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Social Intelligence

Dr Daniel Goleman's 1995 book '**Emotional Intelligence**' sold over 5 million copies worldwide. It was this book that raised EQ (Emotional Intelligence) as a behavioural model.

EQ changed the theory that a high IQ rating (which was the traditional way to measure intelligence) automatically leads to success. The EQ concept argues that IQ is too narrow and that EQ dictates our successes. I'm sure we have all come across people who have bowled us over with their intellect but their ability to interact on an emotional level is somewhat lacking. You may find it hard to connect with these people.

There are so many sources of knowledge in our 21st Century lives and we are able to absorb so much information interactively that there are fewer reasons to interact with each other. We spend our work lives building relationships with our PCs and Blackberries and we communicate with our colleagues –some of whom only sit a few feet away– via telephone and email. Email, wireless devices, and mobile phones enable us to spend more time communicating without actually interacting face-to-face. The generations ahead of us will potentially spend even less time communicating with each other as they are being brought up in an environment of increasing TV channels, and virtual 'friends' on the latest games console technology.

A survey of 4,830 people in the US found that for many, the internet has replaced TV as the way free time gets used. This means that for every hour people spent using the internet, their face-to-face contact with friends, colleagues and family fell by 24 minutes.

According to Goleman, the latest findings in biology and brain science reveal that we are 'wired to connect'. From these findings Goleman is back, eleven years after the success of '**Emotional Intelligence**' with a new concept and a new book 'Social Intelligence'.

So what is **Social Intelligence**? In the 1950s, Social Intelligence was dismissed as 'general intelligence' (IQ) applied to social situations'

Where as EQ is all about emotion and empathy and the ability to manage ones own emotions, Social Intelligence is more about how we connect with each other.

"...we might think of Social Intelligence as a shorthand term for being intelligent not just **about** our relationships but also **in** them...the ingredients of social intelligence can be organized(sic) into two broad categories: social awareness, what we sense about others – and social facility, what we then do with that awareness."

So how does Social Intelligence feature in the workplace?

"The rules for work are changing. We're being judged by a new yardstick: not just by how smart we are, or by our training and expertise, but also by how well we handle ourselves and each other. This yardstick is increasingly applied in choosing who will be hired and who will not, who will be let go and who retained, who passed over and who promoted."

This means that to succeed with people in the over-connected but under-empathic world of the future, we need to use all the tools we can, to really engage with each other