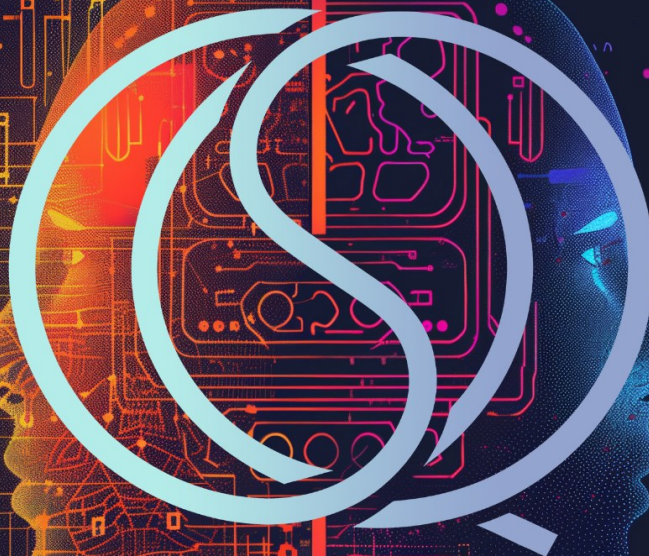




THE QS

**A TWO-DAY LEADERSHIP
INTELLIGENCE WORKSHOP**

EMOTIONAL INTELLIGENCE (EQ) · ANSWER INTELLIGENCE (AQ)

Program Introduction

Overview:

The world's most impactful leaders and professionals share two invisible superpowers – they know how to navigate their emotions with precision, and they know how to answer with purpose. The Qs is a transformative two-day workshop that develops both capacities.

Day 1 focuses on Emotional Intelligence (EQ) – the ability to recognize, understand, manage, and influence emotions in yourself and others. Day 2 focuses on Answer Intelligence (AQ) – the ability to provide the right answer, at the right depth, in the right way, to drive decisions and build credibility.



"Intelligence is not enough. EQ is the master competency that unlocks your ability to lead, collaborate, and perform. AQ is the applied intelligence that transforms insight into decisive, influential action."

Together, EQ + AQ = The Qs – the complete intelligence toolkit for today's leaders.

High-Level Communication – Why This Workshop Exists:

Organizations today operate in environments defined by complexity, volatility, and human interdependence. Technical skills open doors – but it is emotional and communicative intelligence that determines how far professionals go. Research consistently shows that:

- 90% of top performers have high Emotional Intelligence (TalentSmart)
- Leaders who ask and answer questions effectively are 3x more likely to be perceived as credible (Marilee Adams – AQ Research)
- Teams with high EQ climates outperform low-EQ teams by up to 20% on key business metrics
- Poor communication and low self-awareness are cited as the #1 cause of leadership derailment

The Qs workshop directly addresses these gaps by equipping participants with researched frameworks, practical tools, and experiential exercises that create lasting behavioral change.

Program Introduction

Target Audience:

Audience Group	Who It Applies To
Mid to Senior Leaders	Directors, Managers, Team Leads
High-Potential Employees	Individuals on leadership development tracks
Client-Facing Professionals	Sales, Consulting, Business Development
Cross-functional Teams	Any team seeking to improve collaboration and communication

Workshop Format:

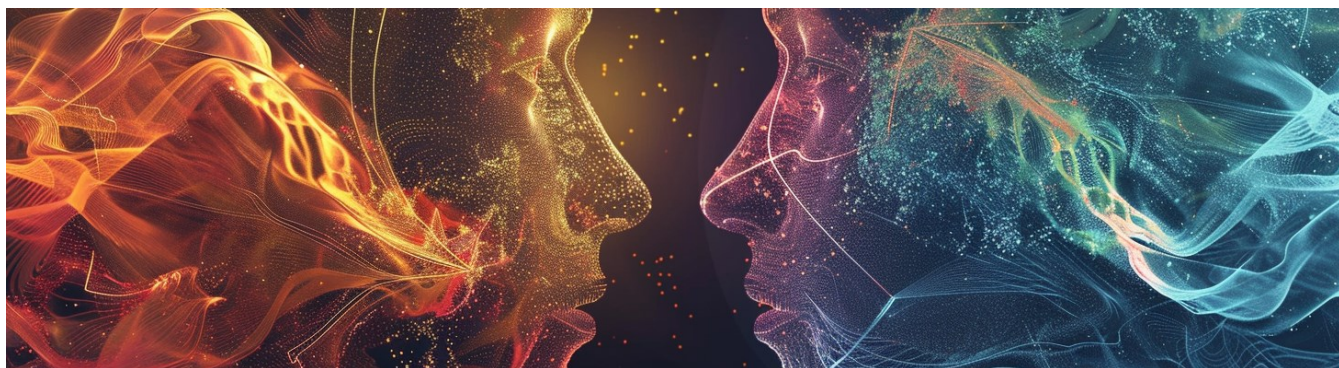
Parameter	Details
Duration	2 Full Days (7-8 hours each)
Group Size	16-20 participants (recommended)
Delivery Mode	In-person (preferred) or Live Virtual
Language	English (Arabic version available upon request)
Materials	Workbook, Reflection Journal, Digital Resources

Program Objectives

Overall Program Objectives:

By the end of The Qs two-day workshop, participants will be able to:

1. Demonstrate a clear understanding of Emotional Intelligence and Answer Intelligence as distinct and complementary leadership competencies
2. Apply EQ frameworks to recognize and regulate their own emotions and respond more effectively to others
3. Use AQ principles to craft purposeful, confident, and situation-appropriate answers in professional settings
4. Integrate both intelligences into a personal leadership practice that enhances influence, trust, and performance



Day 1 – EQ Objectives

Focus: Build emotional awareness, empathy, and self-regulation as core leadership competencies.

- Understand the neuroscience behind emotions and why EQ matters more than IQ alone
- Assess personal EQ levels across the five core domains (Goleman model)
- Apply emotional regulation techniques to high-pressure and conflict situations
- Practice empathetic listening and relationship management with peers
- Develop a personal EQ development plan with targeted goals

Day 2 – AQ Objectives

Focus: Develop the skill of crafting and delivering answers that build credibility, drive decisions, and inspire action.

- Define Answer Intelligence and understand the 4 types of answers (Declarative, Procedural, Conceptual, and Metaphorical)
- Recognize when each answer type is most effective in professional conversations
- Build the habit of asking better questions to unlock better answers
- Practice high-stakes answering scenarios (board presentations, client meetings, difficult conversations)
- Create a personal AQ toolkit for daily professional use

Training Methodology

The Qs workshop is built on a 70-20-10 learning model, ensuring that knowledge is not only transferred but deeply embedded through application and reflection.

Learning Type	Description
70% – Experiential Learning	Participants practice skills through role plays, simulations, case studies, and live exercises that mirror real workplace scenarios.
20% – Social / Collaborative Learning	Peer coaching, group reflections, partner exercises, and team-based challenges reinforce learning through dialogue and shared experience.
10% – Direct Instruction	Concise expert-led inputs, model explanations, and framework presentations deliver the theoretical backbone efficiently.

Core Methodological Principles

1. Brain-Friendly Learning

Sessions are structured in short, focused bursts (no more than 45-60 minutes without an activity) to align with cognitive load theory and maximize retention.

2. Psychological Safety

The facilitator creates an environment where vulnerability and honest reflection are welcomed. Ground rules are co-created with the group at the start of Day 1.

3. Evidence-Based Frameworks

All models taught are grounded in peer-reviewed research – including Daniel Goleman's EQ model, Dr. John Marshall's AQ framework, and neuroscience insights from the NeuroLeadership Institute.

4. Reflection-Action Integration

Every major module ends with a structured reflection exercise ("What? So What? Now What?") to bridge insight and action.

5. Immediate Applicability

Participants leave each module with at least one concrete tool or technique they can apply the very next day.

Training Approach

🌀 Facilitation Style:

The Qs uses a dialogic facilitation approach — the facilitator acts as a guide and co-explorer rather than a lecturer. Learning emerges through guided discovery, provocation, and structured conversation.

🌀 Learning Modalities:

Modality	Description
Self-Assessment Tools	Validated EQ and AQ diagnostic instruments completed individually
Case Study Analysis	Real-world leadership scenarios examined in small groups
Role-Play Simulations	Facilitated practice conversations with structured debrief
Experiential Exercises	Hands-on group activities designed to surface emotional and cognitive patterns
Reflection Journaling	Personal workbook used throughout both days
Peer Coaching Triads	Structured peer feedback and coaching conversations
Video Vignettes	Short video clips of leaders demonstrating EQ and AQ in action
Action Planning	End-of-day personal commitment and accountability structures

🌀 Pre-Workshop Preparation:

- Participants complete a brief EQ self-assessment questionnaire (sent 5 days prior)
- Pre-reading: One-page overview of EQ and AQ concepts
- Manager briefing: Line managers are given a half-page guide on how to support their team members post-workshop

🌀 Post-Workshop Integration:

- 30-day follow-up email with a curated resource pack
- Optional: Group check-in session (90 minutes) at the 30-day mark
- Personal Development Plan template for continued EQ and AQ growth
- Access to a digital toolkit with templates, models, and micro-learning videos

Training Agenda

DAY 1 – EMOTIONAL INTELLIGENCE (EQ) *"Leading from the Inside Out"*

Time	Module / Topic	Activities & Objectives
8:30 – 9:00	Registration & Welcome	Participant check-in, welcome pack distribution, housekeeping, ice-breaker activity
9:00 – 9:30	Program Opening & The Qs Journey	Facilitator introduction, workshop overview, co-created ground rules, learning intentions
9:30 – 10:15	Module 1: What Is EQ & Why It Matters	The neuroscience of emotion; IQ vs EQ; EQ as a learnable skill; self-assessment debrief
10:15 – 10:30	Morning Break	—
10:30 – 11:30	Module 2: Self-Awareness – Knowing Your Triggers	Goleman's EQ Model (Domain 1 & 2); emotional vocabulary builder; personal trigger mapping exercise
11:30 – 12:30	Module 3: Self-Regulation – Mastering Your Response	The pause technique; emotional hijack scenarios; regulation toolkit; role-play practice in pairs
12:30 – 13:30	Lunch Break	—
13:30 – 14:15	Module 4: Motivation – Fueling Inner Drive	Intrinsic vs extrinsic motivation; emotional energy audit; values clarification exercise
14:15 – 15:15	Module 5: Empathy – Understanding Others	The 3 types of empathy; perspective-taking exercise; empathetic listening in pairs; video debrief
15:15 – 15:30	Afternoon Break	—
15:30 – 16:30	Module 6: Social Skills – Navigating Relationships	Influence without authority; conflict navigation; the EQ feedback model; group simulation
16:30 – 17:00	Day 1 Reflection & Action Planning	"What? So What? Now What?" reflection; Day 1 action commitment; peer accountability pairing
17:00	Day 1 Close	Recap of key insights; preview of Day 2; optional facilitator Q&A

Training Agenda

Day 1 – Key Frameworks & Models

Framework / Model	Purpose & Application
Goleman's 5-Domain EQ Model	Self-Awareness, Self-Regulation, Motivation, Empathy, Social Skills
The Emotional Hijack Model (Amygdala)	Neuroscience of fight-flight-freeze responses in leadership
The Empathy Spectrum	Cognitive, Emotional, and Compassionate Empathy differentiated
The EQ Feedback Formula	Structured model for giving and receiving emotionally intelligent feedback
Personal Trigger Mapping	Individual tool for identifying and managing emotional hot spots

Training Agenda



DAY 1 – ANSWER INTELLIGENCE (AQ)

""Answering with Purpose, Precision & Power"

Time	Module / Topic	Activities & Objectives
8:30 – 9:00	Day 1 Reflection Check-In	Pairs share overnight insight; facilitator captures themes; energy-check warm-up activity
9:00 – 9:45	Module 1: What Is AQ & Why Answers Matter	Definition of AQ; the cost of poor answers; AQ as competitive advantage; real-world case study
9:45 – 10:45	Module 2: The 4 Types of Answers	Declarative, Procedural, Conceptual, Metaphorical answers; matching answer type to context; small group analysis
10:45 – 11:00	Morning Break	—
11:00 – 12:00	Module 3: Asking Better Questions	The question-answer connection; question types (open, probing, clarifying); Question Funnel model; pair practice
12:00 – 13:00	Lunch Break	—
13:00 – 14:00	Module 4: Answering Under Pressure	High-stakes answering framework; managing uncertainty; the "Bridge & Pivot" technique; role-play simulations
14:00 – 15:00	Module 5: AQ in Leadership Conversations	Answering in board/executive settings; client-facing scenarios; difficult questions debrief workshop
15:00 – 15:15	Afternoon Break	—
15:15 – 16:00	Module 6: EQ + AQ Integration – The Complete Q	How emotional intelligence enhances answering; integration model; personal case study analysis in triads
16:00 – 16:45	Personal AQ Toolkit Build	Participants create their personal AQ reference card; partner review and refinement
16:45 – 17:15	The Qs Commitment – Closing Ceremony	90-day development commitment; peer accountability pledge; celebration of key breakthroughs
17:15	Program Close	Certificates, facilitator close, group photo, post-program survey

Training Agenda

Day 2 – Key Frameworks & Models

Framework / Model	Purpose & Application
The AQ Framework (Dr. John Marshall)	The four answer types and when to deploy each strategically
The Question Funnel	Moving from open → focused → closed questions to unlock insight
The Bridge & Pivot Technique	How to answer difficult or off-topic questions with confidence
The STAR-A Answer Model	Situation, Task, Action, Result – and the Answer layer for leadership responses
EQ + AQ Integration Matrix	Mapping emotional tone to answer type for maximum leadership impact

Why This Program Is Important

The Benefits

The Business Case:

Investing in The Qs is not simply a training expense — it is a strategic investment in your organization's most valuable asset: its people. The returns are measurable, documented, and often transformative.

KEY STATISTIC: Organizations with strong emotional culture outperform competitors by 20-30% on productivity measures, and leaders who communicate with Answer Intelligence are 3x more likely to be trusted in high-stakes environments.

Benefits for Individual Participants

Benefit	Description
Greater Self-Awareness	Participants gain a clear picture of their emotional patterns, strengths, and blind spots — creating a powerful foundation for personal growth.
Improved Emotional Regulation	Tools to pause, process, and respond (rather than react) in high-pressure situations — reducing costly impulsive decisions.
Stronger Relationships	Enhanced empathy and social skills translate directly into better collaboration, reduced conflict, and deeper trust with colleagues and clients.
Communication Confidence	AQ techniques give participants the language and structure to answer with clarity and conviction — even in ambiguous or high-stakes situations.
Elevated Leadership Presence	The combination of EQ and AQ creates leaders who are both emotionally attuned and intellectually credible — a rare and powerful combination.
Personal Resilience	Participants develop an inner toolkit for managing stress, uncertainty, and setbacks with greater composure.

Why This Program Is Important

The Benefits

Benefits for Teams & Organizations

Benefit	Organizational Impact
Higher-Performing Teams	Teams with shared EQ language and norms make faster, better decisions and navigate conflict more productively.
Reduced Turnover	Emotionally intelligent leadership is one of the top predictors of employee engagement and retention.
Better Client Relationships	AQ-trained professionals handle client questions, objections, and concerns with greater skill – improving satisfaction and loyalty.
Stronger Innovation Culture	Psychological safety – a direct outcome of high-EQ environments – is the #1 predictor of team innovation (Google Project Aristotle).
More Effective Meetings	AQ tools reduce wasted meeting time by improving the quality of questions asked and answers given.
Culture of Learning & Accountability	Post-workshop action plans and peer accountability structures embed a culture of intentional growth.

Measurable Outcomes:

Organizations can expect to observe the following within 60–90 days post-workshop:

- Participants report improved confidence in high-stakes conversations (target: 80%+ of participants)
- Manager-rated improvement in emotional regulation during conflict or pressure situations
- Reduction in escalated interpersonal conflicts within trained teams
- Increased use of structured questioning and answering frameworks in meetings and presentations
- Completion of personal 90-day development plans with evidence of applied learning

The Competitive Advantage:

In a world where most organizations invest in technical training, The Qs builds the human edge – the emotional and communicative intelligence that technology cannot replace and competitors cannot easily copy.:

Leaders who complete The Qs don't just perform better. They lead differently.

A Final Note



A Final Note:

The Qs is not a one-time event — it is the beginning of a practice. EQ and AQ are not fixed traits; they are skills that grow with deliberate attention and consistent effort. This workshop plants the seeds. The 90-day post-workshop period is where the real transformation happens.

We look forward to accompanying your team on this journey.



"The Qs – Intelligence That Moves People"