

Do Something Different  
**Be More  
Emotionally  
Intelligent**  
programme

## **Theoretical background to the programme**

Emotions are extremely complex, and yet our ability to perceive and manage them is a key contributor to success. People who are high in Emotional Intelligence (EI) get on well with other people, regardless of any differences that may exist between them. They are experts at recognising and managing the feelings and needs of others. They are highly self aware and are masters at regulating their own emotions. They see themselves honestly, can take criticism and are able to use it to develop themselves. Having highly tuned people skills make them excellent leaders and good team players, able to manage disputes, communicate well and nurture and maintain relationships.

This programme has been designed based around the latest research and expertise to incorporate the essential components that make up emotional intelligence. The competencies include the ability to perceive, appraise, and express emotion; to access and/or generate feelings when they facilitate thought; to understand emotion and emotional knowledge; and to regulate emotions to promote emotional and intellectual growth. Our psychologists have developed a range of micro-behaviours that develop and embed these abilities through a series of small actions resulting from behavioural prompts. Or one Do at a time.

### **How the Do Something Different Emotional Intelligence programme works**

#### **1. The pillars of EI underlying the programme:**

- REGARD FOR OTHERS
- SELF-MANAGEMENT
- POSITIVE ATTITUDE/BALANCED OUTLOOK
- UNDERSTANDING OTHERS' EMOTIONS
- SELF-IMPROVEMENT
- OPEN TO CHANGE/FLEXIBILITY
- UNDERSTANDING OWN EMOTIONS/SELF-AWARENESS
- AWARENESS OF STRENGTHS
- MANAGING RELATIONSHIPS
- EMOTIONAL LITERACY

## 2. Benchmarking and profiling every individual at sign-up

A simple sign-up process on-line takes 10-15 minutes. During this time the individual undertakes behavioural profiling, answers questions relating to their existing habits and emotionally intelligent behaviours (below) and about their general wellbeing. Engaging animations/videos introduce the person to the background behind Do Something Different, informing them about the programme, the theories and how it works.

### How often do you

- do something to make someone else feel appreciated?
- keep your feelings under control when faced with challenging people or situations?
- expect a positive outcome when approaching new situations?
- feel confused by how someone reacts to a situation or something you said?
- make an effort to learn something new?
- get stressed when faced with unexpected changes?
- experience surprise at how you react to certain situations?
- acknowledge the role you played in something that went well?
- see the best in people?
- easily find the words you need to describe your feelings?

These questions are answered online using a slider that can be moved from Never to A Lot. (see example screenshot below).

The screenshot shows a web interface for a questionnaire. At the top, there's a blue header with the 'NixonMcInnes' logo and 'Do Something Different' text. A navigation bar shows steps 1-6, with '4 Habits' currently selected. The main heading is 'How often do you...?'. Below it, instructions state: 'Move each slider to indicate how often you do the following things. Please be honest, there are no wrong or right answers - just tell us how it is for you.' A green note says 'Not sure how to answer?'. Each question has a horizontal slider from 'Never' to 'A lot'. The questions are: 'Challenge the status quo in an attempt to make improvements?', 'Proactively look for ways to improve yourself?', 'Go out of your way to make others feel good?', 'Keep your feelings under control when faced with challenging people or situations?', 'Expect a positive outcome when faced with a new challenge?', 'Make a real effort to tune into how others are feeling?', 'Adjust your behaviour depending on who you are with?', and 'Experience surprise at how you react to certain situations?'. At the bottom are 'Back' and 'Next' buttons.

Question	Slider Position (Never to A lot)
Challenge the status quo in an attempt to make improvements?	Approx. 60%
Proactively look for ways to improve yourself?	Approx. 50%
Go out of your way to make others feel good?	Approx. 50%
Keep your feelings under control when faced with challenging people or situations?	Approx. 50%
Expect a positive outcome when faced with a new challenge?	Approx. 50%
Make a real effort to tune into how others are feeling?	Approx. 50%
Adjust your behaviour depending on who you are with?	Approx. 50%
Experience surprise at how you react to certain situations?	Approx. 50%

### 3. The unique programme of behavioural prompts (Do's) based on the person's answers to the diagnostic questions

After completing the diagnostic questions each person's unique programme is created by our system. For each habit question, for example, there are three alternative 'Do's' tailored to the different development needs of individuals. These are personalised and delivered over the course of three weeks by email, app and/or text.

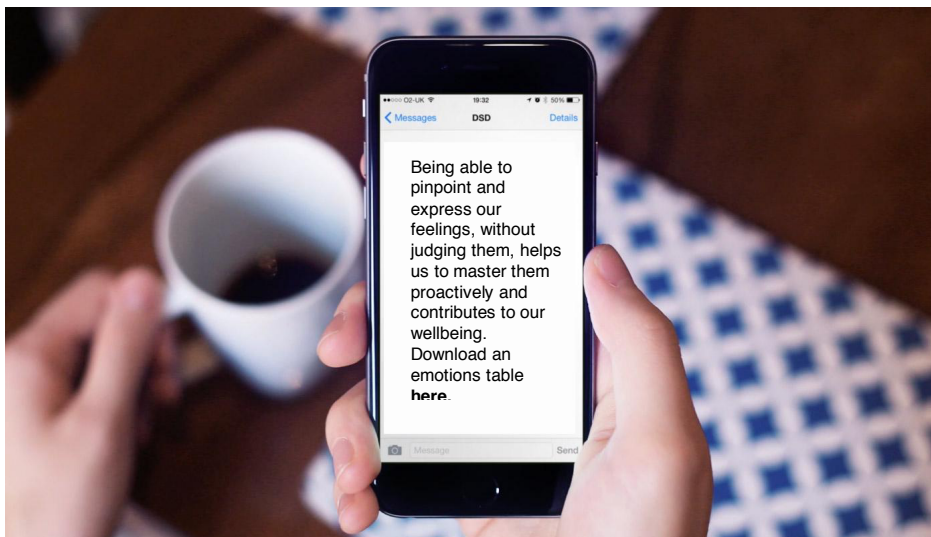
For example:

How often do you:	NEVER	SOMETIMES	A LOT
Keep your feelings under control when faced with challenging people or situations?	Running high! When you feel angry, stressed or upset today channel it into some vigorous activity. Go for brisk walk, a run or grab the mop or vacuum cleaner.	Zip it. When feeling challenged today, don't react. Put some space between yourself and the person/situation before deciding what to do next. Know the power of the pause!	Let it Out Day. Today use discretion but try to share how you feel, if you're happy or upset. Be open and honest without hurting others with your emotion.

EXPANDERS: Do's are also sent based on the individual's personality profile, targeting where they need to expand their behavioural flexibility.

### 4. On-going motivational messages and support

Throughout their programme, as well as Do's, the person receives regular motivational messages, as well as links to useful resources and downloads.



## The simple steps to doing something different



Do Something Different was developed by psychologists Professor Ben (C) Fletcher and Professor Karen Pine, whose research shows that most people's everyday behaviours are automatic, driven by habit and context, not by rational decisions. In attempting to understand and resolve the barriers that prevent people changing Do Something Different takes account of the limitations of the human mind revealed by behavioural science. This involves understanding how to influence people's automatic choices and break habits to produce beneficial outcomes, both for the individual and for society generally.

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