



“Thomas EIQ has helped us in our commitment to provide the best support and development opportunities for our people. It helps us to foster a supportive, open environment and build strong, cohesive teams.”

Karen Collins
Head of HR & Development
BI Worldwide

BI Worldwide, the Communication and Motivation Company produces measurable business improvement by positively influencing the behavior of people through communication and motivation. Its solutions help companies acquire, retain and grow business with their customers by keeping employees and channels motivated and focused on delivering exceptional results. This is achieved through BI’s core services: events and performance improvement programs.

Whether raising the profile of a business or product, motivating a sales force to exceed targets or changing audience behavior, BI combines 25 years of market experience to provide expert advice on the best combination of approaches that deliver cost-effective, creative and compelling solutions.

The Challenge

Karen Collins, Head of HR & Development, BI Worldwide explains, “We sell services not products, so clients buy into us as individuals. It is therefore vital that every member of our team has exceptional customer service skills. We need our people to recognize and be aware of their own emotions and behavior, as well as their team members, so that they can better manage themselves and others. As a provider of communication and motivation solutions, the best way to showcase our services is through our own organization. We invest heavily in people’s training and development as it is a crucial element of good business practice, additionally it demonstrates to clients that we practice what we preach.”

Collins continues, “working in an agency environment can be very pressurized and stressful. To enable our people to achieve their true potential we needed to find a way of dissipating and managing that stress. The better our teams work together the more our clients benefit. We wanted to facilitate much improved interaction so they became stronger and more cohesive.”

Thomas International Case Study: BI Worldwide

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The Solution

"We use Thomas International's Emotional Intelligence in three areas of the business: our Talent Pool; as part of career development and counseling; and as part of other more general initiatives," says Collins.

She goes on to explain, "The Thomas Emotional Intelligence Questionnaire (EIQ) is an accurate and objective way to measure emotional competence in the work context; it describes an individual's capacity to understand and control their own emotions, and recognize and manage those of others so that they, and others around them, can be as effective and productive as possible at work. It provides us with an insight into an individual's emotional make-up so that we can make informed decisions on training and development needs as well as helping to improve internal relations. Using EIQ we can objectively analyze emotional traits and consider how these may help or hinder an individual's career progression."

The Result

"We set up the Talent Pool to help and support employees we identified as having the potential to make the transition to more senior positions. Thomas' EIQ develops self-awareness and helps them to address areas where perhaps their emotional intelligence may be holding them back. It helps good candidates become more well-rounded and underlines the importance of emotional intelligence within the workplace," explains Collins.

"Once a year we operate a 'Learning at Work' day that has proved enormously successful. It takes place at the end of the financial year, which is historically a very pressurized time. Its aim is to boost employees' morale and motivation after an intense work period, as well as benefiting their development in the long run. Everyone is given the option to take part in a selection of different 'learning activities' including Thomas' Emotional Intelligence Questionnaire (EIQ) and Personal Profile Analysis (PPA). It's open to everyone so it is a great opportunity for those people who would perhaps not have considered or experienced the benefits of the EIQ or PPA behavioral assessment," says Collins.

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“Thomas EIQ has helped us in our commitment to provide the best support and development opportunities for our people. It helps us to foster a supportive, open environment and build strong, cohesive teams. By making sure our employees are happy and performing at their best, we are able to deliver a highly effective service to clients, and ensure they receive the best customer care,” concludes Collins.

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ABOUT THOMAS INTERNATIONAL

For over 25 years, Thomas International has been a global leader in the provision of on-demand behavioral assessments and reporting used to recruit, develop and retain top talent.

Thomas International has a presence in 60 countries and availability in over 56 languages. More than a million Thomas International software-as-a-service (SaaS) delivered assessments are completed each year.