



FOR IMMEDIATE RELEASE

**PIVOTAL PERSPECTIVE: EMOTIONAL INTELLIGENCE AT WORK™
ENABLING GREATER PROFESSIONAL SUCCESS**

September 14, 2012

Rochester, NY – PIVOTAL PERSPECTIVE: *Emotional Intelligence at Work™*, the professionals' roadmap to improving inter- and intrapersonal skills, continues to enable business people to achieve greater understanding of the way they react, interact and succeed in the workplace.

Emotional Intelligence at Work™ (EIW), a professional leadership development program, is the result of the natural evolution of the foundational course, *Principle-Driven Leaders* that was launched in 2008. EIW offers participants a pragmatic and dynamic approach to 'the journey' as the quintessential element in determining 'the destination.'

According to Daniel Goleman in his landmark *Harvard Business Review* article, *What Makes a Leader?* (Goleman, *HBR*, Nov./Dec., 1998) "...Emotional Intelligence is more than 85% of what enables 'star performers' to develop into great leaders".

The methodology of *Emotional Intelligence at Work* (EIW) has been in practice in the personal development arena since the early 1970's. "After seeing the impact this program had among the international 2009 Humphrey Fellows who attended the graduate degree program at Cornell University's Institute of Public Administration, I had all the confirmation I needed to evolve the program for business professionals," stated Barb Glassman, President of G-FORCE Collaborations and co-author of EIW. G-FORCE has been supported by a seasoned group of professionals committed to changing the way business is done. "Our goal is to help the participant immediately internalize and apply the EIW tools and concepts for improved professional results and success. The incorporation of emotional intelligence as a frame of reference hit a homerun in accomplishing that goal," concluded Glassman.

The 30-hour, extended weekend schedule (two evenings and the adjacent weekend), affords busy professionals a concentrated experience with a circle of like-minded peers that delivers immediate insights and value. Participants explore and self-assess their skills in a supportive learning environment that inspires introspection and encourages individual breakthroughs.

Emotional Intelligence at Work™ is intended for anyone who has professional responsibilities or those in pursuit of career advancement into managerial roles. The program is returning to Rochester, November 1st – 4th and will be held at the Holiday Inn Express, Webster, NY.

Visit www.eiwork.com for more details and to register.

###

Media Contact: Barb Glassman, eiw@g-forceusa.com, 585.503.4560