



# 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

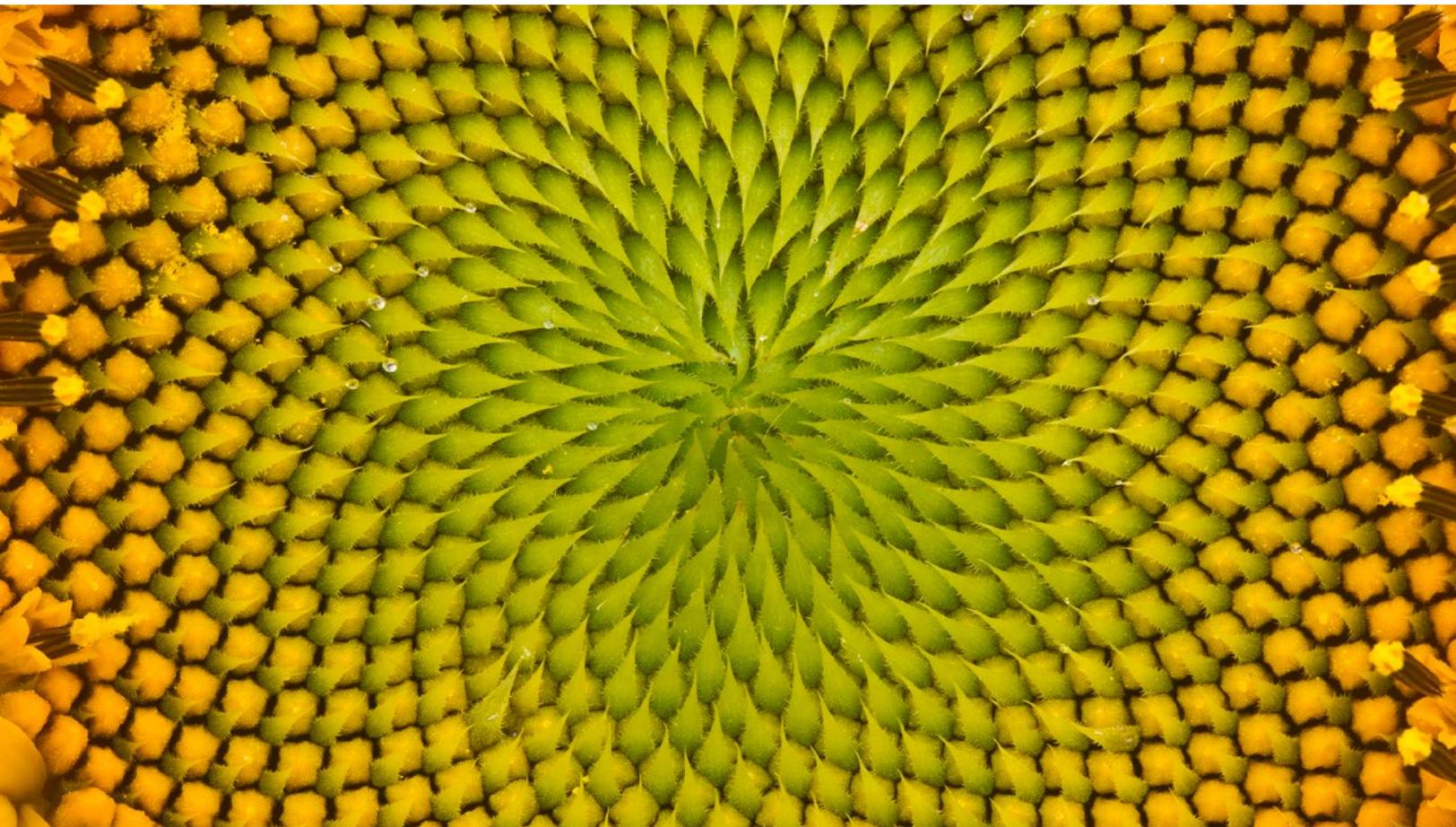
## Certification Benefits

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.

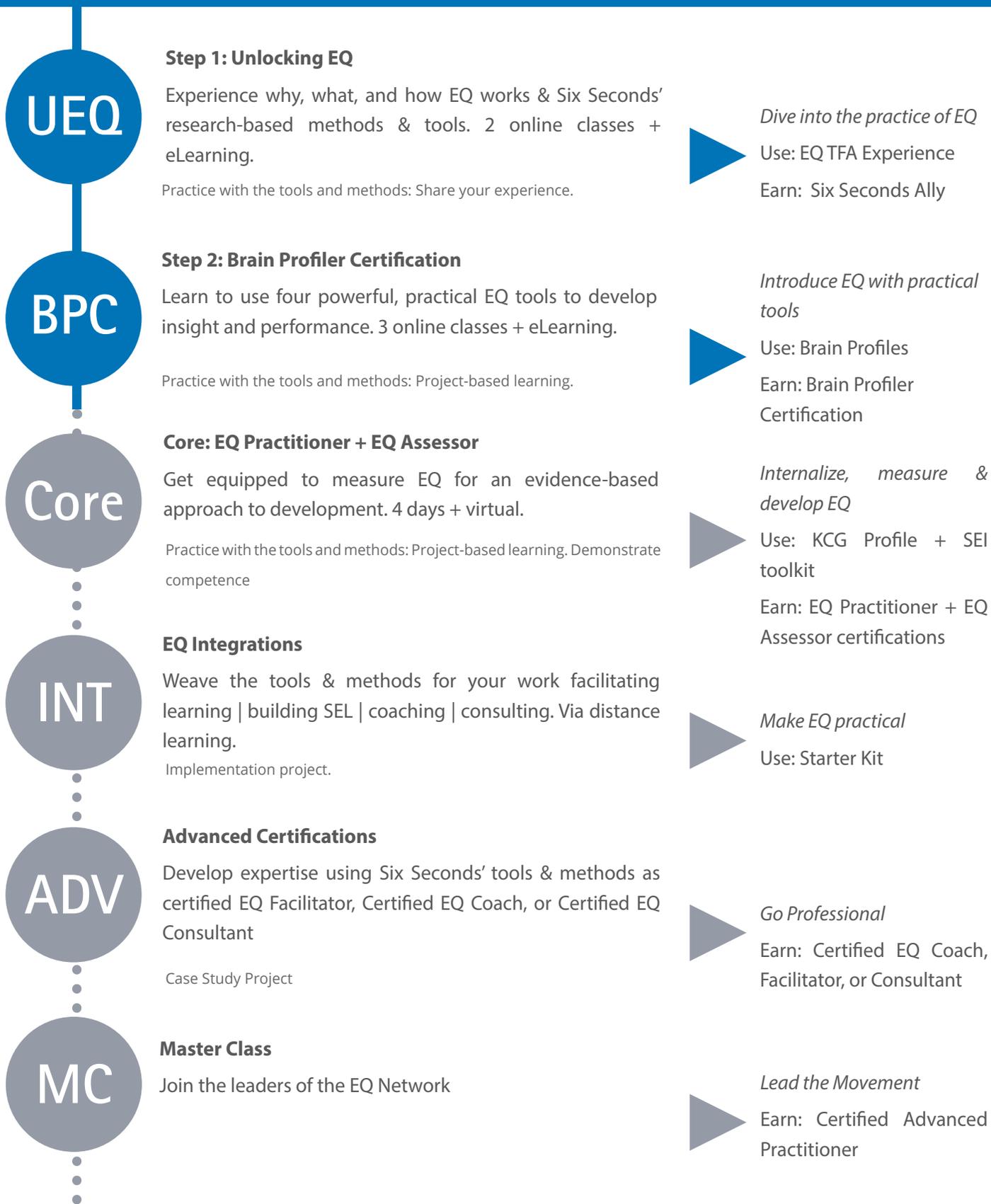
In an action-packed training, managers and people responsible for increasing managerial performance will access key insights and powerful tools to work better with people. “Emotional intelligence” isn’t just a buzzword for people-skills, it’s a specific, learnable, measurable skillset to improve performance.



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.

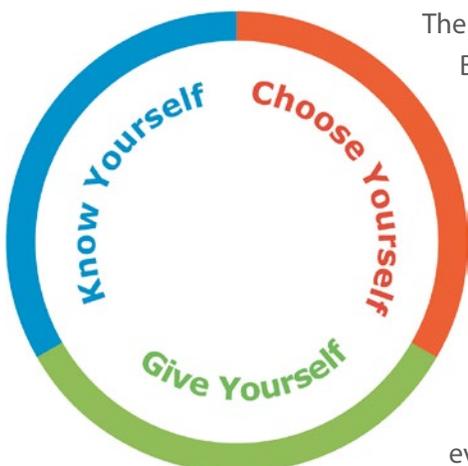
Immerse yourself in Six Seconds’ unique approach to create value with emotional intelligence and see how this method works for you.

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 Profiler 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

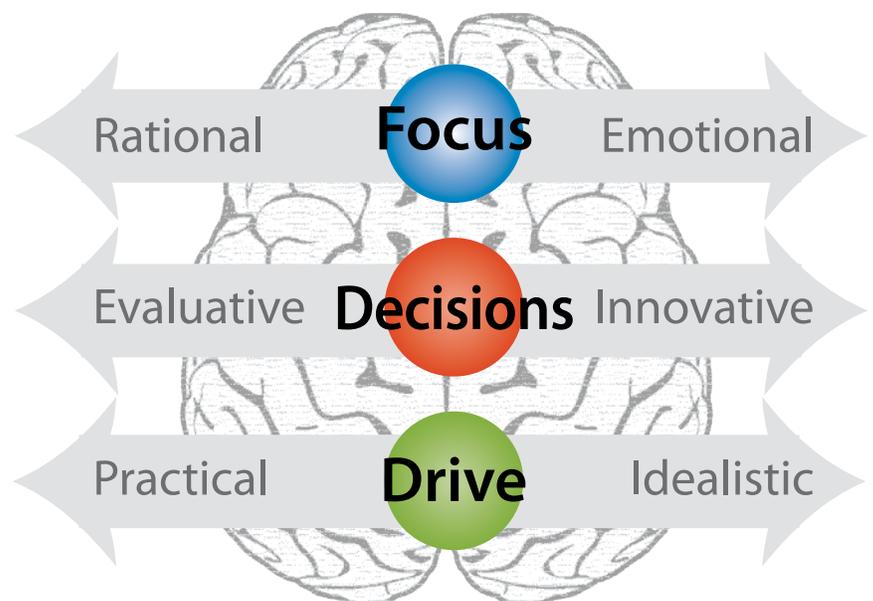
Focusing on the people-side of strategy by using the Dashboard for insight on a team and how they can most effectively achieve their goals.

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 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.

Also available for youth ages 7-18

## Brain Talent Profile

Key capabilities to generate results and create the future.

Also available for youth ages 7-18

## Brain Discovery Profile

Linking Brain Style and Talents to performance.

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

### Course schedule and application to register:

[6sec.org/events](http://6sec.org/events)

### Online/virtual training costs:

Unlocking EQ: US\$195

Brain Profiler: US\$395

### 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 within 90 days of the start of the course, and follow the terms of certification – please see: [6sec.org/certlicense](http://6sec.org/certlicense)

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

### Contact

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“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

