Promoting The Emotional Intelligence Revolution in America

BigEQCampaign.org/Business

Imagine a World Built on Emotional Intelligence

90% of business success today comes from EQ rather than IQ.
--Harvard Business Review

Join the EQ Revolution

Together, we'll build universal emotional intelligence

EQ Boosts Your Business

Emotionally intelligent employees are collaborative, productive, innovative, and loyal

We Boost Your Brand

EQuip Our Kids!

Our unique experience in media and education gives you first-class social branding

Bring More EQ Into The World

Emotional intelligence consists of five basic skills that anyone can learn and use.

Today, only 10% of pre K-12 schools comprehensively teach EQ skills.

These schools soar academically and behaviorally.

Let's make it 100%.

Who We Are

The Big EQ is an independent nonprofit organization founded by a group of business leaders in alliance with fiscal sponsor Earthways Foundation. Our sole mission is to promote the acquisition of emotional intelligence skills and attitudes (EQ) across the populace, starting with elevating the EQ and healthy relating skills of every child from birth on.

Our Strategy

EQuip Our Kids! is the first mass advertising and marketing campaign seeking to educate and mobilize parents, businesses and the public to support comprehensive emotional and social intelligence skills training in all pre K-12 schools and early learning centers – public, private and charter.

Emotional Development

The ability to deal with yourself and others in a healthy way! – a learnable set of skills

e·mo·tion·al in·tel·li·gence

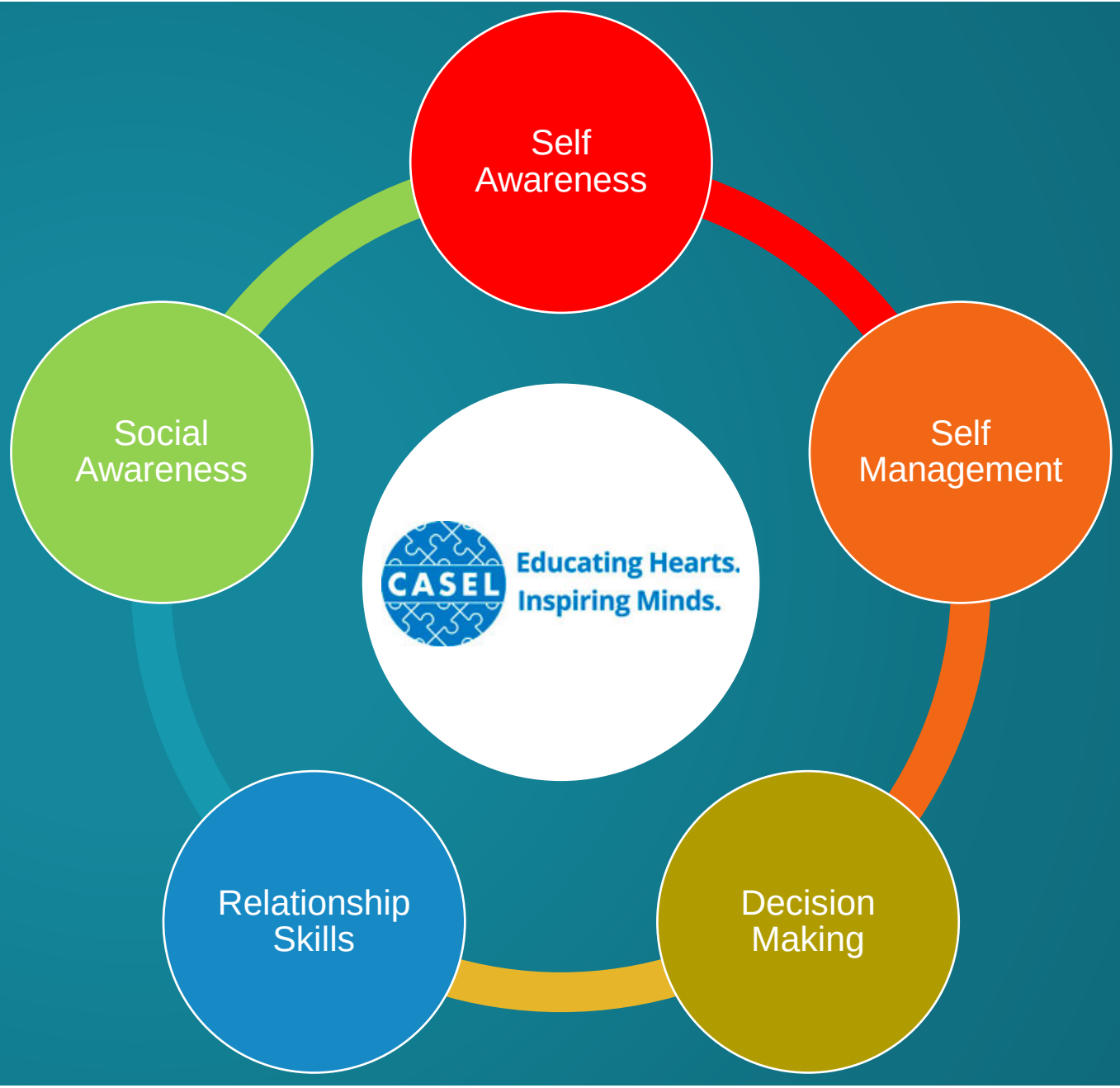
[emotional intelligence]

EMOTIONAL SKILLS

The capacity to be aware of, manage, and express one's feelings in a constructive way.

Superb relationship, communications and teamwork abilities. Empathetic response, not reaction.

The ability to make good decisions and set and reach goals in a productive way.



(1) Emotional Intelligence. Oxford English Dictionaries, Retrieved from https://en.oxforddictionaries.com/definition/emotional_intelligence

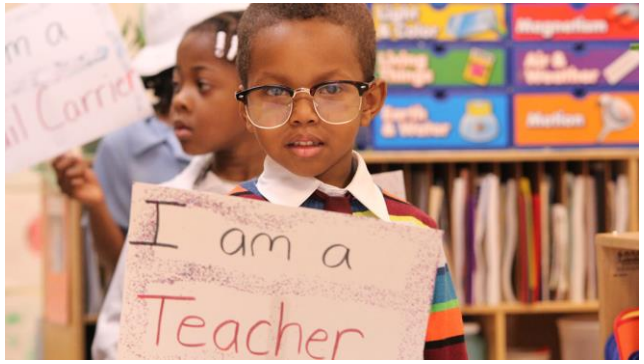
(2) SEL Wheel. CASEL 2017, Retrieved from https://casel.org/core-competencies/

In the Absence of EQ Training, These are Familiar Reactive Behaviors

Fight / Argue / Blame

Flight / Avoid / Addict

Seek Approval



Control / Bully

Manipulate / Lie / Cheat

Fix / Enable

These Are the Horrible Outcomes of Low EQ

Violence

- 10 million children annual victims of domestic violence
- 22% of students in 2015 reported bullying.
- 12 million domestic partners in U.S. annually experience violence.
- U.S.: highest murder and violent assault rates of all advanced countries.

Sexual Abuse

- 1 in 4 girls and 1 in 6 boys in U.S. sexually abused before aged 18.
- 325,000 women raped a year. 1/5 of American women are raped in their lifetimes.

Mental Health

- Nearly 20 percent of U.S. adults - 43.8 million - experience mental illness per year.
- Last year, 3 million adolescents (12 to 17) had at least one major depressive episode.
- As of 2015, suicide was second leading cause of death for ages 15-34.

Drug Usage

- 58.2% of HS seniors reported they drink and 34.9% used marijuana.
- 1 in 10 Americans over age 12 are addicted to alcohol and drugs.
- $740 billion in annual costs related to crime, lost productivity, and health care.

Workplace Abuse

- 48% of American adults report experiencing abusive behavior at work.

EQ Training Benefits for Schools and Children

Up to 90% positive changes that prepare children for successful, productive and caring adult lives!

- Grades soar
- Attendance climbs
- Happy students love school
- Mentally and emotional healthy students go on to lead high-achievement lives

- Violence and bullying dissipate
- Drug use plummets
- Race and class biases decline
- Dropout rates decrease

View Student Testimonials and the Classroom Reality

Children Talk About Social and Emotional Learning's Impact

Social and Emotional Learning: A Schoolwide Approach

Business Benefits of EQ = Profits, Productivity, Creativity

Candidate Quality

Give full effort to their work. Exhibit active listening and effective communication skills. Are problem-solvers, show leadership, are adept at critical thinking and creativity, understand cross-cultural differences.

Employee Retention

High EQ employees maintain a positive attitude, establish good relationships with colleagues, work through difficulties, and create an enjoyable workplace climate, leading to less hiring and training of new staff.

Employee Engagement

Strong goal commitment and skills for no stress self-management and relationships with clients and co-workers, reinforces engagement and leads to lower healthcare costs, fewer missed work days and lower customer churn.

Employee Productivity

High EQ people are able to focus on tasks, think clearly and non-reactively, make good decisions, resolve conflicts and put out fires effectively. The results: higher productivity and sales. More new products.

Employee Innovation

Strong mutual support on teams means colleagues have confidence to advance new ideas, accept constructive input, avoid office politics, and co-create breakthroughs in every division of the company.

Real Benefits To Communities

- Happier and better-adjusted populace
- Lower crime, violence, addiction, conflict
- Better mental, emotional and physical health
- Lower rates of poverty
- Dramatically lower remedial societal expenses
- More community cohesion and service
- Potentially lower taxes

*See research at BigEQ.org

Why We Need the EQuip Our Kids! Campaign

- Because most parents, businesses, legislators and the general public don't know that this brilliant school-and-society transforming learning that raises EQ even exists.
- Because without public support, only 10% of schools comprehensively implement EQ.
- Our goal is 100% of schools teaching EQ by 2030. That requires mobilizing the public

Why Your Company Benefits from Partnering with the Campaign

- Bottom line, cause-branding with the most positive vision of human possibilities will pay off in $ from public admiration.
- You'll help create a great workforce in the near future.
- You'll elevate your community and reduce the pain and costs of toxic societal ills to you (and everyone else).

Endorse Our Campaign

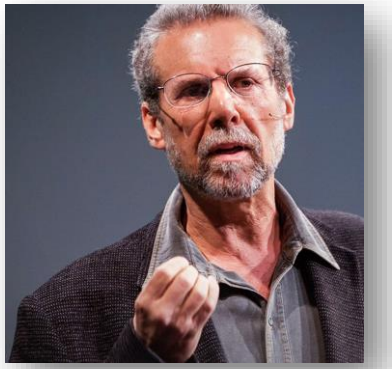
Put your brand name on our campaign to show your support

A No-Cost Way to Benefit from EQ

- Raise your hand and take a stand!
- Allow us to include your company name and logo on our list of endorsers
- Or allow us to list your personal name and C-suite title as one of our endorsers

"Congratulations on the Campaign. I stand ready to support your work. You are engaged in a truly important endeavor and can touch many lives"

Henry Cisneros
former Secretary of Department of Housing and Urban Development



"These are life skills any parent would want for a child [and] I think everyone should care about this, not just parents. I want this for my community….It's great you are doing this."

Daniel Goleman
Best-selling and ground-breaking author of "Emotional Intelligence"

"I am happy to endorse the EQuip Our Kids! campaign because this is something we've needed for a long time."

Eric Garcetti
Los Angeles Mayor

Promote Our Campaign

Inspire EQ action with your media time and space

Customize and Share The EQ Message in All Your Marketing and Advertising

- Make some noise for EQ!
- Help inform parents and the public about EQ skills and learning.
- Showcase and help recruit allies to the cause at your convention booths.

**To give all children a chance to be their best self,
we support Emotional Intelligence Learning in all schools!
Please visit EQuipOurKids.org.**

Sponsor Our Campaign

Build our marketing strength and your brand through sponsorship packages

Fund the Equip Our Kids! Campaign

- Make a lasting impact!
- Three ways to help

Buy a Customized Package of Brand-Enhancing Cause Marketing

Donate Media Time and Space for Our Campaign Ads and Spots

Donate From Your Corporate Responsibility Giving Fund

Prominent Supporters of EQ Learning for Children

Michelle Obama / Laura Bush / George Lucas / Lady Gaga / Henry Cisneros
(also Marian Wright Edelman, John Gray, and Governor Chris Sununu)

Some Prominent Business and Institutional Supporters

Google	Pepsico
Boeing	LA Lakers
U.S. Air Force	Panda Express
Forbes Magazine	Allstate Insurance
American Express	Harvard Business Review

For all its current support, nothing would speed universal EQ learning better than businesses advocating for it.

Thank You

Let's talk. Contact us at
info@BigEQCampaign.org

And be sure to visit
BigEQCampaign.org/Business