

Re: MBA Thesis Questionnaire

Dear All,

I am currently completing a Masters in Business Administration (*MBA*) Degree at the Kemmy Business School, University of Limerick. My thesis topic is in the area of Emotional Intelligence (*EI or EQ*) and Transformational Leadership, focusing on a comparison between Senior-Level Managers in industry and Entrepreneurs.

The title of the thesis is:

'Is there a difference between senior-level managers and entrepreneurs in the context of their Emotional Intelligence (EI) levels and Leadership Styles / Outcomes'?

EI is a measure of one's emotional intelligence, which is defined as the ability to use both emotional and cognitive thought. Research to date has confirmed that there is a clear link between individuals who have high levels of EI and their associated transformational leadership skills.

I have identified you as a key contributor to this study, as you fall into one of the two categories; **Senior-Level Manager** or **Entrepreneur**. To add as much value as possible for the data analysis, I need a high number of respondents from the senior-level manager (*managers, directors and above*) population and the entrepreneur population across multiple industries, both in Ireland and internationally.

The questionnaire will take between 20 - 25 minutes to complete, and has received approval by the University of Limerick Research Ethics Committee. Confidentiality is assured to all respondents, as the questionnaire is designed to be anonymous. Please give some thought to each question and remember that there is no right or wrong answer, as this study is intended to compare the traits that exist in both groups, with your feedback being invaluable.

If you have any queries in relation to this request, you can contact me on +353 86 7957814, or email:

gary.power@genzyme.com

I would really appreciate if you could take the time to complete this questionnaire.

Yours Sincerely,

Gary Power.

