

of people, which is emotional and social intelligence (the people skills that routinely characterize those with the right stuff).

- This book is about how to use emotional and social intelligence in an intelligent way to boost the skills that equate to success in the current workforce.
- This book is about applying EQ to first know exactly what you're looking for, then how to use it to find and hire those with the kind of talent that companies will bet their lives on.
- This book is about how to tap EQ with the EQ-i in order to plan on-target investments in human development.
- This book is about how to scientifically apply emotional and social intelligence in the workplace to develop the kind of managerial skills that are required in the era of the knowledge worker.
- In summary, this book is about human capital profiling based on applying the emotional-social-behavioral audit to examine organizational aerodynamics and sculpt corporate culture to decrease drag and increase top-end performance and efficiency. Finally, for organizations who use human capital profiling, it helps them mean it when they say that "people are our most important asset."

This is the first edition of *Optimizing People*, and we welcome and encourage your feedback, which will be molded into future editions of this book together with our research findings and those of others in this field. Correspondence with the authors can be sent to our web site.