

## Emotional Intelligence

# An Engaging Front Line - Using QO2™

Recent surveys<sup>1</sup> find that firms with the highest percentage of engaged employees collectively increased operating income by 19% and earnings per share by 28% year to year. Companies with the lowest percentage showed year-to-year declines of 33% in operating income and 11% in earnings per share. What do we mean by “engaged”? We define it as the extent to which an employee will put in extra effort to go the extra mile for the customer on behalf of the company.

The workshop focuses on customer-facing staff – sales and customer service – and explores the impact of an individual’s personal traits on their engagement levels at work. Incorporating the QO2™ profile, the workshop helps people gain useful insights into the ways they react to external influences, how they address challenging customers and how persistent they are at finding solutions to customers’ problems.

The QO2™ Profile measures five subscales: MTG Energy, Multi-Pathways Thinking, Optimism, Time Focus and Fault-Finding and calculates an individual’s Opportunities-Obstacles quotient.



### Course objectives

- Gain a deeper understanding of what motivates engagement levels
- Increase self-awareness particularly in relation to the 5 subscales
- Provide solutions to customers’ problems
- Foster open communication and stay receptive to bad news as well as good
- Build resilience

### Course outline

1. What is your QO2? To what extent do you tend to focus on opportunities and obstacles?
2. The QO2 – what does it measure?
  - Exploring the 5 sub-scales
  - What they mean for me
  - What they mean for my team
  - What they mean for my customers

*The course was fantastically conducted. A couple of management tools were taught. Very good and makes me highly “value added” to my organisation.*

*Client feedback*

3. Problem solving using multi-pathway thinking techniques associated with the four quadrants. Introducing the techniques:

- Introvert– left brain
  - cause effect diagrams
  - drill down diagrams
- Introvert– right brain
  - appreciation tool
  - visualisation
  - internal observer
- Extrovert– left brain
  - SWOT analysis
  - Fishbone diagrams
- Extrovert– right brain
  - spider diagrams
  - models

4. Moment mapping the customers' emotional experience with the company

- What are the potential ignition points?
- What emotional rewards can compensate?
- Case studies taken from workplace situations
- Team work – using multi-pathway thinking to solve customers' problems

5. Presentations and demonstrations

- Sales team – role play, analysis and replay
- Customer service team - role play, analysis and replay

6. How to enhance resilience at work – planning and strategy

- Knowing myself and managing myself
- Knowing others and managing the experience
- Polishing your character strengths – brief presentation

*Virgin has always worked on the general philosophy of staff first, customers second and shareholders third. This may sound the wrong way round but we've always believed that if we look after our people well they will look after our customers better and as a result shareholders will benefit in the long term. It seems to have worked so far!*

*Richard Branson*

*People who learn optimism skills are more motivated, more successful, have higher levels of achievement, plus significantly better physical and mental health.*

*Seligman, 1991*



Address: VBox 881746  
Singapore 919191  
Office: +65 63465282  
[www.emergeassociates.com](http://www.emergeassociates.com)

Co Reg No: 53091904D