

# 03 | LEVERAGING EI IN THE MUSIC INDUSTRY



Measuring & Managing Talent with Scientifically Validated Assessment

Leadership & Individual Development

Selection & Succession Planning

Organizational & Team Development

360° Feedback

As part of coaching efforts within the music industry, Canada's Music Incubator's (CMI) Artist Entrepreneur program at Coalition Music (a non-profit initiative which provides coaching and professional development for emerging artists in the music industry), with the help of Multi-Health Systems (MHS, a publisher of psychological assessments), began to examine traits which are key to success in the music industry.

In the previous article, I examined the results of the Multidimensional Perfectionism Scale™ (a measure of perfectionistic tendencies). In this article, I will examine the results of the Emotional Quotient Inventory 2.0 (EQ-i 2.0®).

The EQ-i 2.0 measures an individual's level of emotional intelligence. Emotional intelligence, which is often referred to as "soft and emotional skills", describes an individual's ability to use their social skills effectively to navigate a variety of situations. The EQ-i 2.0 model presents emotional intelligence as a set of 5 composite domains, each containing 3 factors (for a total of 15 subscales).

MHS suggested including this assessment in the battery, as it would help mentors identify social

skills which the artist can harness to overcome future challenges, as well as skills which are in need of development.

As suggested by *Figure 1*, this group is particularly strong in their Interpersonal composite (consisting of Interpersonal Relationships, Empathy and Social Responsibility). The Interpersonal composite describes an individual's ability to connect with others in a meaningful way. This ability is especially important for musicians who make concerts more enjoyable by connecting with the audience. Additionally, this group will have an easier time forming and maintaining strong networks with others.

**Which strengths can be harnessed for continued success?** (*Figure 2*)

**Social Responsibility:** The group

average score suggests that these artists are constructive members of society who act in support of the common good. They are likely involved in a variety of activities. If they encounter a setback in one area of life (such as a relationship), they can seek emotional relief in another interest (such as their music). However, they should be mindful not to take on too many activities or responsibilities at once.

**Self-Actualization:** A high group average score suggests that these artists find meaning and purpose in their careers. They will often set challenging goals for themselves and motivate themselves to reach these goals. The artists should continue to find ways to ensure that their talents are being optimally leveraged, and should seek advice from mentors for ideas on new goals to set for themselves.

"Total Emotional Intelligence" and "Composite Scale" scores (group average)

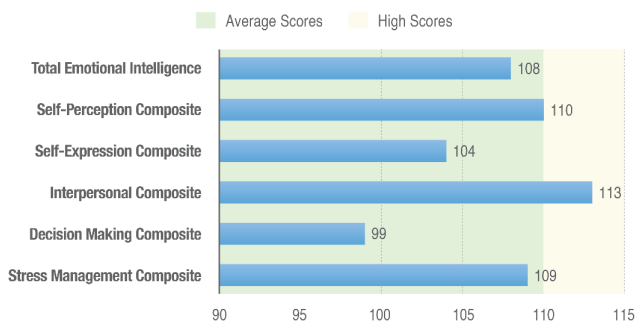


Figure 1. "Total Emotional Intelligence" and "Composite Scale" scores (group average).

Three highest emotional intelligence subscale scores (group average)

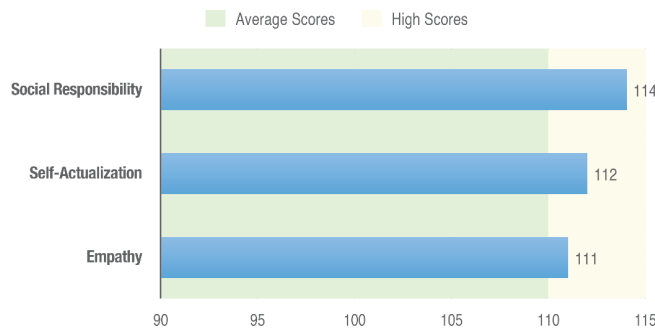


Figure 2. Three highest emotional intelligence subscale scores (group average).



# LEVERAGING EI IN THE MUSIC INDUSTRY

**Empathy:** This group displays the ability to recognize, understand and appreciate the way others feel. This trait is particularly important in the ability to connect with others, and will help the artists read an audience to determine how their performance is being received. The artists can harness this skill by using it to determine whether or not the audience may enjoy a song containing a different pace (such as a calming song after an intense one), even if the performance is well received overall.

**Where can development be focused?** (Figure 3)

**Emotional Expression:** The score suggests that, while the group may be able to express their true feelings with relative ease, they may have difficulty articulating or

sharing some emotions (or may not be able to find the right words or expressions to articulate those emotions). They may want to explore when and why they hold back their true feelings.

**Impulse Control:** A group score within the Average range suggests that the artists are generally able to resist or delay impulses to act. However, under times of stress or pressure, they may be more impulsive than normal. It may be helpful for the individual to recall a situation where they acted rashly, identify the emotion they were experiencing and determine what they could have done differently (or how they could have exercised control). Use the example as a goal for improvement and attempt to accomplish this goal in the short-term, while noting any positive

changes towards the outcome of the situation.

**Problem Solving:** It is important to keep in mind that the “Problem Solving” subscale does not measure the quality of one’s solutions, but rather how effectively an individual uses their emotions in the process of solving a problem. The group average suggests that the artists can use their emotions effectively to focus on the problem at hand, but there may be areas of life where emotions can get in the way of making a decision (leading to behaviors such as procrastinating on a difficult decision). In order to overcome this challenge, the artists should establish a deadline for when to resolve a difficult issue. This strategy promotes using an efficient decision making process and reduces the likelihood that they will delay addressing the tough decision.

Three lowest emotional intelligence subscale scores (group average)

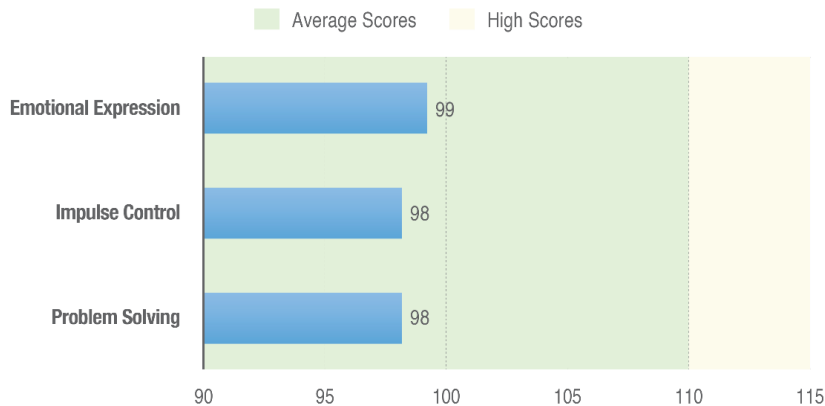


Figure 3. Three lowest emotional intelligence subscale scores (group average).

Given the strengths and challenges of this group of artists, I would like you to reflect on the following questions:

- Have you worked with a client who excelled in Empathy? What were their accompanying strengths and challenges? Are they similar to the group of artists presented above?
- Can you think of a client who struggled with their ability to control their impulses? How would you coach an artist who is impulsive under stress?

In the next article, I will examine the results of the results of the Entrepreneur EDGE™ (a measure of entrepreneurial potential).

## About the Author – Justin M. Deonarine

Justin Deonarine is a Research Analyst on the Research and Development team for the Talent Assessments division of Multi-Health Systems Inc.

Justin’s work at MHS includes custom analyses for a variety of organizations, including those in the music industry and reality television. He has co-authored a textbook chapter on emotional intelligence, as well as published articles around various topics (including emotional intelligence, risk appetite, innovation and leadership development).

Justin’s professional interests include predicting and improving human performance.

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