



# SOCIAL STYLE® Navigator



## Technology Resources

### AUDIENCE

Managerial, Sales and Individual Contributors (Universal) post-SOCIAL STYLE training

### USE

Ondemand, micro-learning application provides continual learning to apply SOCIAL STYLE strategies to solve common workplace situations



**SOCIAL STYLE Navigator** is an ondemand, micro-learning application that provides a post-training reinforcement technology platform – it helps SOCIAL STYLE training participants continue the learning journey by reinforcing the concepts and providing techniques to apply Style in powerful and practical ways in the workplace. Navigator is accessible via an online, mobile-friendly platform. The content is modular so individual content resources can be turned on or off to support specific learning objectives.

This robust tool is available free to all SOCIAL STYLE classroom and online learning participants.

**SOCIAL STYLE Navigator** includes:

- **SOCIAL STYLE Estimator** — Answer a few short questions to quickly estimate a person’s SOCIAL STYLE. This helpful tool is applicable in a variety of situations such as before meeting with a sales prospect, heading off a potential conflict, meeting with a superior (or subordinate), or working in a team setting.
- **SOCIAL STYLE Advisor** — Productivity tips on dozens of topics including common managerial tasks and sales scenarios. Advisor tips reflect the unique SOCIAL STYLE preferences of both the learner/user and the person they are interacting with, for personalized Style-to-Style advice. For example, a Driving Style manager can get advice on effectively giving performance feedback to an employee with the Analytical Style. Or an Expressive Style salesperson can learn how to overcome the objections from an Amiable Style buyer. Each Advisor scenario can be reviewed online or printed out for reference; and they include links to additional resources on each of the 30+ topics including information about how a person’s own SOCIAL STYLE influences the situation.
- **SOCIAL STYLE eLearning Library** — Includes four eLearning modules that teach how to apply SOCIAL STYLE concepts in the workplace. Modules in the series are:
  1. *Managing Conflict*
  2. *Working in Teams*
  3. *Coaching Others*
  4. *Achieving Higher Versatility*





## ELEARNING LIBRARY

Four eLearning modules are available in the SOCIAL STYLE Navigator.



**Coaching with STYLE™** shows how to apply SOCIAL STYLE techniques to any coaching process. It provides specific advice to help the coach build better relationships, improve communications, reduce tension and improve workplace productivity.



**Working in Teams with STYLE™** teaches how SOCIAL STYLE skills can improve team performance through Versatility.

It provides advice to help teams quickly and effectively focus their responsibilities and ultimately operate at optimal performance.



**Managing Conflict with STYLE™** advises on how to use Style to anticipate conflicts, reduce occurrence

of conflicts, minimize the impact and repair damage after a conflict occurs.



**Achieving Higher Versatility™** is a guide to understanding and improving personal Versatility. Research shows that Versatility

skills directly relate to successful business performance. This micro-module includes an in-depth look at Style-specific behaviors and how to improve productivity and relationships.

Many TRACOM products may be purchased online. Visit [www.tracomcorp.com](http://www.tracomcorp.com) to learn more or shop.



## Technology Resources

### SOCIAL STYLE ADVISOR SALES TOPICS

- Advancing the Sale
- Asking Productive Sales Questions
- Conducting Productive Negotiations
- Convincing a Customer to Switch
- Customer Decision Making
- Developing and Conducting Sales Calls
- Gaining and Building Trust
- Gaining Commitment
- Giving Presentations
- Difficult Conversations with Customers
- Knowing Your Customer
- Preparing for a Sales Call
- Recognizing Customer Attitudes
- Selling to a Purchasing Committee
- Virtual Communication with Customers

### SOCIAL STYLE ADVISOR MANAGERIAL TOPICS

- Conducting a Performance Review
- Conflict Management
- Creating a Productive Coaching Environment
- Creating a Productive Team Environment
- Delegating to Others
- Giving Public Presentations
- Managing Team Change
- Managing Virtual Teams
- Motivating and Inspiring Others
- Providing Difficult Feedback
- Running Team Meetings
- Setting Goals
- Team Decision Making
- Teams Dominated by a Single Style
- Virtual Communication with Teams

### SOCIAL STYLE ADVISOR INDIVIDUAL CONTRIBUTOR (UNIVERSAL) TOPICS

- Handling Difficult Conversations
- Managing Your Performance
- Public Presentations
- Understanding Your Supervisor
- Virtual Communication