8 or higher (even above 1.0) is considered as large



Practical significance can be regarded as an overview check of the accuracy of any statement we make on a close alignment between two comparative EQ-i profiles. By contrast, statistical significance provides us with a second accuracy check, but this time taking into account the subtle nuances created by all of:

- i. The differences between every pair of individual EQ attributes.
- ii. How these differences stack up in relation to the unique spread or variability in scores specifically within these two EQ profiles.
- iii. The pre-determined importance of each individual EQ attribute, expressed as a weight.

## Statistical Significance

The table below shows the score differences between your personal versus the SEQ, PEQ, and SPEQ combo profiles. These can range per scale from being identical to being substantially different from one another.

Difference* between	Intra					Inter			Stress		Adapt			Genmd	
	SR	ES	AS	IN	SA	EM	RE	IR	ST	IC	RT	FL	PS	OP	HA
Personal & SEQ	10	6	8	5	2	18	14	10	3	10	3	11	1	6	4
	<i>Probability that your personal and the SEQ profiles are significantly different:</i>														<b>0.1203</b>
Personal & PEQ	2	6	6	5	6	8	4	4	4	14	7	16	1	12	2
	<i>Probability that your personal and the PEQ profiles are significantly different:</i>														<b>0.0660</b>
Personal & SPEQ combo	6	6	7	5	4	13	9	7	1	12	5	14	0	9	3
	<i>Probability that your personal profile is significantly different from the midpoint between each scale in the SEQ and PEQ profiles</i>														<b>0.0718</b>

\* The difference in scores between your individual and the SEQ, PEQ, or SPEQ combo profiles can lie in any direction.

The statistical significance of the difference between any two profiles is expressed as a probability value. The probability value can lie anywhere from 0 to 1. The closer the value lies to 0, the more statistically significant is the difference between the two profiles. A large value (approaching 1) means that overall the two profiles are not very different from one another.

The probability value tells us with what certainty we can say that any two comparative EQ-i profiles are dissimilar. To reiterate, the statistical probability value(s) provided to the right of the table are determined through a sophisticated logic that takes the above three aspects into account.

A general rule of thumb is that a value smaller than 0.05 means that statistically your Pre EQ-i profile is significantly different from your Post EQ-i profile. Found statistical significance means that the observed mean differences (in the right direction) meet our goals of growth away from the Pre EQ-i profile as they are not likely due to sampling error (i.e., error in the measuring of the scale scores), nor to natural fluctuation.

You may seek to either grow towards, or away from any of these characteristic profiles, depending on where your personal EQ-i profile lies by comparison. The following can be used as an interpretation guideline:



*When your total SI score is currently below average and you are interested in developing it to lie around 100 ...*

- A good match is sought between your personal and either the SEQ or the PEQ profile
- You want to develop the two profiles under consideration to **lie close together**, i.e., resulting in a larger probability value upon re-assessment

*When your total SI score currently lies considerably above 100 ...*

- The objective is to grow your personal EQ attributes **consistently away** from that of the SPEQ combo profile
- You want to further develop in and upwards direction, resulting in a smaller probability value upon re-assessment as it relates to the SPEQ combo profile

**Action:** *Check qualitatively whether the EQ attributes have consistently changed in the desired direction*

Further development can reduce the statistical significance of the difference between your personal EQ-i profile and any of the characteristic social-intelligence profiles and increase your personal EQ-i match percentage(s).

## Putting Cluster Performance in Perspective

After analyzing your personal EQ-i profile against the SEQ and PEQ profiles, you may have come to realize that your objective is not to achieve high scores in each of the 15 scales and claim emotional and social intelligence. Rather, the *combination* of EQ attributes is what matters in desired everyday functioning – on personal, social, and work terrains. EQ and SQ competence depend on how effectively different EQ attributes are combined for specific purposes of performance.

Two candidates with similar match percentages may utilize their EQ and SQ attributes in a vastly different way, one of which may be more effective than the other. To determine this, we need to delve a little deeper. Seven specific EQ-i scale combinations, grouped into three broad performance sections, were found to be especially relevant. In summary, cluster performances are specifically provided in the areas of:

### **A. Emotional management**

1. Self-presentation
2. Emotional alertness

### **B. Leadership smarts**

3. Resoluteness
4. Supportiveness
5. Motivational impact

### **C. Sustainability**

6. Self-fulfillment
7. Resilience

These sections and EQ clusters are described in greater detail next.



## Cluster Descriptions

### A. Emotional Management

When we perform, our intellectual and emotional health shines through in the way we present ourselves and what we are alerted to. The little imbalances, which we all have, tend to be the grips whereby we are described and remembered, and help define what we stand for and who we represent. Our selective attunement to certain receptors in life determines how we habitually regulate our emotions. Competent emotional management of this broad section involves the larger half of the EQ-i scales, notably from the intrapersonal, interpersonal, and general mood domains.

#### 1. Self-Presentation

Scales SR, SA, OP and HA

Performance on this cluster portrays to what extent you make a powerful impression. It indicates to what extent you successfully present your general well-being and brand yourself as being composed; it is about your appearance of feeling balanced and secure. It sheds light on the positive self-image and uplifting spirits you manage to radiate to the outside world. Your competence in displaying a desirable persona may help build a strong organizational climate and culture. The individual scale RT may shed further light on the forward thinking component of this cluster.

#### 2. Emotional Alertness

Scales IC, ES, EM and RT

Three key receptors in life are considered: you, core others, and those in your broader environment. This cluster addresses how in tune you are with each of the three life receptors and how you regulate imbalances between them. This cluster also indicates how your emotional control over, for example, anger or impulsiveness, will likely play out with regards to intrapersonal, interpersonal and communal demands placed on your daily functioning and interaction. The individual scale PS may shed further light on the creativity component of this cluster.

### B. Leadership Smarts

Leadership is an area of interest that is receiving renewed attention in scientific publications and through various business applications. Leader attributes are sharply distinguished from that of managers, while specific leader characteristics are associated with different leadership styles. Generally, we consider versatility in different leadership styles, all to be well developed, as smart and desirable to foster intellectual and emotional health. When one of our leadership styles dominates above others, we may want to build on this strength by seeking to ensure the other leadership styles are strongly present in the team around us. Competent management of this broad section involves two-thirds of the EQ-i scales, notably from the intrapersonal, stress management, and adaptability domains, with support from the interpersonal domain.

#### 3. Resoluteness

Scales IN, AS, SR and RT

This cluster is about your determination to achieve explicit results and solutions. Strength in this cluster may manifest in the form of high deliverables and strong output, which are often measurable or tangible. A high score on this cluster portrays a focus on business management, which you likely perform in a directive, task-oriented fashion. This leadership style is about pace setting, and is often commanding and monitoring in nature. It helps create enhanced visibility for an organization. Individual scales that may shed further light on the innovative side of this cluster are PS (to add innovation to this leadership smart) and ST (for long-term impact).



#### **4. Supportiveness**

Scales SR, ST, IC and FL

This manifestation of leadership often draws from strong people skills. Your performance on this cluster indicates your natural capability to facilitate people to cohesively make a success of the task at hand. This leadership style is about collaboration and harmony; it is morale-boosting and anti-conflictive. It is indispensable in situations where projects rely heavily on teamwork. Your communication skills may be an asset in this cluster, while the individual scales EM and IR may also shed further light on the interpersonal dimension of this cluster.

#### **5. Motivational Impact**

Scales RE, RT, FL and AS

This style of leadership lies in the degree to which you influence and inspire others effectively. While a strong influencing capability is often associated with selling, it is just as powerful in situations where negotiation is required or where a swaying argument must be made. Your performance on this cluster indicates to what extent you lead through inspiration and gain follower-ship. This leadership style fosters commitment, strong affiliation and connection, and loyalty. The individual scale PS may shed further light on creative strategising built into this cluster.

### **C. Sustainability**

The manner in which we deal with adversity and use different resources to draw our strength and energy from are important indicators of intellectual and emotional health. An intrinsic sense of accomplishment and worthiness, coupled with a belief that we will prevail and can overcome most challenges are necessary for desirable performance. Competent management of this broad section involves the larger half of the EQ-i scales, notably from the intrapersonal, stress management and general mood domains.

#### **6. Self-Fulfillment**

Scales SA, HA, IR and ES

Your demeanor is reflected by an overall feel of success in your career, personal, and relational life. This would include a sense of accomplishment and satisfaction at work, with oneself, in marriage, etc. Your performance on this cluster indicates the degree to which you act by example and naturally lead from known inner strength and contentment. Competence in this cluster helps you shine in your area of specialization and gives you a backdrop for when times are tough. The scale RE may shed further light on your involvement and sense of belonging to further round out this cluster.

#### **7. Resilience**

Scales OP, HA, SR, ST and IC

An important foundation of a healthy demeanor is your ability to be resilient in the face of daily pressures and demands in life. Your toughness and buoyancy may be developed qualities in coping with stress. Your performance on this cluster indicates to what extent you can bounce back in spirit after having to deal with tension or conflict. Competence in this cluster helps you overcome resistance experienced from others and be unreceptive to harmful ambiance. The individual scale FL may shed further light on durability within this cluster.

The candidate's competence in these seven EQ clusters is presented in this report. The metrics and interpretation guidelines applied in the AIR-Social are similar to those in the standard report, facilitating comparative interpretation.



## Assessing the EQ Clusters

When combining different EQ attributes to reveal your competence in a cluster, we can view this from different perspectives to deepen our understanding and opportunities for taking action on them. The best known and most used viewpoint is to look at their central point, often calculated as the average performance in the specified EQ attributes. We will look at this viewpoint first.

Three less used, but equally important viewpoints include looking at how the different EQ attributes might be scattered around the cluster average, and how the EQ attributes together compare against two different, set performance targets. These three viewpoints provide specific pointers when the objective is to further develop your EQ competence in one or more of the seven clusters. Hence these three viewpoints are only offered in the AIR-Develop, and not in the other AIR options.

The most advanced viewpoint combines all the above. This perspective offers an aerial view on the status of candidates' EQ cluster performance, which we will look at in depth.

### From the Viewpoint of Central Cluster Performance

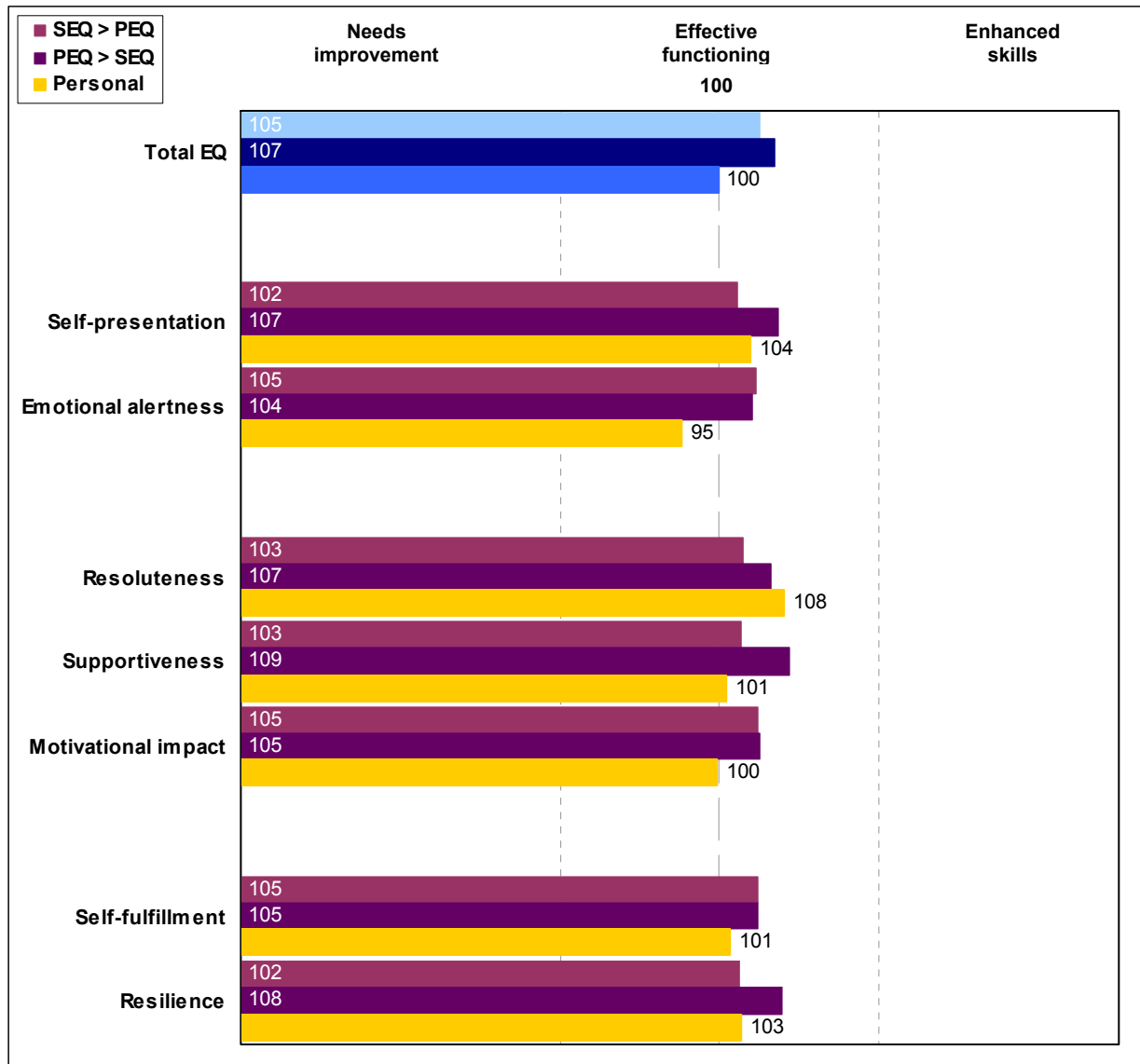
A cluster is a culmination of typically four or five EQ-i scales that together provide an added perspective on specific EQ competence. This value is expressed in similar fashion to that of individual scale scores, with a mean score of 100 and a standard deviation score of 15. Standard interpretation guidelines may be followed as is advised for individual EQ-i scales, including:

Standard Score	Interpretive Guideline
130 +	Markedly high – atypically well cultivated emotional capacity
120 – 129	Very high – extremely well cultivated emotional capacity
110 – 119	High – well cultivated emotional capacity
90 – 109	Average – adequate emotional capacity
80 – 89	Low – under-cultivated emotional capacity, requiring improvement
70 – 79	Very low – extremely under-cultivated emotional capacity, requiring improvement
Under 70	Markedly low – atypically impaired emotional capacity, requiring substantial improvement

One may presume that intellectually and psychologically healthy people, who score high on selected scales, also will do well in the cluster that those scales represent. However it is probably more accurate and helpful to consider *optimal* levels and ranges. For example, impaired or atypical performance in a cluster under certain circumstances should be flagged and followed up.



### Overview of Central Cluster Performance Comparison with SEQ and PEQ



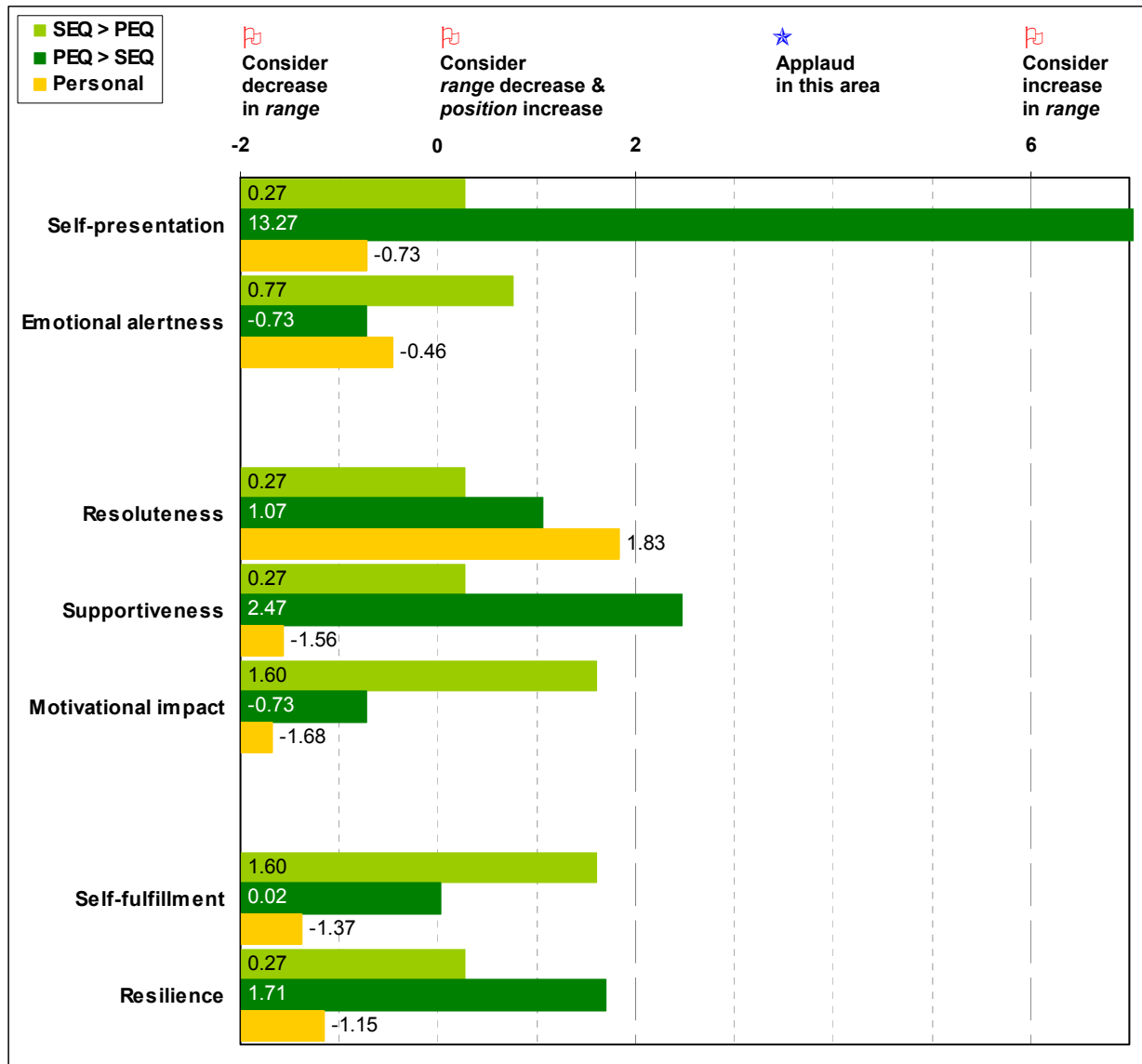
Bear in mind that while roughly three-quarters (77.32%) of all EQ-i scale scores lie within the 80-120 range, the expected range of cluster scores naturally shrinks when several scale scores are averaged. (The same tendency is found when looking at group profiles.) This requires skillful interpretation of subtle differences between cluster performances, and further necessitates a good look at the dispersion of scale scores. This is conveniently done when we consider the Cluster Performance Status.



## From the Viewpoint of Cluster Status

Competence in a cluster depends not only on its central positioning on the EQ scale range, but also on the degree to which the contributing EQ-i scales work together (or not) to achieve a desirable cluster performance score. Cluster Status can be interpreted in three categories. Because the contributing EQ-i scales can lie on either side of the Central Cluster Performance score, the status value can either be a positive, or a negative value. Recognizing that the Cluster Status values lie on a continuum, we use 0 and +2 as the dividing lines for interpreting the categories.

### Overview of Cluster Status Comparison with SEQ and PEQ



### Cluster Status in the area below 0

Firstly, a negative status value is telling in any cluster. Should the value creep away from 0 to approach -1 or even lower, you should pay attention to the *range* of EQ-i scale scores that contribute to the specific cluster. One (or two) of the scales may not be in alignment, this scale score being either considerably lower or considerably higher than the others. This means that those particular EQ attributes may hamper candidates' competence in that EQ cluster.

### Cluster Status in the area of 0 to +2

Secondly, a low positive value in the area of 0 to +2 range is also noteworthy. In this case, several factors are of interest:

- i. The range of scores achieved in the contributing scales of a cluster  
*A small range is desirable, meaning all contributing scale scores lie close to one another.*
- ii. Candidates' cluster performance against that of their personal Total EQ score (graphed with the Central Cluster Performance scores on the previous page)  
*Ideally candidates' Central Cluster Performance should be slightly higher than their Total EQ score for them to be competent in that cluster.*
- iii. Candidates' cluster performance against the standardized Total EQ of the target population  
*Ideally candidates' Central Cluster Performance should be markedly higher than 100 for them to be more competent than the norm population against which their EQ-i scores are standardized.*

A score inside the 0 to +2 area for a particular cluster means that it is currently not one of the candidate's particular personal strengths. Cluster competence may be challenged around the need for a tight *range* value (i.e., one or two EQ-i scales that are not in alignment with the others) and around comparative total EQ performance (i.e., all under-developed contributing EQ-i scales to this cluster). Thus in addition to a large range of contributing EQ-i scale scores, the *position* of the candidate's current cluster performance may show that it falls below his/her personal Total EQ, or that of the norm group against which the EQ-i profile is standardized, or both.

- 📌 Note that candidates' Cluster Status value may be in the 0 to +2 range, even if their Central Cluster Performance signifies desirable functioning. For example, their Cluster Status value may be close to 0, while their Central Cluster Performance score is considerably above that of the norm group – even if the contributing EQ-i scale scores vary somewhat – and notably below their personal Total EQ. This means that while they are capable of performing in that cluster role, it is not their preferred role, it may not come naturally to them and they may feel strain as a result of such a role.

### Cluster Status in the area distinctly above +2

Thirdly, a positive value distinctly above +2 indicates the degree to which the cluster can be considered a strength. A positive value that is markedly larger than +2 indicates that candidates are competent in this cluster area.

- 📌 There is a limit to how high a Cluster Status value can go and still be applauded, lying at about +7 (the right extreme of the Cluster Status graph). If any Cluster Status bar stretches off the map on the right-hand-side, this should be taken as a warning signal as well. Again, let us take the above scenario, but this time candidates' Central Cluster Performance score is far above that of the norm group, and far below their personal Total EQ, and the range of contributing EQ-i scale scores is very small.



This means that while candidates are competent in that cluster role and it comes naturally to them, they may be drawn to almost always perform in this particular role. A toning down of one or two EQ attributes that form part of this cluster will increase the range in scores and open up possibilities to bridge over to candidates' competence in other clusters.

## **For the Mathematically Curious**

In statistics, moments can be used for computing measures that describe a distribution of EQ cluster scores. The first moment is used to calculate the mean (i.e., the Central Cluster Performance), the second, the variance; the third, skewness; and the fourth, the kurtosis of the distribution. The calculation of each Cluster Status value borrows from descriptive statistics relating to the second and fourth moments around the Central Cluster Performance. In other words, the Central Cluster Performance of each cluster is raised to particular mathematical powers to reveal the degree of your competence therein.

The specific ways in which the EQ-i scales work together to achieve cluster competence form three independent angles of insight, or viewpoints. These offer valuable direction for further development, which is detailed in the AIR-Develop.

## **A Note on the Status of SEQ and PEQ**

The cluster status of both the SEQ and PEQ profiles (in the graphed green bars) further underscores that neither of the two profiles are ideal for all circumstances, as most of the cluster status values fall outside of the desired 2-6 range. The extreme scores to both sides in the graph deserve special attention, as we can see that:

- For several clusters with status values below 0, at least one EQ attribute diverges from the others within that cluster. People who have a personal EQ-i profile that looks similar to one of the SEQ or PEQ profiles can work specifically on these EQ attributes to increase their competence in the corresponding clusters.
- Both the SEQ and PEQ profiles have one cluster each with a value above 6. People who have a personal EQ-i profile that looks similar to one of the SEQ or PEQ profiles can work on increasing the range of scores within the EQ attributes to increase their competence in either of these two clusters.

## **Putting Cluster Status in Context**

People's response style pattern is known to influence their EQ-i profile. For example, some people are comfortable with using a large number of response options 1 and 5 when completing the survey, while others use them sparingly and stay mostly within the 2 to 4 range. These are not the only patterns; many more style combinations of response options exist. In any event, these patterns can be associated with specific personalities and cultures. As a result, the range score used when calculating the Cluster Status is also slightly affected. The validity of the advanced interpretation offered in this report relies on the accuracy of both:

- i. The responses candidates provided when they completed the EQ-i.
- ii. The accuracy of the EQ-i benchmark profile.



## Next Steps

- A next step for you could be to gain in-depth insights and specific guidelines to further your EQ development. The AIR-Develop is great for this purpose.
- You may want to retake the EQ-i assessment after set time intervals to gauge the impact of your EQ development through the AIR-Track, another report option that is available to you.
- You may also want to interpret your report within the context of recruitment, or even to benchmark your profile against a set criterion. For example, you can compare your personal EQ-i profile against an EQ profile that is thought to be ideal for your job, or against the desired EQ competencies and clusters for top performance in your organization. The AIR-Select and AIR-Match are great for these objectives.
- Alternatively, you may want to use the AIR-Health to understand and manage the connection between your emotional centers and your physical health.
- Group development, the suitability of group membership and group success can also be monitored through the Group Dynamics Report (GDR), available from ePsy Consultancy.

## In Summary

The objective of the AIR-Social is to present a snapshot of your current competence in seven EQ clusters within the context of your social intelligence as it relates to your everyday functioning in the workplace and elsewhere. It is designed to highlight what works well, and where the opportunities lie should you choose to pay attention to them. The report brings with it an obligation to the user to responsibly follow up on its findings.

Bear in mind that just as some people are specialists while others are generalists, cluster performance can vary between people as well, and required competence in them may depend on personal goals, external criteria for performance, etc. Your cluster performance speaks to balance and equilibrium in your life, with pointers for new avenues to venture into. Becoming emotionally competent is a journey to enjoy.

**End of Report**

