

PRODUCT INFORMATION

Unlocking the power of **Emotional Intelligence**
across your organisation.

OpenEQ™

RocheMartin

Inspired Emotional Intelligence

www.rochemartin.com

LONDON | DUBLIN | MELBOURNE

BUILD BETTER MANAGER BEHAVIOUR AT SCALE WITH OPENEQ

CHANGE SUCCEEDS OR FAILS IN DAY-TO-DAY EXECUTION. THAT COMES DOWN TO YOUR MANAGERS.

Most organisations know manager behaviour matters. The challenge is improving it across the whole manager population.

Workshops can raise awareness, but without ongoing support, behaviour rarely changes in a lasting way.

OpenEQ™ helps you strengthen emotional intelligence across your managers. It gives you a practical way to assess, coach, embed and report the behaviours that matter most in performance and change.



“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

OPENEQ IS THE BEHAVIOURAL OPERATING SYSTEM FOR THE FUTURE OF WORK. BUILT ON TWO DECADES OF RESEARCH, OPENEQ HELPS PEOPLE AND ORGANISATIONS MEASURE AND DEVELOP EMOTIONAL INTELLIGENCE.

HOW OPENEQ WORKS

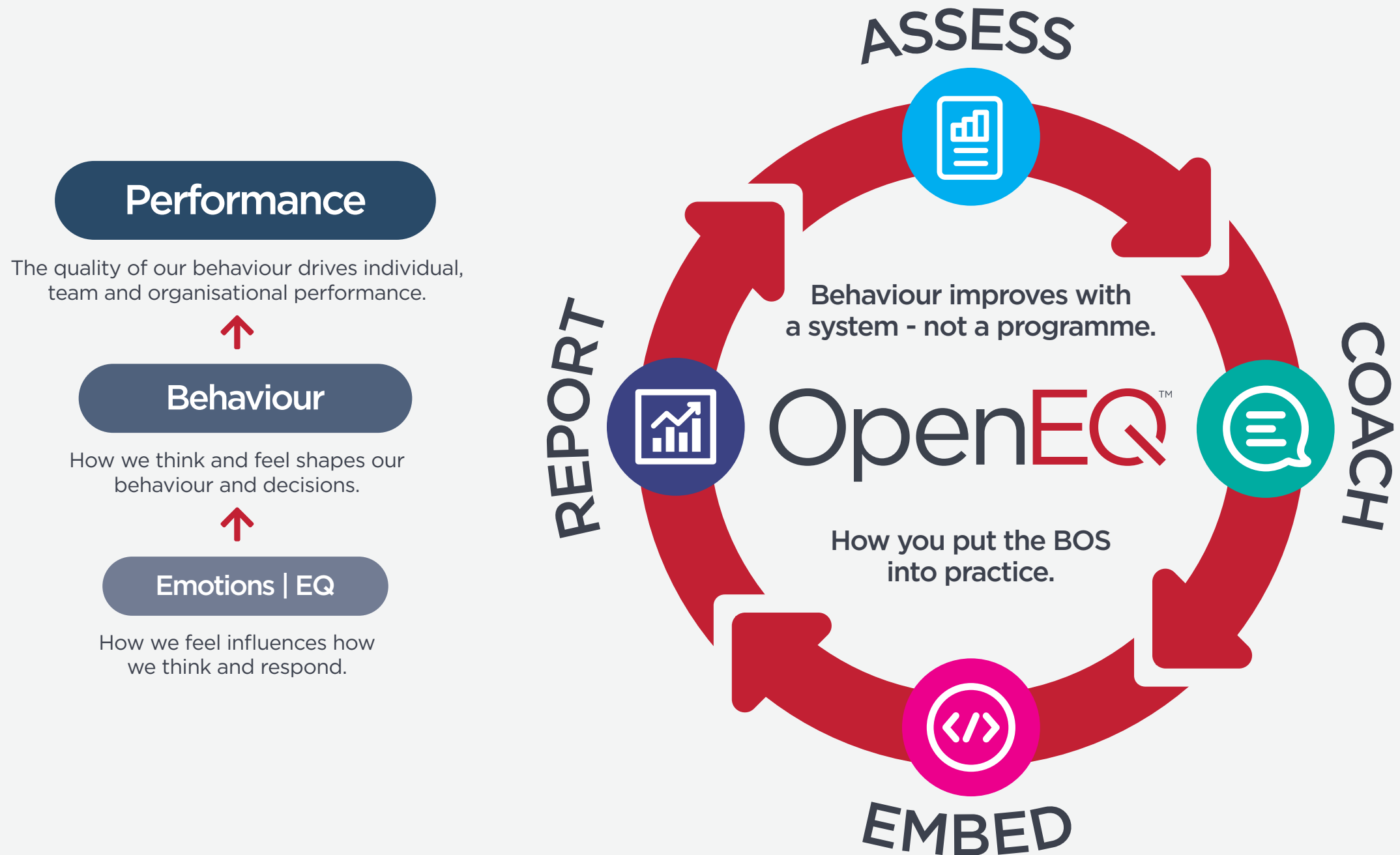
IT IS SIMPLE TO USE, BUT IT IS DESIGNED TO CREATE LASTING BEHAVIOUR CHANGE.

It is built around a simple idea: if you want behaviour to improve, people need more than one-off learning. They need a system that helps them assess, practise, reinforce and track progress over time. Not a single workshop but a Behavioural Operating System.

OpenEQ puts that System into practice at scale with a clear baseline, expert coaching, guided development, reinforcement over time, and reporting that helps you track progress.

Behavioural Operating System™ (BOS)

A system to improve behaviour in day-to-day management.



1

ASSESS

Clear EQ baseline.
Emotional Capital Report (ECR).

2

COACH

Expert coaching on demand.
Dr Martyn AI.

3

EMBED

Help better behaviour stick.
Learning modules and tools.

4

REPORT

See progress clearly.
Aggregated private reporting.

1. ASSESS

HAVE A CLEAR BASELINE.

OpenEQ starts with the **Emotional Capital Report (ECR)**.

It gives each manager a clear picture of the emotional intelligence competencies that shape how managers lead, work with others and perform.

It does more than generate scores. It turns assessment data into practical insight, helping each person understand their strengths, their risks and where to focus next. The result is a personal development plan they can use to improve their performance as managers.

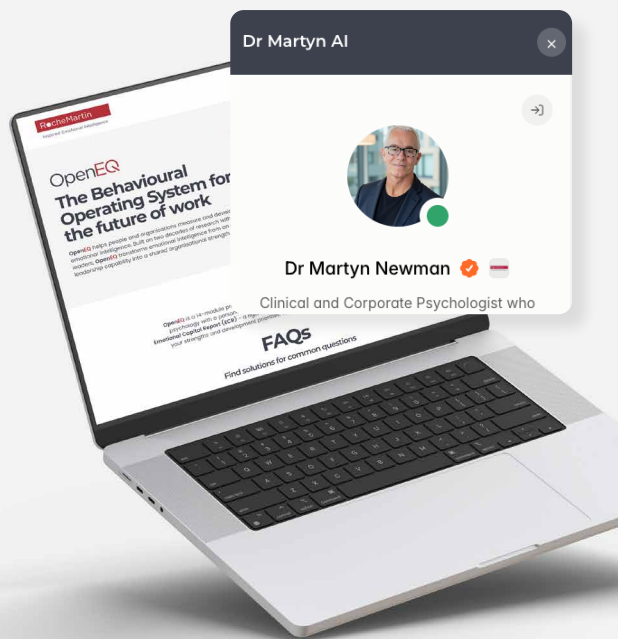


2. COACH

GIVE ALL MANAGERS EXPERT SUPPORT ON DEMAND.

For years, most organisations could only offer EQ coaching support to a small group of senior leaders. **OpenEQ** changes that.

Dr Martyn AI makes expert EQ coaching available to all managers through private voice and chat support. It gives them on-demand access to Dr Martyn Newman's expertise, helping them understand their assessment results, work through real challenges, and improve how they lead day-to-day.



“ONE OF THE MOST VALUABLE LEADERSHIP DEVELOPMENT TOOLS I’VE EXPERIENCED. A PRACTICAL FRAMEWORK FOR DEVELOPING EMOTIONAL INTELLIGENCE THAT TRANSLATES INTO BETTER DECISION-MAKING, STRONGER RELATIONSHIPS, AND MORE EFFECTIVE LEADERSHIP.”

Anthony Houghton
Group Chief Executive Officer, Holland & Barrett

“WE’RE MAKING BETTER BUSINESS DECISIONS. IT’S HAD A BIG EFFECT ON THE INTERNAL DYNAMIC OF THE BUSINESS. IT’S A BETTER PLACE TO WORK. AND, WHEN YOU PUT THOSE THINGS TOGETHER IT STARTS TO SUSTAIN AND REPEAT.”

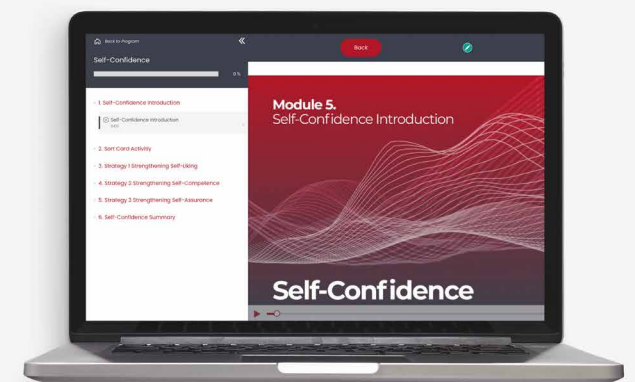
Sir Jeremy Darroch
Group CEO, Sky

3. EMBED

HELP BETTER BEHAVIOUR STICK. INSIGHT MATTERS. PRACTICE CHANGES BEHAVIOUR.

OpenEQ helps managers keep improving after the first assessment or online coaching conversation. It combines short learning modules, practical tools, reflection exercises and ongoing reinforcement.

That helps managers apply better behaviour more consistently in conversations, decisions, feedback and conflict every day. It is how **OpenEQ** helps insight become action, and action become habit.



4. REPORT

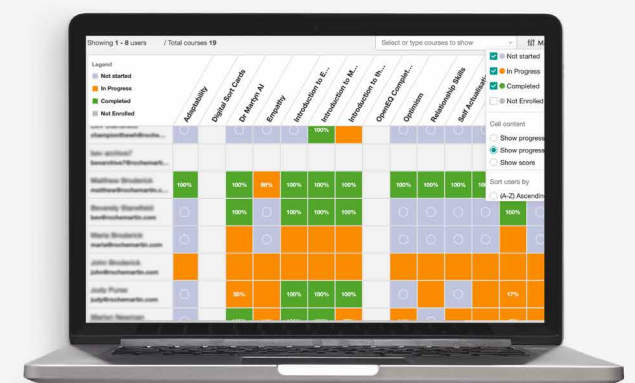
SEE PROGRESS CLEARLY.

OpenEQ gives leaders and L&D aggregated reporting on adoption and development trends.

That helps you see where support is working, where engagement is building and where more focus may be needed.

Individual coaching stays private. Reporting is aggregated by default.

OpenEQ develops people. It does not monitor them.



1 MILLION+

ECR ASSESSMENTS
CONDUCTED.

3,500

ORGANISATIONS.

50+

COUNTRIES WITH
DECADES OF
RESEARCH AND
WRITING.

1000s

OF HOURS COACHING.

“WORKING WITH
ROCHEMARTIN OVER
THE LAST 20 YEARS
AND ITS SOLUTIONS
HAS BEEN EXCELLENT.
DR MARTYN NEWMAN
IS INSPIRATIONAL.
HE’S DEVELOPED ALL
THE PRODUCTS AND
MADE THEM VERY
USER-FRIENDLY.”

Deirdre Murray
Founder, People Resources

EXPERT COACHING GROUNDED IN SCIENCE

OPENEQ COMBINES EXPERT COACHING WITH AN ECR BASELINE.

Shaped by scientific research in corporate psychology and a strong assessment data set drawn from the performance of leaders from around the world.

The **ECR** gives **OpenEQ** a strong foundation.

Dr Martyn AI builds on that with coaching shaped by Dr Martyn Newman's expertise in emotional intelligence, leadership psychology and development.

BUILT FOR TRUST

OPENEQ IS DESIGNED TO SUPPORT HONEST REFLECTION AND PRACTICAL DEVELOPMENT. THE COACHING STAYS PRIVATE.

Organisational reporting stays aggregated. That helps you scale support without creating anxiety about monitoring or misuse.

YOUR NEXT STEP

OpenEQ is straightforward for L&D teams to introduce and simple for managers to use. That helps you extend support more widely without adding unnecessary admin.

- 1** See how **OpenEQ** works.
- 2** Watch a short demo video to see how **OpenEQ** will help you improve manager behaviour at scale.

RocheMartin.com/
OpenEQ

Building Emotional Intelligence
and Leadership Success

OpenEQ™

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