

# The Brain Talent Interpretation Guide

**Insight to unleash your brain's talents  
for the key competencies of the future.**

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## Top Three Questions

1

### What is a **Brain App**?

Your brain has certain capabilities. We use the metaphor of a smartphone App: a Brain App is like a tool for your brain.

What are your brain's key competencies? Are you using those fully?

*Read more about the apps on page 3-4.*

2

### What can I do with this info?

Your BTP shows your top 6 “Brain Apps.” You’ll increase your performance if you use these six strengths more fully and effectively. You can also develop additional Apps.

*See pages 5-10 for details and tips.*

3

### How do I go **further**?

Awareness is not enough. To create change, we need action.

*See pages 12-13 for additional suggestions.*

*Got your **SEI Brain Talent Profile**? Use this guide further understand what it means, and how you can leverage your Brain Talents!*

**“Brain Apps”**: the capability to apply an important talent.

Are you using the full capability of your brain?

The Brain Talent Profile expands on the “Brain Brief Profile.”

Brain Style identifies...

**Focus:**

Rational ☒ Emotional

**Decisions:**

Evaluative ☒ Innovative

**Drive:**

Practical ☒ Idealistic

For more on Brain Style, see

<http://6sec.org/bbigint>.



## Background

Start with a database of over 60,000 emotional intelligence assessments from around the globe. Add an analysis of feedback from nearly 500 leaders, and then, insights from a panel of 20 experts on change (*see page 11 more details*). The result:

### The 18 key competencies to create the future.

The 18 “Brain Apps” describe unique, powerful capabilities to create positive change. Grounded in research, these competencies are essential to flourish in complex times – at work, in school, in life.

“Brain Apps” are not necessarily behaviors. They describe capabilities that you can use.

**What Brain Apps are you running today?**



Data Mining



Modeling



Prioritizing



Connection



Emotional Insight



Collaboration



Reflection



Adaptability



Critical Thinking



Resilience



Risk Tolerance



Imagination



Proactivity



Commitment



Problem Solving



Vision



Design



Entrepreneurship

### Brain Apps

“App” is a metaphor to describe capability. What does your brain like to do?

## The 18 Apps

The competencies are organized around the three Brain Style scales, creating six clusters:

### Focus:

#### Logic, Data



App	Features of the App
<b>Data Mining</b>	Filtering to assess key information
<b>Modeling</b>	Mapping out logical possibilities.
<b>Prioritizing</b>	Seeing and sorting possible paths.

#### People, Emotions



App	Features of the App
<b>Connection</b>	Sensing & mirroring others' emotions.
<b>Emotional Insight</b>	Understanding people and human dynamics.
<b>Collaboration</b>	Creating harmony between people.

### Decisions:

#### Reduce Risk



App	Features of the App
<b>Reflection</b>	Pausing to assess.
<b>Adaptability</b>	Accepting multiple perspectives.
<b>Critical Thinking</b>	Evaluating, assessing, and planning.

#### Increase Opportunity



App	Features of the App
<b>Resilience</b>	Bouncing ahead.
<b>Risk Tolerance</b>	Accepting the unknown potential.
<b>Imagination</b>	Seeing the unknown.

### Drive:

#### Present, Practical



App	Features of the App
<b>Proactivity</b>	Acting based on internal drive.
<b>Commitment</b>	Maintaining attention on what is important.
<b>Problem Solving</b>	Inventing solutions to meet present needs.

#### Future, Idealistic



App	Features of the App
<b>Vision</b>	Seeing the long-term meaning.
<b>Design</b>	Expanding attention to create new potential.
<b>Entrepreneurship</b>	Inventing solutions to future challenges.

## Exploring the Apps

### Focus: Rational

These three capabilities allow people to process rational data effectively and efficiently.

- **Data Mining:** To know what's important, you notice clues, see patterns within the context, and filter out the inessential.
- **Modeling:** To see possible paths, you map out possibilities from the available data.
- **Prioritizing:** To decide what's important, you evaluate the options and consider best results against the constraints.



Data Mining



Modeling



Prioritizing

### Development

Tip to develop more capabilities in these areas:

- **Tune in.** Slow down and notice details – what fits and what doesn't fit?
- **Ask.** Question your own assumptions, question others. What does this mean? What happened? Why?
- **Puzzles.** Consider any situation as a puzzle. What fits where? How does part A relate to part B? Practice seeing connections.
- **Feed Me.** Are you giving your brain enough rational/cognitive data? How can you test assumptions, identify more perspectives?
- **+ E Data.** Do you ignore emotional data because it's more comfortable/efficient to use the rational side? Apply your analysis to yourself and tune into the logic of feelings – yours and others'.
- **RP:** The emotional intelligence skill of "Recognizing Patterns" helps people develop this area.

## Focus: Emotional

These three capabilities allow people to process emotional data effectively and efficiently.

- **Connection:** To build rapport, you open yourself, mirror their emotions, and tune into the “human wifi.”
- **Emotional Insight:** To understand others and your relationship with them, you sense their emotions and make sense of that data.
- **Collaboration:** To build effective relationships, you balance multiple needs and create the right emotions for people to get in synch.



Connection



Emotional Insight



Collaboration

### Development:

Tips to strengthen these competencies:

- **Heart Talk.** People are always sending emotional signals in their body language and tone of voice. What is behind or underneath the words?
- **Feeling Wise.** Experiment with the notion that emotions are actually signals of valuable information.
- **Reflecting.** Notice a cue, and genuinely, curiously ask, “do you feel \_\_\_?” or “do you mean \_\_\_”?
- **Evidence.** Sometimes society’s assumptions push us to devalue emotional data. Are you giving your brain enough emotional information, and valuing that insight?
- **1 Brain.** Remember that rational data is also valuable. Apply your attunement to yourself and become more careful in attending to cognitive signals.
- **IE.** The emotional intelligence skill of “Increase Empathy” helps people develop this area.

## Decisions: Evaluative

These three capabilities help assess risk, evaluate, and protect.

- **Reflection:** To increase clarity, you pause, step back, and evaluate.
- **Adaptability:** To shift perspective, you assess and “pivot” to re-align yourself toward new understanding.
- **Critical Thinking:** To make sense of uncertainty, you assess, adapt, and then apply your insights toward the long-term.



Reflection



Adaptability



Critical Thinking

### Development:

Tips to enhance these “Apps”:

- **Balanced Equations.** Experiment weighing pros and cons in decisions, evaluating both the rational and emotional factors.
- **Six Second Pause.** Before responding (with words or actions), practice creating a moment to reflect: “Is this the best option?”
- **Three More.** When making a decision, identify at least three options. If none are ideal, identify three more. Then select the best (or “least bad”).
- **Brain Space.** Do you give your brain enough opportunity to pause and evaluate?
- **Spontaneous Leaps.** Do you sometimes assess because it’s more comfortable than taking action? Apply your strategic thinking to yourself, and consider if there are times you would benefit from more spontaneity?
- **ACT.** The emotional intelligence competency of “Apply Consequential Thinking” supports effective use of these Apps.

## Decisions: Innovative

These three capabilities help see and create possibilities.

- **Resilience:** To overcome obstacles, you identify opportunities and take ownership of solutions.
- **Risk Tolerance:** To handle complexity, you focus on the future potential and take charge of your emotional energy.
- **Imagination:** To envision the unknown, you blend emotional openness with cognitive clarity.



Resilience



Risk Tolerance



Imagination

### Development:

To become more agile, energetic, and adaptable, try:

- **Bounce House.** For any situation, there are upsides and downsides. Identify six of each, “bouncing” back and forth.
- **Internal Gyroscope.** Practice asking yourself, “What would a balanced, calm, positive person do next?”
- **Spheres.** In any situation, there are some ingredients in your “sphere of concern” (what you care about) and others in your “sphere of influence” (what you can change). Practice identifying what fits in each, and focus on taking action inside your Sphere of Influence (and letting go of problems that are outside this).
- **Brain Flex.** Do you allow your brain the latitude to flex, bounce, play, explore?
- **Risk Calculus.** Do you sometimes go too fast or over under-evaluate the risks? That can be exciting, but would it help you to balance your focus on opportunity with some caution?
- **EO.** To supercharge this cluster, leverage the emotional intelligence competency of Exercise Optimism.



## Drive: Practical

These three capabilities help take action, build energy, and fuel results.

- **Proactivity:** To address challenges before they arise, you don't wait for others, you harness your own internal drive.
- **Commitment:** To maintain clarity about what matters, you take your internal drive and link it to your long-term vision.
- **Problem Solving:** To get results fast, you focus both on the present and future and create the emotional energy to go.



Proactivity



Commitment

### Development:

Tips for being more energetic and better able to inspire action:

- **Spark Plug.** In any situation, what are six elements that excite and inspire you and others? Seek those out.
- **Ripples.** What positive benefits could come from this situation or task? How can you emphasize those?
- **Phone a Friend.** If you KNEW that others were standing by to help you, what action would you choose? What risk might you take?
- **Life Hack.** Don't wait for the "elegant solution," give your brain permission to spark your energy and create ways to take action, and then iterate to refine.
- **Measure Once.** Do you sometimes "push for action" because it's more powerful/comfortable/efficient than discussing and considering? Are you balancing the immediate goals with the long-term opportunities?
- **EIM.** To become more powerful in this cluster, focus on the emotional intelligence competency of Engage Intrinsic Motivation.



Problem Solving

## Drive: Idealistic

These three capabilities help see the future and create it.

- **Vision:** To know what is important, you stay connected to your values as a “North Star.”
- **Design:** To create clarity of direction, you consider both the long-term and your current reality.
- **Entrepreneurship:** To build a path toward the vision, you see the future and find energy to take steps toward it today.



Vision



Design



Entrepreneurship

### Development:

To more effectively see and shape the future, try these:

- **Bumper Sticker.** If 10 million people were to hear one powerful message or idea from you, what would it be?
- **ABC Plan.** Considering both the emotional and analytic data, where are you (point A), where do you want to go (point B), and what are the conditions/contexts in which you’re operating (C)? What is the most powerful path forward?
- **Yardsticks.** Practice discussing, “What are the criteria for success?” Particularly when making decisions with others, spend 50% of the available time defining the shared goals.
- **Imagine.** Sometimes we are so caught up in the “urgent” we stop attending to the “important.” Do you allow your brain to focus on the long-term and bring your vision into focus? As you look ahead, can you tell a story, or draw a picture, or see in your mind?
- **Boots on the Ground.** Are you over-using these capabilities? Do you have a “dream” instead of an active vision? Do you balance pragmatic action with the long-term ideals?
- **PNG.** To increase your power in this cluster, develop the emotional intelligence competency of Pursue Noble Goals.

## More About the Research

### The 18 Competencies

How did we decide on these 18? Six Seconds publishes numerous assessment tools, and we looked at results from some 60,000 people from around the globe to derive the model of the six “clusters” in Focus, Decisions, and Drive. Based on this data, we developed a pilot version of the BTP and tested it with hundreds of professionals. To refine the model further, we created a new “iteration” of our design process.

A key step was reading, line by line, hundreds of comments given to leaders who earn high performance scores. What about these leaders makes them effective? We then linked this textual analysis to the leaders’ emotional intelligence scores.

To refine the model even further, we examined the methodology of Six Seconds “lab,” Synapse School, where the mission is: Educating Future Change Makers. We identified key outcomes needed for Change Makers and linked them to the model. We did the same with key competencies identified by leading authors, such as Tony Wagner’s work in *Educating Innovators*.

Finally, we used a panel of experts on change – in business, education, and life from the Six Seconds Emotional Intelligence Network – to evaluate key competencies and the related behaviors. Thus, after many cycles for research, testing, validation, and clarification, the current Brain Talent Profile represents a blend of scientific and real-world evidence.

### Snapshot

Due to the principle of neuroplasticity, we know the brain changes itself, during the entire lifespan. While other assessment profiles offer a somewhat fixed view of the individual, the BTP is built upon the learnable competencies of emotional intelligence – so if you want to strengthen your capabilities, you can!

Remember, a “Brain App” refers to capability, not to behavior. These scores provide insight on how your brain functions and opportunities to use your talents more fully.



# Using Your Brain Talent Profile

Three final suggestions

## 1

### Evaluate

The BTP is based on your self-assessment. What evidence do you have to confirm or deny the results?

Consider your “signature.” What makes you stand out as you? Do you see your Brain Apps visible in this signature? If not, either the apps are wrong, or you’re not utilizing these capabilities.

Given your career and life goals, which Apps are important to you? For example, if you aspire to be a true leader of teams, is it important to have Apps such as Collaboration and Entrepreneurship?

## 2

### Download and Run

Are there Brain Apps that you need to “download” – by developing more of your emotional intelligence capability?

How are you currently using the capabilities you do have?

We use the metaphor of Apps to evoke the notion of practical functions on a smart phone. To make a computer app valuable, you need to download it AND use it. Are there any Brain Apps that you have (according to your BTP) that you are not using fully?

Are there Brain Apps that would be important for you to develop?



### 3

#### Go Deeper

The Brain Profiles are starting points to assist you in a process of discovering and building your capabilities. When you're ready to go further, here are three suggestions:

Six Seconds – The Emotional Intelligence Network – has a very active website with hundreds of articles about emotions and emotional intelligence. Start reading! [www.6seconds.org](http://www.6seconds.org)

[EQ.org](http://EQ.org) is the emotional intelligence learning community. Become a paid member and access a huge library of resources and people – and projects in which you can participate to learn-by-sharing.

We have active groups on Facebook and LinkedIn (as well as Twitter feeds and a YouTube channel). Go to [www.6seconds.org/connect](http://www.6seconds.org/connect) and join us!

The Brain Brief Profile is just one of many reports available from the SEI. At the bottom of your profile is the name and email of an EQ Practitioner who you can contact for more. Invest in a one-to-one coaching session with an in-depth SEI report for personalized support from an expert ally, and create a plan to optimize your Brain Talents!



The Brain Talent Guide provides an introduction to the BTP and Brain Apps.

The BTP is one of the Six Seconds Emotional Intelligence (SEI) tools:

[www.6seconds.org/tools/sei](http://www.6seconds.org/tools/sei)