

Press release

British Council Supporting Leadership Excellence in Singapore and APAC by Increasing Emotional Intelligence in Business and Education

4 July 2014 - Singapore: Organizations around the world are turning to “emotional intelligence” as a toolset for leaders to become more effective with people. Emotional intelligence means being smarter with feelings, and research shows it’s a driver of leadership excellence.

Despite growing popularity of emotional intelligence, or “EQ,” there are few options for development that are both scientifically sound and practical; that’s changing in Singapore. To increase these people-leadership skills in Asia-Pacific, the Professional Development Centre of the British Council in Singapore is partnering with the global emotional intelligence network, Six Seconds.

Six Seconds, originally established in Silicon Valley in the US, is the global leader in turning the science of emotional intelligence into practical tools. Now an extensive network with offices and representatives around the globe, the not-for-profit provides research and shares best practices including eight validated psychometric tools and dozens of books, games, elearning tools and learning programs for every sector.

The British Council, the United Kingdom’s international organisation for cultural relations and educational opportunities, has joined the network as a “Preferred Partner” to deliver measurable, robust tools for people-leadership in Singapore and beyond. For example, a multi-year case study on emotional intelligence at FedEx found that increasing emotional intelligence is linked dramatic improvements in decision-making, influence, and in quality of life.

Eldon Pascoe, the Director Professional and Teacher Development at the British Council, says, “In our collaboration with business and educational institutions across Asia, one of the most frequent needs is an increased capacity to work well with people. Using Six Seconds’ scientific measurement tools and methods, we’ll be better able to meet this essential need.” For information on the British Council Corporate Training Workshops in Singapore, see: www.britishcouncil.sg/corporatetraining

Sue McNamara, the Regional Network Director of Six Seconds in Asia Pacific, says, “Emotional intelligence is absolutely essential in our region – for connecting, leading, parenting, and learning in a globalizing world, we all need skills to be aware and intentional in our responses. So I’m thrilled this partnership will bring these life-changing skills to more people in APAC.”

Six Seconds’ vision is that by 2039, a billion people will be practicing the skills of emotional intelligence. Research on emotional intelligence shows that when people practice these skills, their lives are more successful, healthier, and they make better decisions. For information, see www.6seconds.org.

NOTES TO EDITORS

The British Council is the UK's international organisation for educational opportunities and cultural relations. We create international opportunities for the people of the UK and other countries and build trust between them worldwide.

We work in more than 100 countries and our 7000 staff – including 2000 teachers – work with thousands of professionals and policy makers and millions of young people every year by teaching English, sharing the Arts and delivering education and society programmes.

We are a UK charity governed by Royal Charter. A core publically-funded grant provides less than 25 per cent of our turnover which last year was £781m. The rest of our revenues are earned from services which customers around the world pay for, through education and development contracts and from partnerships with public and private organisations. All our work is in pursuit of our charitable purpose and supports prosperity and security for the UK and globally.

Six Seconds is a global network working toward one billion people practicing the skills of emotional intelligence. Founded in Silicon Valley, California, the not-for-profit organization now has offices and representatives in 25 countries and is the largest global organization dedicated to making the science of emotional intelligence practical in business, education, and life.

In the corporate sector, Six Seconds' partners develop a culture of leadership excellence, accelerate change, and build customer loyalty with organizations such as FedEx, HSBC, the US Navy, the United Nations, and Microsoft. An extensive library of case studies about these methods and tools is available on www.6seconds.org/business

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