

BOOK REVIEW

A Review of "Emotional Intelligence 2.0"



Travis Bradberry and Jean Greaves, San Diego, CA: Talent Smart (2009)

Review By: Tony Huang, Capt, USAF

The main purpose of *Emotional Intelligence 2.0*, by Travis Bradberry and Jean Greaves, is to provide readers with a detailed understanding of emotional intelligence and a personalized strategy for increasing it. For those unfamiliar with emotional intelligence, it is broken into four unique categories; self-awareness, self-management, social awareness, and relationship management:

- "Self-awareness is your ability to accurately perceive your own emotions in the moment and understand your tendencies across situations" (p. 24).
- "Self-management is what happens when you act – or do not act" (p. 31).
- "Social Awareness is your ability to accurately pick up on emotions in other people and understand what is really going on with them" (p. 38).
- "Relationship Management is your ability to use your awareness of your own emotions and those of others to manage interactions successfully" (p. 43).

Up until about 25 years ago, the main measure of personal success and career success was IQ, the intelligence quotient. However, studies found that people with normal levels of IQ actually outperformed those with the highest IQs 70% of the time. According to the authors, the important missing part is emotional intelligence. "First, people just don't understand it. They often mistake emotional intelligence for a form of charisma or gregariousness. Second, they don't see it as something that can be improved. Either you have it or you don't" (p. xiv). Emotional intelligence - unlike IQ - cannot be precisely quantitatively scored because it is a little different for each of us. However, emotional intelligence tests can provide a good basis on how we stand amongst our peers.

Taking the initial test provided in the book enables individuals to define and understand their current level of emotional intelligence. With the results on hand, the book outlines what the reader needs to ensure, implement, and reflect on to maximize the effectiveness of emotional intelligence skills. This book's main benefits to its readers is its many unforgettable stories providing situational explanations to illustrate the author's suggestions. For example,



the authors provide real world examples of individuals with either high or low levels of self-awareness. From the examples you can clearly perceive the positive and negative adjectives used to describe the individuals: “She is open and authentic at all times, and it is so meaningful to everyone that she interacts with” (p. 28).

Both authors have a tremendous practical and academic experience in the field of emotional intelligence. Co-author Dr. Jean Greaves has more than 20 years of experience as Talent Smart’s CEO, author, executive speaker, and C-suite executive coach. Dr. Greaves has been cited in in Newsweek, BusinessWeek, Fortune, Forbes, The Wall Street Journal and many more publications. She holds a Ph.D. and M.A. in Industrial/Organizational Psychology from the California School of Professional Psychology and a B.A. in Psychology from Stanford University. Dr. Travis Bradberry, the other author of book, is also a co-founder of Talent Smart, the predominant provider of emotional intelligence tests and training. His books have been translated into 25 languages and are available in more than 150 countries. He likewise enjoys a superb publishing record. In addition to his academic papers, Bradberry often speaks at corporate and public settings such as for Coca-Cola, Microsoft, and Fortune Brands. He received his bachelor of science in Clinical Psychology from the University of California, San Diego.

In our current Air Force/DoD environment better leaders, regardless of rank or position are in high demand. Everyone needs to be a leader. Nowadays it’s not enough to be the smartest person in the room (IQ), but you also need to be aware of your own and others’ emotions (EQ). Emotional intelligence is not the “be all, end all” missing component to be a great leader, but it certainly improves leadership performance. One extensively detailed strategy that I’ve clung to was to “watch yourself like a hawk” (p. 74). This strategy boils down to thinking before you act,

but more specifically taking advantage of or creating a “calm before the storm” environment. I strongly urge those at all stages in their lives and careers to read this book, implement the strategies, and then read it again. Emotional Intelligence 2.0 comprises 280 pages of tools, techniques, and skills needed to survive in our fast-paced, turbulent, and competitive military/political/global environment.