

## Q&A WITH THE AUTHORS

**BOOK PUBLICATION DATE: JUNE 7, 2005**  
**SIMON AND SCHUSTER, ISBN (0743273265)**

*This piece is provided for media use. Contact Lisa Sciambra at (212) 698-4665 with questions.*

### **Why did you decide to write this book? Hasn't emotional intelligence already been written about before?**

*Dr. Bradberry:* It seems strange to admit that people initially twisted our arms into writing this book, but this is exactly what happened. Frankly, the book....well, books...on emotional intelligence had already been written.

*Dr. Greaves:* We've always been focused on providing practical strategies people can actually use to increase their emotional intelligence, because we've known there is a need for this. Over the years it just seemed that the more we spoke on the topic the more people asked.

*Dr. Bradberry:* They demanded!

*Dr. Greaves:* Yes, some demanded we bring our techniques and findings to life through a book. So, we did it.

### **For those of us who don't know, what is emotional intelligence (EQ)?**

*Dr. Bradberry:* It's the "other kind of smart." Your EQ is how you understand emotions and manage your behavior. This also has a big influence on how you relate to other people.

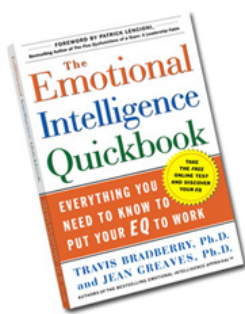
*Dr. Greaves:* Think of it this way: we all know someone from high school or college who was incredibly smart, but they never accomplished much in life. Then we see others who do amazing things, even though they have average intelligence.

*Dr. Bradberry:* They succeed because of their EQ. We all have it, but not everyone uses it well.

### **So, how is the *Quickbook* different from what's already out there?**

*Dr. Greaves:* It delivers practical strategies anyone can pick up and use, based on our research with more than 500,000 people worldwide. We show how to boost your EQ using proven techniques that others have used successfully.

*Dr. Bradberry:* Each book also includes a free Internet-based *Emotional Intelligence Appraisal™* test. For the first time, readers can actually test their EQ as they learn to improve it.



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### **What's one key lesson you learned in preparing the book?**

*Dr. Greaves:* To see distinct trends emerge from such a large body of data. It's amazing to see so many people facing the same challenge and using the same strategy successfully.

*Dr. Bradberry:* We expanded our horizons for the book and explored the latest research happening at universities, corporations, in schools, etc. It's incredibly motivating to see results like higher recovery rates from cancer and heart disease as a result of EQ training.

### **You say in the book that 85% of people do not feel respected and valued by their employer. Is that based upon your own research?**

*Dr. Bradberry:* Yes, it's truly an emotional epidemic. We've researched what motivates people, what satisfies them and how they use emotional intelligence at work and at home. So many are dissatisfied with how they are treated by their employer.

*Dr. Greaves:* On the other side of the coin is how people use emotional intelligence to their benefit. We've found that 90% of top performers are high in EQ and these skills alone explain 58% of what makes people successful. EQ is more important to getting ahead and being satisfied than intellect or job experience.

### **Can you tell me more about the test that comes with the book?**

*Dr. Greaves:* Each book includes a code that lets you take our *Emotional Intelligence Appraisal™* test via the Internet. Readers visit the book website and type in their code to access the test.

*Dr. Bradberry:* The scientifically-valid test reveals your current EQ, which can improve with time. The test results also include e-learning, which most people find pretty fun.

### **"e" what?**

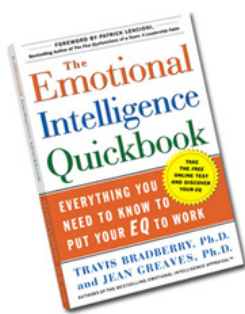
*Dr. Greaves:* There are movies and activities in the test results that bring emotional intelligence to life. There's also a system that lets the reader set goals and it sends reminders to follow-through on what you said you were going to do.

*Dr. Bradberry:* The movie clips are all from Hollywood films, television and real-world events, so they are memorable illustrations of emotional intelligence in everyday life.

### **So who scores higher, women or men?**

*Dr. Bradberry:* Overall, women score a bit higher than men.

*Dr. Greaves:* It's interesting because men and women have similar scores for three of the four EQ skills, but when it comes to relationship management, it's not even close.



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### **For whom did you write this book?**

*Dr. Bradberry:* Most anyone, really. The audience will be varied, because EQ helps in the pursuit of personal goals and aspirations, professional success, leadership skills, teamwork, and of course with family, especially in raising happy, resilient kids.

*Dr. Greaves:* It's been more than a decade now since the very first companies began teaching EQ skills to their employees. We see more and more pursuing this each year. Relationships are the currency of the new economy and emotional intelligence skills cut right to the core of the matter.

### **In your own process of developing emotional intelligence, what's been the most interesting challenge?**

*Dr. Bradberry:* Self-management--without a doubt. A lot of knowledge in emotional intelligence means you know many things you could be doing differently. It can be tough to do what you know is right, but you have to try your best. That's the human condition.

*Dr. Greaves:* It's always an interesting act to build self-awareness. The entire process centers on bringing something to your attention that you've either ignored or missed. It's an eye-opening experience every time.

### **If you could give one piece of advice that a million people would stick to their fridge, what would it be?**

*Dr. Greaves:* Don't be afraid to lean into discomfort. Any change worth making is going to be at least a little bit uncomfortable in the beginning.

*Dr. Bradberry:* Denying what you are feeling won't make it go away. It just comes back stronger when you least expect it.

### **I see that The Dalai Lama has endorsed the book. What was it like to receive that?**

*Dr. Greaves:* Very flattering. We were just pleased he took the time to read it.

*Dr. Bradberry:* I loved it when I heard someone refer to him as the "Tiger Woods" of emotional intelligence. That pretty much sums it up right there.

### **Anything else you want to add?**

*Dr. Greaves:* Thanks for the interview.

*Dr. Bradberry:* Yes, thanks so much.

**– END OF INTERVIEW TRANSCRIPT**