



# Brain Profiler Certification

The Brain Profiles distill the power of an advanced emotional intelligence assessment tool into one page for compelling, quick, meaningful insight. They are ideal to make EQ into a practical vocabulary in a wide range of learning & development programs through the cycle of talent development, from selection through to development.

Learn to utilize this remarkable toolset including three individual profiles and the invaluable group Dashboard... and earn your Brain Profiler Certification.

"I have been using Six Seconds tools for more than three years, and my clients find the insights a great asset for growth and development in both their business and personal lives."

- Dr. Abdulhai Megdad, CEO, Mega Consult

**BPC** Brain Profiler  
CERTIFICATION

  
International Coach Federation  
*Business Partner*

 **sixseconds**  
THE EMOTIONAL INTELLIGENCE NETWORK

Great program that brings emotional awareness with content and credibility. Perfect level of interaction, theory and activities.

Marcelo De Paulo, Director L&D, Viceroy Hotels

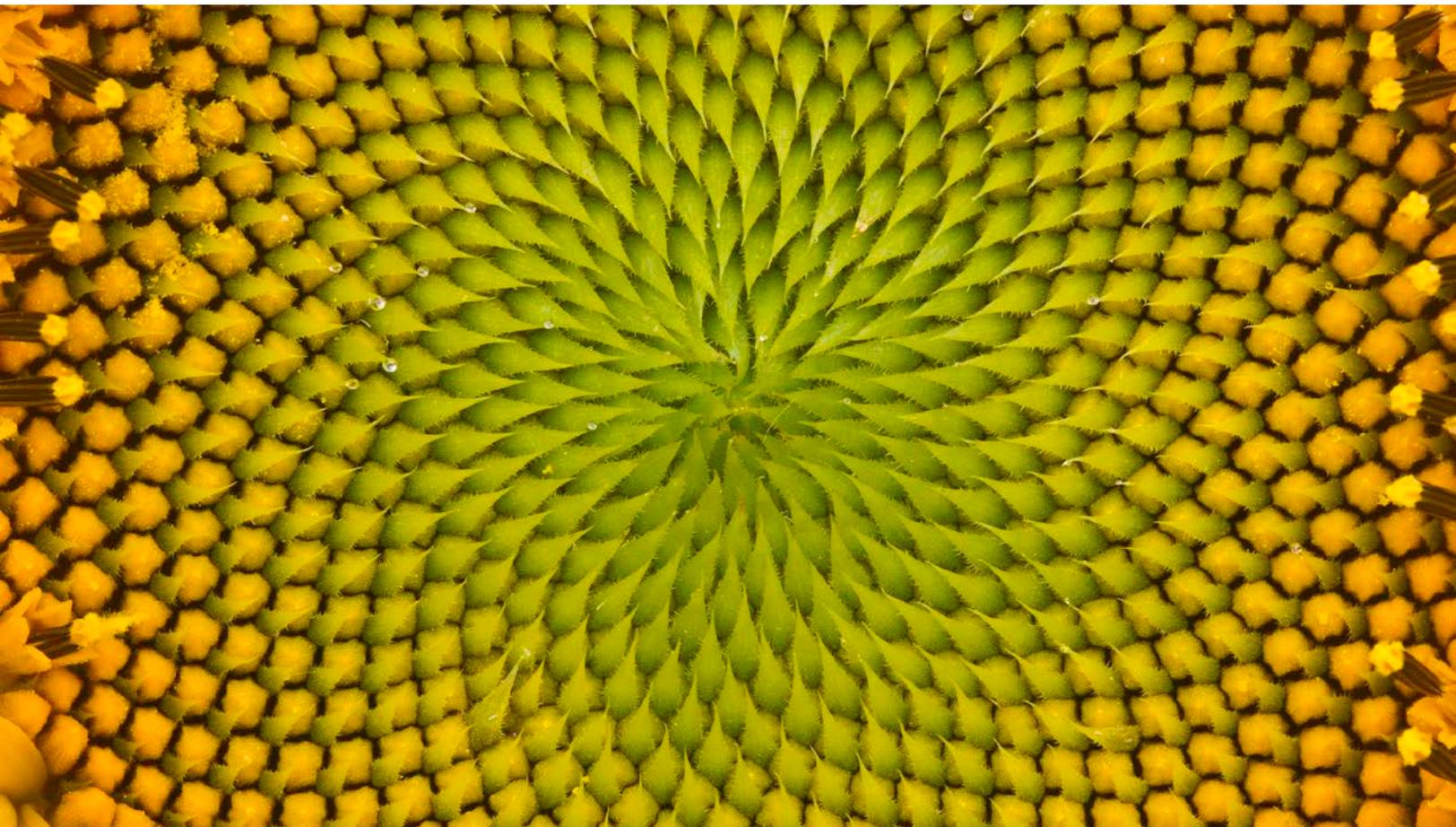
## Certification Benefits

Join Unlocking EQ then become a “Brain Profiler” and...

- Clarify the value of emotional intelligence and your vision of leveraging EQ.
- See why EQ & the insights of the Brain Profiles are essential for leaders in this VUCA context.
- Learn why and how to use the three EQ Profiles and the Dashboard.
- Understand your own EQ, BRAIN STYLE and BRAIN TALENTS and how to leverage these EQ insights to improve.
- See how to use the Profiles in practical organizational applications: Communication, Talent, Strategy.

In volatile markets and rapid change, what really creates performance? New insights from neuroscience and organizational research reveal key drivers that make the difference.

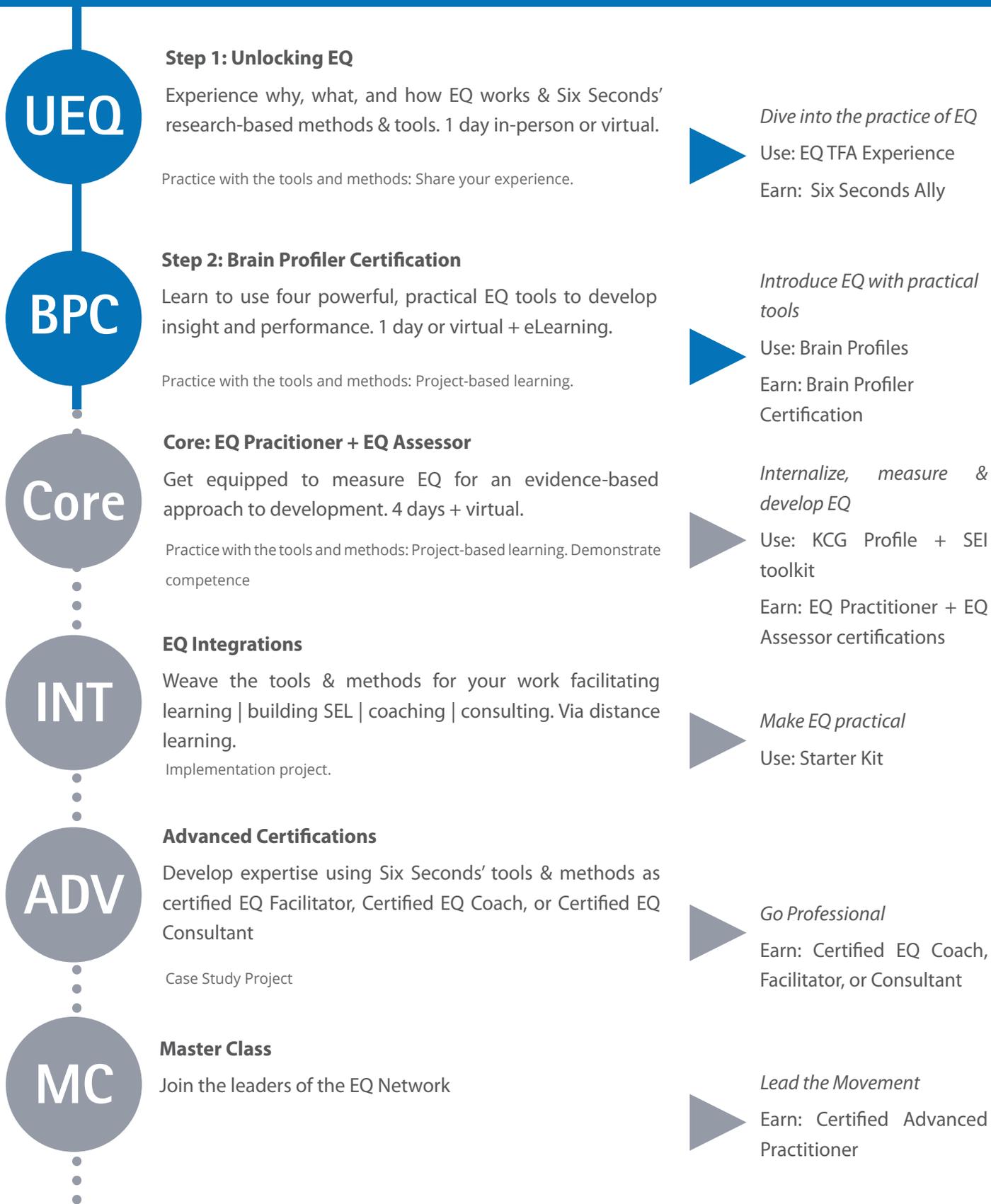
In an action-packed training, managers and people responsible for increasing managerial performance will access key insights and powerful tools to work better with people. “Emotional intelligence” isn’t just a buzzword for people-skills, it’s a specific, learnable, measurable skillset to improve performance.



A very practical program with time to explore the value of EQ.

Dr Martin Gardner, Management Development Manager, Adgas

# Certification Pathway



“Excellent ‘hands-on’, experimental course to improve your EQ and that of people you impact. Must-do workshop for all leaders as the journey begins from the top.”

Sarojini Rao, Principal, Indus Int’l School, Bangalore, India

## Part 1: Unlocking EQ

This is the only course of its kind – ideal for people seeking to incorporate emotional intelligence (EQ) into their work and life.

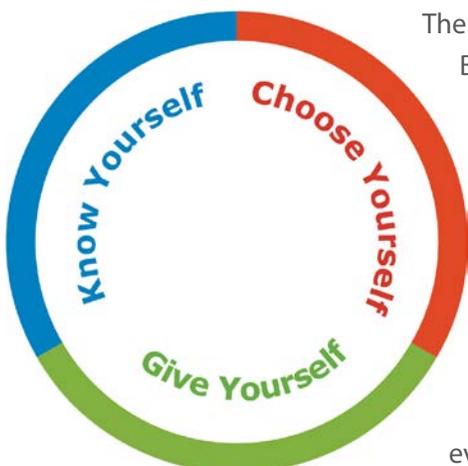
Immerse yourself in Six Seconds’ unique approach to create value with emotional intelligence and see how this method works for you.

In this course you will...

- Develop a clear “case” for emotional intelligence.
- Explore the Six Seconds Model, a process framework for making emotional intelligence practical.
- Review some of the latest research on the brain, emotions, and performance.
- Clarify your vision and define key goals for your own EQ development.
- Learn to use the TFA Cards to introduce EQ and to use EQ to solve specific challenges. Your TFA Cards are a gift to take home to practice & share EQ.

Emotional intelligence is the ability to use emotions effectively, and it’s the foundation for life success... and one of the World Economic Forum’s top skills for the 21st Century. This course builds your capacity to develop this core capacity.

Unlocking EQ is the first step in all of Six Seconds’ powerful range of certification courses. See [6sec.org/cert](http://6sec.org/cert)



The Six Seconds Model of EQ-into-Action begins with three important pursuits:  
Become more aware (noticing what you do) - Know Yourself.

Act more intentionally (doing what you mean) - Choose Yourself.

Be more purposeful (doing it for a reason) - Give Yourself.

This model is both simple and substantive. It’s easy to learn, practical, and action-oriented providing a process framework for putting the science of emotional intelligence into practice.

There are eight learnable, measurable competencies that make the model even more practical; these are covered in the EQ Practitioner course.

"EQ is crucial for business development and yet in nearly 30 years of working in corporates, I have never had EQ explained, demonstrated and presented in this most engaging fashion. A superb facilitator who shared abundantly. This is truly the BEST program I've attended in 20 years."

Joni Peddie, MD of Bizcomm Group & Lecturer, Gibbs Business School, Johannesburg, South Africa

## Part 2: Brain Profile Certification

Get certified as an EQ Profiler to access four powerful, practical tools to develop insight and performance. The training focuses on practical applications of the profiles, so you walk away understanding the tools and specific ways to use them to:

Improve communication by building awareness of Brain Styles

Strengthen talent from selection to development by conducting an interview (or coaching session) around the Brain Talents

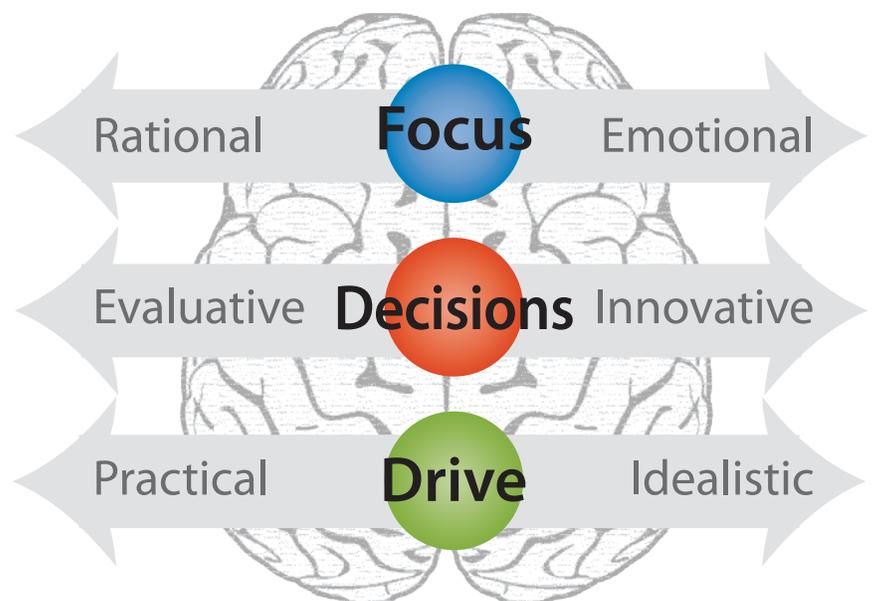
Focusing on the people-side of strategy by using the Dashboard for insight on a team and how they can most effectively achieve their goals.

Based on the latest research, gain insights into how to create tangible value with emotional intelligence. The Brain Profiles are powerful, practical, and highly engaging.

The tools are based on a practical definition of emotional intelligence embedded in the model to the right: EQ is the ability to blend rational + emotional data to make effective decisions so you can drive optimal results.

In this course you will...

- Recognize how you blend emotion and cognition to process information
- Discover your own BRAIN STYLE and BRAIN TALENTS
- Utilise the the three EQ Profiles with others to enhance your training, coaching and people development
- Gain insight into groups using the Dashboard
- Become certified as a Six Seconds' Brain Profiler able to purchase and administer the Brain Brief, Brain Talent, Brain Discovery, and Dashboard profiles.



The PROFILES distil the power of an advanced assessment tool into one page for compelling, quick, meaningful insight into your brain.

# About the Brain Profiles

The Profiles offer a simple-but-serious approach to turn emotional intelligence into tangible value. In the words of an operations manager at FedEx: "Finally, we're not just TALKING about emotional intelligence - now I have something I can actually use."

In just a page, each profile provides powerful insight to put EQ into action.

## Brain Brief Profile

Synthesis of how our brains process essential data.

**SEI EMOTIONAL INTELLIGENCE ASSESSMENT**  
The snapshot of your brain's current style for processing emotional and cognitive data

**BRAIN BRIEF PROFILE**  
Your brain's preferences (not necessarily your behavior)  
in focus, decisions, and drive

For: Sample Report  
Date: November, 20 2015

**Focus:** your brain is better at perceiving the emotions (vs. collecting rational data).

**Decisions:** your brain likes finding alternatives (vs. careful evaluation).

**Drive:** your brain slightly prefers considering long-term goals (vs. pushing for practical actions).

Brain Style: The Visionary  
The "Visionary Brain" focuses on emotion first (and may not attend to factual data). These brains make decisions based on the opportunity, and sometimes ignore risks. This Brain Style is engaged by the big picture, the benefits, and the human implications. Are you giving your brain the chance to see the human, inspirational, future-oriented story? Do you recognize yourself? If not, probably you are not using all your brain's strengths.

See *The Brain Brief Interpretation Guide* for more. <http://sixsec.org/brain>

Asset #1: Achievement  
Your EQ Brain Style may be helping you create great results personally and professionally.

Asset #2: Balance  
Your Brain Style is helping you prioritize, manage stress and be fully present.

Profile Provided by: Office IT Six Seconds - [office.it@sixseconds.org](mailto:office.it@sixseconds.org)  
For more on the Brain Brief and next steps, contact your provider at the email above, and visit for these resources. <http://www.sixseconds.org/brain>

Also available for youth ages 7-18

## Brain Talent Profile

Key capabilities to generate results and create the future.

**SEI EMOTIONAL INTELLIGENCE ASSESSMENT**  
Insights into your current "Brain Apps" key tools for the people side of performance

**BRAIN TALENT PROFILE**  
For: Sample Report  
Date: November, 20 2015

Like a smart phone app, a "Brain App" is a tool for your brain. These "apps" let you perform important processes using cognitive + emotional data to achieve results. These learned capabilities help people be effective at work and in life.

Your Top Brain Talents in Order

- Collaboration:** This App includes the capability to connect, work with others to leverage and build shared understanding.
- Emotional Insight:** Brains with App are likely to understand people and predict human needs and dynamics.
- Connection:** This App is about tuning into people, and is essential for building strong relationships, networks, and alliances.
- Proactivity:** With this App running, the brain is committed to taking action and achieving without the need for external pressure.
- Risk Tolerance:** A brain running this app can judge risk, and maintain an even balance.
- Imagination:** With this App, brains are able to look beyond what's visible, blending thinking and feeling to see potential.

The 18 "Brain Apps" - your top 6 are highlighted:

- Rational: Data Mining, Modeling, Prioritizing
- Emotional: Connection, Emotional Insight, Collaboration
- Evaluative: Reflection, Adaptability, Critical Thinking
- Innovative: Resilience, Risk Tolerance, Imagination
- Practical: Practicality, Problem Solving
- Idealistic: Vision, Design, Entrepreneurship

To learn more about your Brain Apps, access your free BTP Guide: <http://sixsec.org/brain>  
To contact the person who provided you this profile: Office IT Six Seconds - [office.it@sixseconds.org](mailto:office.it@sixseconds.org)

Also available for youth ages 7-18

## Brain Discovery Profile

Linking Brain Style and Talents to performance.

**SEI EMOTIONAL INTELLIGENCE ASSESSMENT**  
Insights into your brain for the people side of performance

**BRAIN DISCOVERY PROFILE**  
For: Sample Report  
Date: November, 20 2015  
Execution Time: 8:03(mn:ms)

**Focus:** your brain is better at perceiving the emotions (vs. collecting rational data).

**Decisions:** your brain likes finding alternatives (vs. careful evaluation).

**Drive:** your brain slightly prefers considering long-term goals (vs. pushing for practical actions).

	Highest Scores	Lowest Scores
Brain Talents	<ul style="list-style-type: none"> <li>COLLABORATION: Creating harmony between people</li> <li>EMOTIONAL INSIGHT: Understanding people and human dynamics</li> <li>CONNECTION: Sensing &amp; mirroring others' emotions</li> </ul>	<ul style="list-style-type: none"> <li>ADAPTABILITY: Accepting multiple perspectives</li> <li>REFLECTION: Pushing to assess</li> <li>PROBLEM SOLVING: Grouping solutions to meet present needs</li> </ul>
Outcomes	<ul style="list-style-type: none"> <li>ACHIEVEMENT: Capacity to accomplish meaningful goals</li> </ul>	<ul style="list-style-type: none"> <li>HEALTH: Capacity to maintain optimal physical energy and functioning</li> </ul>

**Reflection:** The brain has powerful "apps" to access and use data — blending rational and emotional insight. How has this capability helped you solve problems and make highly effective decisions? How can you fully leverage this capability? Emotions drive people, and people drive performance. How are you using your "Brain Talents" to be highly reliable in creating good results?

This profile was provided by: Office IT Six Seconds - [office.it@sixseconds.org](mailto:office.it@sixseconds.org)  
Please click on this link to download a one-page BTP Guide: <http://sixsec.org/brain>

**DASHBOARD INSIGHTS ON PERFORMANCE**  
PROJECT: SAMPLE | Group Size: 9 | Date: August 16, 2016

**I EMOTIONAL INTELLIGENCE**  
Average emotional intelligence of the group is shown to the right.  
The overall average of the nation-wide sample is 100.

How widely distributed are the EQ scores in the group?  
Tight Medium Wide

What mix of "Brain Styles" are present in the group?

6	Rational	Focus	Emotional	3
3	Evaluative	Decisions	Innovative	6
4	Practical	Drive	Idealistic	5

**II TALENTS**  
The "Brain Talents" in decreasing order:

- Proactivity
- Entrepreneurship
- Prioritizing
- Commitment
- Data Mining
- Resilience
- Vision
- Emotional Insight
- Imagination
- Modeling
- Connection
- Risk Tolerance
- Collaboration
- Reflection
- Design
- Problem Solving
- Critical Thinking
- Adaptability

**III PERFORMANCE**  
The performance indicators in decreasing order:

- Decision Making
- Network
- Influence
- Achievement
- Satisfaction
- Balance
- Community
- Health

**Legend:**  
Challenge Area (85-91)  
Emerging Area (82-91)  
Functional Area (92-107)  
Skilled Area (108-117)  
Expert Area (118-133)

To learn more, download the free Dashboard Guide: <http://sixsec.org/digit>  
To contact who brought you this dashboard: Joshua Freedman - [josh@sixseconds.org](mailto:josh@sixseconds.org)

Also available for youth ages 7-18

## Dashboard

1-page summary of a group showing the link from EQ & Brain Style to Talents and then to Performance.

There is a growing body of research evidence that the learnable, measurable of emotional intelligence are the “Difference that makes the difference” — see [6sec.org/case](http://6sec.org/case)

## EQ Made Practical

How do you measure core emotional intelligence skills in a way that’s useful for people and organizations? There are many approaches to EQ, but few are both rigorous and effective. Businesses, institutions, and nonprofits use Six Seconds methods and tools because they are scientific, global, and practical.

SEI, or “Six Seconds Emotional Intelligence” is a complete toolset from introductory 1-page profiles to full depth reports. The SEI line includes over a dozen detailed reports from four different assessments. The Brain Profiles are generated from the full SEI assessment, distilling an in-depth psychometric assessment to a 1-page essence.

### What makes this toolset so powerful?

#### Scientific

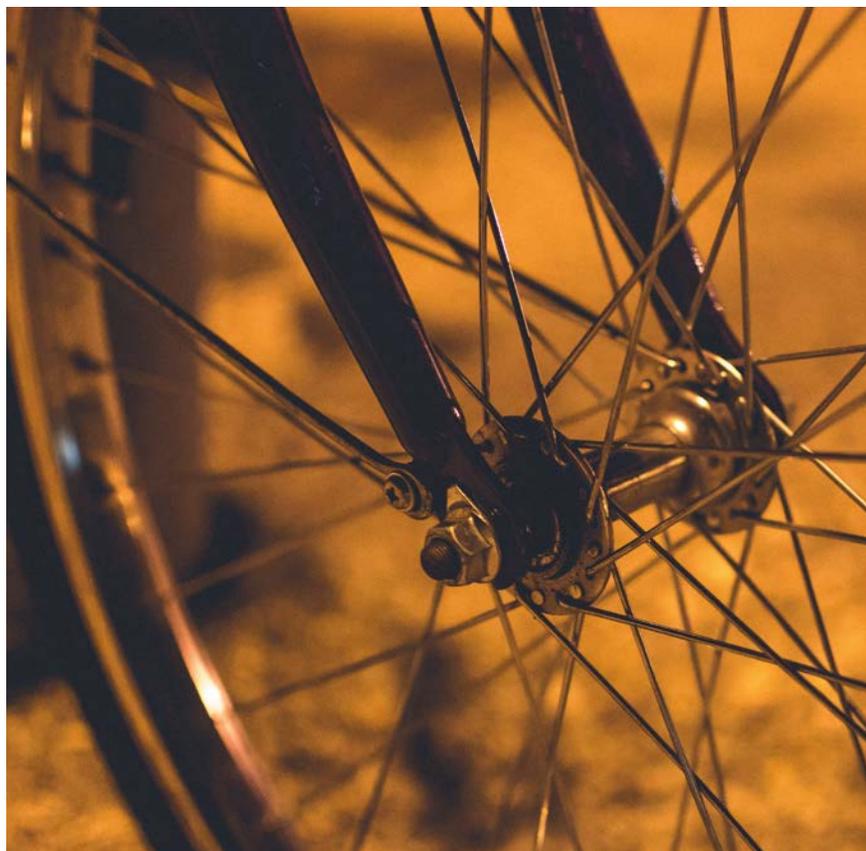
As a research organization turning current research into practice, Six Seconds tools have best-in-class psychometric properties and use advanced analytics — including the first-ever artificial intelligence for EQ metrics. *Evidence* - read more about Six Seconds’ research: [6sec.org/research](http://6sec.org/research)

#### Practical

Unlike other psychometric tools that provide an abstract diagnosis, the SEI offers a process framework to USE emotional intelligence and grow. There is a complete system of books, curriculum, tools, and resources to put EQ into action. *Evidence* - see many case studies showing how this method works in companies from Amadori to FedEx: [6sec.org/cases](http://6sec.org/cases)

#### Global

We are a worldwide community. SEI is available in more than 20 languages and used in over 127 countries. Six Seconds’ global sphere helps make the tools relevant to all people, everywhere. *Evidence* - explore the latest global State of the Heart research: [6sec.org/soh](http://6sec.org/soh)



“This is the most worthwhile course I have attended. It has given me permission to focus on building and strengthening myself so that in turn I can strengthen my relationships and my organization.”

Catherine Utian, Director, Organizational Development and Learning, Banner Good Samaritan Regional Medical Center

## Registration

**Apply to register:** [6sec.org/reg](https://6sec.org/reg)

**Course schedule:** [6sec.org/events](https://6sec.org/events)

**In Person Costs:**

Unlocking EQ: US\$395 | Brain Profiler: US\$495

**Discounts:** Register for both together and save 10%. Register and pay 30 days ahead for additional 10% discount. A limited number of seats available at additional discount if booked and paid 60 days ahead. [Contact us!](#)

**Online Costs:**

Unlocking EQ: \$195 | Brain Profiler: \$270

### Who should attend

Everyone working to develop the people side of performance

Pre-requisites: “Unlocking EQ” is required before the BPC.

### Certification requirements

To complete the certification process, participants must complete online pre-course and post-course work, attend the full program, demonstrate competence with the methods and tools, and follow the terms of certification – please see: [6sec.org/certlicense](https://6sec.org/certlicense)

Please note the annual renewal requirements, including 12 ACE units. For details on renewal, see [6sec.org/kb/ace](https://6sec.org/kb/ace)

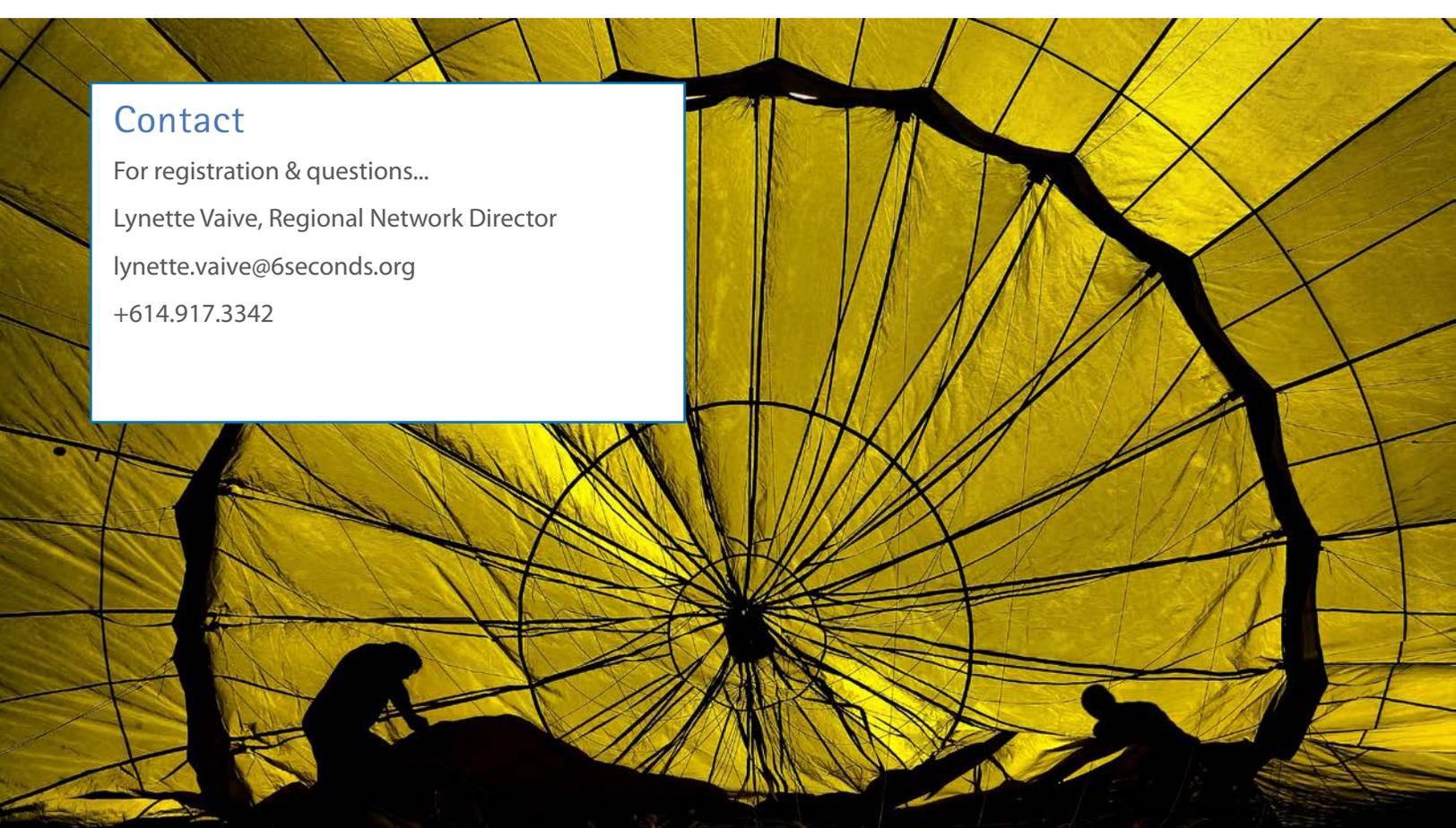
### Contact

For registration & questions...

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[lynette.vaive@6seconds.org](mailto:lynette.vaive@6seconds.org)

+614.917.3342



“The Six Seconds faculty is connected to changing the world one person at a time.  
This work is the future.”

Sheryl E. Cohen, PhD., Director, Stephens S Wise Temple Early Childhood Center

## About Six Seconds

Six Seconds is a global community practicing and sharing learnable, measurable, scientific EQ skills for a world brimming with insight, connection and purpose.

Research shows the practice of emotional intelligence increases effectiveness, wellbeing, relationships and quality of life. So, our vision is a billion people practicing the skills of emotional intelligence worldwide.

Founded in 1997, Six Seconds is the first and largest organization 100% dedicated to the development of emotional intelligence. Six Seconds researches and disseminates best practices to create value with emotional intelligence. In our certification training, coaches, educators, and leaders learn these proven methods and tools, translating current science into effective practice.

We have offices and representatives in over 25 nations and our community reaches 157 countries. Our clients include large entities such as HSBC, FedEx, the US Navy, Emaar, Lenovo, as well as schools and community organizations, and individuals around the globe. From schools where children love to learn, to corporations where people thrive, to programs rebuilding lives, Six Seconds’ solutions are life-changing – and empower people to take ownership of a positive future.

We think the world will be a better place with one billion people practicing the skills of emotional intelligence.

Learn more:  
[www.6seconds.org/about](http://www.6seconds.org/about)

Businesses, government agencies, nonprofits, schools, and community organizations choose Six Seconds’ tools and methods because of the global relevance, strong scientific basis, and practical application.



“This course brought me deeply in touch with my emotions and inspired me to be a catalyst for change in the world. Thank you, Six Seconds!”

Heather Kantor, CFO

