



**Just A Moment...**  
Business Commentary

## **AQ Makes A Difference!**

*by Leon A. Enriquez*

We are all familiar with IQ (Intelligence Quotient) which is used to measure individual intelligence – the higher the IQ, the more intelligent the person. Not surprisingly, countless IQ tests have been developed to profile individual intelligence. Yet, studies have shown that such high IQ people do not necessarily become very successful in life. There seems to be some other missing ingredients which are just as crucial.

Daniel Goleman, the renowned, Harvard psychology guru and author of the best-selling book, *Emotional Intelligence: Why It Can Matter More Than IQ for Character, Health and Lifelong Achievement* noted that there is a second missing ingredient for success which is emotional intelligence or EQ (Emotional Quotient).

Consider that a high IQ person who cannot work with anyone else will have very limited business success. But emotional intelligence gives you a competitive edge. Here, EQ is a good indicator of how well you can work with others. Besides a high IQ, a high EQ is an essential part of success in business simply because EQ is vital as we need to work and collaborate with customers, employees, partners, suppliers, and government agencies, in order to be successful. Having great intellectual abilities may make you a superb fiscal analyst or legal scholar, but a highly developed emotional intelligence will make you a candidate for CEO, or a brilliant lawyer.

Recent research has revealed yet another factor that contributes amply to success. Beyond IQ and EQ, there is a third factor which has been shrouded from view for quite some time now. In scientific terms, it is known as AQ (or Adversity Quotient) said Dr Paul Stoltz president of Peak Learning Inc., who coined the term, and who authored the book *Adversity Quotient: Turning Obstacles into Opportunities*.



Why do some people prevail where others despair? The difference lies in their “Adversity Quotients” noted Dr Stoltz, who defines adversity quotient as a measure of how well someone handles bad news. Put another way, AQ is the measurement of an individual’s ability to perform and excel despite adversity. For instance, a person with a high AQ can live through adversity and hardship peacefully – and resolve all problems that he or she encounters.

Why is AQ important? It follows that you may possess both high IQ and high EQ, but if you quit the moment you face some hardship, you are not going to get far in life. What does AQ do for you in life? In reality, AQ buys you more time to wait for the “right time” for success to come. AQ (also known as “luck or celestial timing”) enables you to survive until your success opportunity or moment arrives – when you can achieve lasting success.

Creative Technology founder, chairman and CEO Sim Wong Hoo is a good example of AQ. Consider his words taken from his book, *Chaotic Thoughts From The Old Millennium*. “For me, the Sound Blaster was the arrival of my celestial timing (or AQ),” said Sim. “But I had waited and survived in very tough situations for almost 10 years before success arrived. And that was enough.”

Successful entrepreneurs are a rare breed – who have the passion, vision and belief to wait for the “right time” when success finally arrives. On hindsight, we all seem to understand the importance of “being at the right place at the right time” when success appears. Another word for this is synchronicity.

For the entrepreneur who is struggling to achieve success, this lesson may be an inspiring one. Strive to do all the right things in your business endeavours. And keep a look out for your success. If you possess boundless stamina in your AQ, success will appear sooner or later. It’s just a matter of the right time and right place – the right moment!

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