



New Study Reveals Success Indicator for Work and Home Life

Have you ever wondered why some people seem to have the “Midas touch” – so that everything they come in contact with turns to gold? Bruce D Schneider, Ph.D., MCC, founder of iPEC Coaching (www.iPECcoaching.com), can now tell you why. This month, Schneider and iPEC Coaching announced the results of a groundbreaking research study showing the existence of a single factor that determines success in life.

Called the E-Factor™, this conclusive indicator of success can be determined in a mere 20 minutes using a new online assessment, conceived after 25 years of research in the area of human potential and consciousness. The Energy Leadership™ Index assessment is based on a tool, the Energetic Self-Perception Chart™ developed by Schneider in 1999, that delineates seven different levels of consciousness, or awareness of self and life, with the first two levels being catabolic (negative or destructive) and the next five being anabolic (positive or constructive).

The Energy Leadership Index assessment quantifies the way in which an individual perceives and approaches life and reacts to different circumstances and experiences, and produces a numerical value – the E-Factor – that indicates the person's level of consciousness. The research shows that higher E-Factors are associated with more success in life.

About the results, iPEC's vice-president Luke Iorio says, “I'm actually a bit surprised. Knowing about our company's many years of anecdotal research, and personally having applied the underlying assumptions and concepts of Energy Leadership to my life, I knew we were on to something big. But I had no idea how big, and how accurate, this work would prove to be.”

In speaking of Energy Leadership, Iorio is referring to both iPEC's particular and unique form of leadership, and also, literally, to the process of leading energy, so that it works for you rather than against you. Using the Energy Leadership Development System, which is a coaching program that was developed from the assessment, people not only understand their E-Factors, but can also raise them to increase success in their lives.

Schneider says, “At the time of its creation, I didn't fully understand all of the gifts and potential of the Energetic Self-Perception Chart. It was designed to build awareness of who we really are and how we can break through what holds us back from greatness. Now I know that the potential of this work is unlimited, and I'm thrilled to be a part of its further discovery and growth.”

Research Results by the Numbers

A blind research study asked 100 people who completed the Energy Leadership Index assessment to rate themselves on 14 indicators of success. Participants with an E-Factor averaging 3.0 (with a possible range of 1 to 7) reported higher ratings in 14 out of 14 of the success measurements, compared to participants who scored 2.5. This 100 percent correlation demonstrated empirically that a person's E-Factor directly correlates to these 14 success measurements.

Further, the significance of improvement in these categories was extraordinary, showing an increase of between 6 and 20 percent for every one of the 14 items. These findings were the product of only a half-point difference (from 2.5 to 3.0) in E-Factor scores. The difference in success ratings between E-Factors of 2.5 and below, and 3.5 and higher, were substantially greater.

Here are the **14 indicators of success** and the percentage of increase in ratings by participants with an E-Factor of 3.0, as compared to those with an E-Factor of 2.5.

- 20% increase in financial success
- 10% increase in self-described leadership ability – to motivate and inspire self and others
- 15% more satisfaction with, and quality of, interpersonal, social, and intimate relationships (3 items combined)
- 12% greater feeling of engagement/excitement at work
- 14% more personal time and feeling of freedom
- 9% improvement in the quality and depth of communication at home and at work
- 6% increase in health and wellness
- 16% increase in productivity
- 17% improvement in time management and efficiency
- 12% greater feeling of purpose and spiritual connection
- 15% improvement in work-life balance
- 20% increase in overall mental, emotional, psychological, spiritual and physical energy level