



The Applied Emotional Intelligence Programme of Study

Post-graduate learning and development for
Coaches, Trainers and Business Professionals

Foundation in Emotional Intelligence Self Mastery

Certificate in Emotional Intelligence Coaching

Diploma in Emotional Intelligence Development



Work Based Learning
at Middlesex University



**Institute for
Applied Emotional Intelligence**

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Minds4Success
wholeself development

The Applied Emotional Intelligence Programme of Study is promoted, administered and delivered by Minds4Success Limited.



About the Applied Emotional Intelligence Programme

- Do you want to be an emotionally intelligent coach or trainer?
- Do you want to champion the creation of an emotionally intelligent culture in your organisation?
- Do you want a personal development experience that truly helps you create positive outcomes and relationships in your life?

If your answer is yes to any of these questions, then please read on – the accredited Applied Emotional Intelligence Programme has been designed to meet these and other training and development needs.

Why Study Applied Emotional Intelligence?

The role of an emotional intelligence coach or practitioner encompasses two sides of change – own personal change, and facilitating change in others.

What sets this programme of learning apart from other EI-based and non-EI-based practitioner training is the level to which the emotional intelligence coach or practitioner needs also to be emotionally intelligent themselves.

Without this integrity it is impossible to facilitate emotional intelligence development in others. Being emotionally intelligent ourselves provides the bedrock on which the essential trust within any client relationship is built, and which serves as a learning device in itself through role-modelling.

An Applied Emotional Intelligence coach and practitioner will demonstrate this mastery in three fundamental ways – they will:

- be non-judgmental of themselves and of others
- have excellent awareness of their own feelings and the ability to express these with choicefulness
- have a true belief in human potential, their own and that of others.

The learning promoted through this programme facilitates the mastery of these three fundamental aspects of personal change by the delegate.



The underpinning framework

The key determinants of human performance are identified through the KASH model. To perform at our optimum we need to have:

Knowledge – the cognitive aspect of knowing

Attitudes – the integrated positive thinking and feeling of ‘can-do’

Skills – the competencies that demonstrate the ‘know-how’

Habits – the consistent behaviours that demonstrate sustained learning

The Applied Emotional Intelligence Programme is designed to facilitate attitudinal and habitual change in the Emotional Intelligence of the student, as well as provide knowledge and skills development in EI as a subject area. It is by addressing all four of these factors that the learning will become integrated within and reflected through practitioner excellence.

The aim of the Applied Emotional Intelligence Programme is to provide students with a leading learning opportunity in the relatively new discipline of emotional intelligence development.

Post-graduate study

The programme’s modules and pathways are designed to be delivered to a post-graduate level of learning.

Therefore students successfully completing one of the pathways would be able to:

- display mastery of a complex and specialised area of knowledge and skills in the new area of applied emotional intelligence
- demonstrate expertise in the highly specialised and advanced professional skills of an EI coach and/or EI practitioner
- conduct advanced professional activity that facilitates personal and/or organisational change
- design and apply appropriate research methodologies and communicate results of research to peers that facilitates understanding of the effectiveness of this discipline
- accept accountability for own learning, for related decision making, and for seeking supervision and peer support



Applied EI diagnostic tools

Delegates who attend the Certificate and Diploma pathways will also be accredited in the latest Applied EI diagnostic tools during their course of study. Details of these tools were being finalised at time of going to press. Please contact us for further information.

Programme aims and outcomes

Programme Structure

The programme consists of 6 modules of learning, each representing a different aspect of applied emotional intelligence.

The programme is set at academic Level 4 (Masters level), and is accredited by Middlesex University (MU).

The table below lists the modules and the level of credits that may be awarded.

The modules are:

No.	Module Title	MU Credits
1	Foundation in Emotional Intelligence Self Mastery (Foundation in EI Self Mastery)	20 credits
2	Emotional Intelligence Coaching Skills (EI Coaching Skills)	20 credits
3	Emotional Intelligence Coaching Practice (EI Coaching Practice)	20 credits
4	Facilitating Emotional Learning & Development	20 credits
5	Emotional Intelligence Measurement (EI Measurement)	20 credits
6	Organisational Emotional Intelligence (Organisational EI)	20 credits

(brackets contain abbreviated titles which we commonly use)

The core module, Module 1, may be attended individually, or as part of two other specified pathways which lead to a Certificate or Diploma award.



The programme pathways

We offer three specific pathways of learning to meet the range of EI specialist and learning needs. These are:

- Foundation in EI Self Mastery (20 credits)
- Certificate in EI Coaching (60 credits)
- Diploma in EI Development (120 credits)

The Foundation in EI Self Mastery is the core module. It can be attended individually, and it also spearheads the Certificate and Diploma pathways.

The Certificate and Diploma pathways require completion of the following modules highlighted in the table below:

No.	Module Title	Certificate in EI Coaching	Diploma in EI Development
1	Foundation in EI Self Mastery	✓	Certificate in Emotional Intelligence Coaching
2	EI Coaching Skills	✓	
3	EI Coaching Practice	✓	
4	Facilitating Emotional Learning & Development		✓
5	EI Measurement		✓
6	Organisational EI		✓



Who is the Programme for?

The Applied Emotional Intelligence Programme and its learning pathways are intended for anyone who recognises the value of releasing human potential. It is for professionals who recognise that this is a key to gaining a competitive advantage in the future.

This can range from HR practitioners, independent consultants, coaches and trainers, to line managers and sales and marketing professionals who can use the techniques in building organisational Emotional Intelligence for the benefit of their customers as well as their own people.

It may also appeal to managers from specialised areas such as IT, Finance, Legal, Engineering etc who may have few developed skills in managing people, except for those they have picked up through their own on going professional development and experience. They can now gain an understanding of people and their issues in much greater depth.

The programme will also attract professionals from clinical or occupational psychology and other disciplines who perceive the need to apply Emotional Intelligence concepts in their work.

Entry criteria

Applications are accepted from candidates who qualify in the following areas:

A minimum of two years work experience in one of the following:

- management consultancy
- training and/or HR
- line management
- appropriate professional experience or management roles such as internal consultancy, project management, team leadership, teaching, coaching, counselling

Plus the ability to study to post-graduate level by having one of the following:

- previous degree level study or
- relevant professional qualifications or
- an acceptable portfolio of professional experience and training



Study Options

Foundation in EI Self Mastery

This module is designed to introduce the key principles of Applied Emotional Intelligence that underpin the capacity to be self managing and to develop and sustain healthy relationships in all areas of life.

Successful students will be able to:

- Understand and critically discuss the basic principles of Applied EI
- Appreciate and evaluate their own strengths and qualities, and those of others, as well as areas for personal change
- Understand and reflect on how their own thoughts and feelings define their own behaviour, impact on the success of personal change endeavours, and affect different relationships and interactions with others
- Recognise and critically discuss the impact personal EI has on personal and leadership performance
- Integrate techniques for managing and dismantling unhelpful thoughts, feelings and behaviours, and improving and fine-tuning relationship skills
- Be self-directing in their continuing personal development, and learn from their personal EI development experience to inform their interactions and work with others

Certificate in EI Coaching

To develop the knowledge, skills and attitudes of coaches in relation to Emotional Intelligence and coaching, and to recognise the inherent interplay between the two. To raise the competence, confidence and capacities of the spectrum of coaches and would-be coaches who are committed to achieving personal excellence and high standards of professionalism in their work.

Successful students will be able to:

- Understand and evaluate the different coaching frameworks and models and their application both in isolation and in tandem with Emotional Intelligence and non-EI frameworks



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- Master core EI coaching skills such as active empathic listening and goal-setting to facilitate the release of potential
 - Identify and achieve greater awareness and effective behaviour in self and facilitate the same for others
 - Select the most appropriate, and create their own assessment measures and development resources and exercises for accelerated client EI development
 - Understand and respect the interindividual differences in people
 - Bring value to client relationships by presenting an effective business case and establishing appropriate benchmarking to generate a meaningful return on training investment through their coaching service
 - Facilitate effective and ethical contracting to establish mutually beneficial objectives and procedures for all parties concerned

Modules

1. Foundation in EI Self Mastery
2. EI Coaching Skills
3. EI Coaching Practice

Diploma in EI Development

To develop the knowledge, skills and attitudes of practitioners/professionals in relation to Emotional Intelligence and its development in individuals, teams and organisations. To engender EI practitioner excellence within a wide range of human performance professionals who are committed to achieving personal excellence and high standards of professionalism in their work.

Successful students will be able to:

- Master and expertly exhibit core skills in interpersonal relationships such as giving feedback and facilitating the release of potential
- Identify and exploit opportunities for greater awareness and self management in self and in others
- Select the most appropriate, and create their own assessment measures and development interventions
- Interpret, feedback and apply several assessment methods and tools
- Design, execute and evaluate a range of development programmes at the individual, team and organisational level



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- Understand and critically assess how to develop Emotional Intelligence in organisations in order to build an effective culture and create learning opportunities for increased change capacity and knowledge management
 - Understand and critically discuss the different Emotional Intelligence frameworks and their application both in isolation and in tandem with other Emotional Intelligence and Non-EI frameworks
 - Understand and critically assess competency programmes for emotional competencies, and redesign programmes to effectively build emotional competencies into the heart of an organisation through the competence framework and management behaviours
 - Keep abreast of, and critically evaluate emerging theories of Emotional Intelligence and human development
 - Bring value to their organisation or clients' organisations by presenting effective justifications, and selecting tools that establish a ROTI (return on training investment) for organisational interventions
 - Understand and critically discuss the emerging concept of Emotional Intelligence in relation to human performance in a wide range of both professional and personal areas
 - Understand and critically discuss the international commonalities and yet the vital differences in Emotional Intelligence expression in different cultures

Modules

1. Foundation in EI Self Mastery
2. EI Coaching Skills
3. EI Coaching Practice
4. Facilitating EI Learning and Development
5. EI Measurement
6. Organisational EI



Who delivers and accredits the Programme?

Teaching organisation

The programme is promoted, administered and delivered through Minds4Success Limited, specialists in emotional intelligence development and training.

Our team of tutors, mentors and assessors are specialists in the application of emotional intelligence as trainers, consultants and coaches, and each has their own unique skills base.

It is overseen by the programme's designers Tim Sparrow and Amanda Knight, authors of the book 'Applied EI' (Wiley 2006).

Academic accreditation

The Applied Emotional Intelligence programme is accredited by Middlesex University. Students will be automatically registered with Middlesex University at the application stage as university assessment cannot be undertaken retrospectively. The student fees are included in the programme price.



Students who successfully complete the Certificate in EI Coaching will receive a post-graduate certificate from Middlesex University. Students who successfully complete the Diploma in EI Development will receive a post-graduate diploma from Middlesex University. Credits may also be mapped on to the Middlesex University MA or MSc in Work-Based Learning.

Professional body endorsement

The programme is endorsed by the Institute for Applied Emotional Intelligence (IAEI), a not-for-profit organisation whose aim is to promote the understanding of EI and ethical and professional EI practice.



Students will automatically become student members of the IAEI and receive free first year's membership. This entitles them to access to the Institute's online resources and programme of CPD.



Accreditation through Prior Learning

We are aware of most of the other programmes available on Emotional Intelligence and on Coaching in the UK. Our programme of study is unique because we combine recognised coaching skills and practice with the principles and practice of Applied Emotional Intelligence. The learning objectives and learning outcomes of these two disciplines are integrated, they are not taught separately. Therefore attendance of, participation in and assessment of learning for each of our modules in their entirety is necessary to assimilate the learning. The only exception is the accreditation in the externally accredited Applied EI diagnostic tools.

An alternative is for students to attend the core module, 1. Foundation in EI Self Mastery, and to then apply directly to Middlesex University to attend the MA or MSc in Work-based Learning. Students can submit a portfolio of work-based learning for assessment through the University's APL system. Otherwise, 80 credits from the Applied Emotional Intelligence programme may be mapped on to this Masters programme.

Schedule and Prices

Programme schedule

A rolling programme of modules is offered, and students may join the programme at any time.

All students must begin the core module, Module 1 Foundation in EI Self Mastery first before commencing any other module, ie. the first 2 days of Module 1 need to have been attended before commencing Module 2. This is because the basic principles of Applied EI theory are covered in the first 2 days of the core module. This then serves as a baseline of learning that underpins all other modules. The critical aspect of personal EI development will also have been set underway.

Students then follow their desired pathway and can spread out attendance of subsequent modules to suit their learning style, availability and budget. There is a maximum time period for completion of the pathways, to be agreed on application.

Numbers are restricted to a maximum of 16 delegates per module to facilitate attitudinal development as well as knowledge and skills learning.



Prices

Each module is priced at £1,500 plus VAT (2008 prices). This covers:

- 5 days teaching per module
- Venue, lunch and refreshments on attendance days
- On-going tutor support and student assessment
- All Middlesex University registration and assessment fees
- IAEI student membership (first year only)

Payment is to be made for each module prior to commencement of that module. Terms and conditions apply and are provided with the application details.

This means that payment for the learning pathways may be spread out across the learning term. Total prices for each pathway equate to:

Foundation in EI Self Mastery @ £1,500 plus VAT.

Certificate in EI Coaching @ £4,500 plus VAT.

Diploma in EI Development @ £9,000 plus VAT.

Further Information

For a full prospectus, the latest timetable of modules, and / or an application form, please contact us at masters@minds4success.co.uk.

Please also contact our Course Director, Amanda Knight, to arrange a no-obligation exploratory discussion to explore if this programme is right for you. Please contact her by email at amanda@minds4success.co.uk or by phone on 07977 193005.

Background information on applied emotional intelligence is available on the Institute for Applied Emotional Intelligence (IAEI) website at www.emotionalintelligence.co.uk.