

# BUILD BETTER MANAGER BEHAVIOUR AT SCALE

Run your **Behavioural Operating System™** with **OpenEQ™**.

## BAD BEHAVIOUR STALLS CHANGE

You can have a clear plan and strong leaders, and still lose momentum. Under pressure, day-to-day behaviour breaks down.

This is an EQ issue. It shapes how your managers decide, handle conflict, and run difficult conversations.

## INTRODUCING THE BEHAVIOURAL OPERATING SYSTEM (BOS)

A BOS is a practical way for you to build better behaviour at scale.

A training programme is a sequence of events. You attend it, then you go back to work. A BOS shows up in the work itself. It makes the right behaviour easier, day after day, especially under pressure.

BOS runs as four steps you repeat:

**ASSESS:** Set an EQ baseline and shared language.

**COACH:** Give private support when pressure shows up.

**EMBED:** Reinforce micro-habits in day-to-day work.

**REPORT:** Share cohort signals leaders can trust. Not surveillance.

## WHAT THIS IMPROVES

When BOS is working, you get faster decisions and fewer escalations. Managers handle pressure better. Rework falls. You also get baseline, adoption, and progress signals you can report with confidence.

## HOW OPENEQ DELIVERS BOS

**OpenEQ** includes an emotional intelligence assessment, online private coaching through **Dr Martyn AI**, practical learning resources, behavioural reinforcement, and aggregated reporting.

Together, these give all employees support to improve their behaviour, and leaders and L&D a clear view of adoption and progress over time.

**OpenEQ™**



## YOUR NEXT STEP

Read the detailed BOS Guide and see **OpenEQ** in action with a short video demo at [RocheMartin.com/OpenEQ](https://RocheMartin.com/OpenEQ)

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“ORGANISATIONS  
THAT ASSESS AND  
IMPROVE THEIR  
WHOLE TEAM’S  
EQ OUTPERFORM  
COMPETITORS.  
NOT JUST AT  
MOMENTS OF  
CHANGE OR  
DIFFICULTY BUT IN  
EVERY MOMENT,  
EVERY DAY.”

Dr Martyn Newman  
Co-founder, RocheMartin