



SUCCESS STORIES

Boise State Center for Professional Development: Building Leadership



Boise State University is a public metropolitan research university offering an array of undergraduate and graduate degrees and experiences that foster student success, lifelong learning, community engagement, innovation and creativity. Located in Boise,

Idaho, the school has more than 22,000 students enrolled. In addition to the undergraduate, master's and PhD education programs, Boise State University also offers courses in professional development. The Boise State Center for Professional Development provides education and training programs to nearby businesses and professionals including large Fortune 500 firms and small businesses.

Known locally as the "Center," they have established a reputation for hands-on, relevant learning available on-campus, in the community and online. Organizations in healthcare, public administration and engineering have been especially drawn to the Center's curriculum. TRACOM's SOCIAL STYLE Model™ is an important part of the Leadership and Management Courses, as well as the Business and Communication courses offered.

"When we looked at the skills needed for effective leaders, we knew that we needed to address soft skills and communications skills," said Paul Bentley, Director of the Boise State Center for Professional Development. "We evaluated several different vendors and models before selecting TRACOM's SOCIAL STYLE®. We found that SOCIAL STYLE is the easiest to learn and for people to put to use in their work."



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Program Overview

While the Center offers a range of courses, a typical program meets two days per month for four months, with a year-long reinforcement effort. The Center offers several programs including Project Management, Leadership Development, Business Communications and Human Resources. Participants typically have reading and work to do before and after each session as well as projects to apply their learning immediately at work.

The Center also develops custom training and education programs for organizations throughout Idaho and the Northwest.

“We are the intersection between the resources of Boise State University and the business community,” said Bentley.

TRACOM’s SOCIAL STYLE Model was originally created through a partnership between education and business. University of Denver industrial psychologist, David Merrill was approached by industry to identify what attributes distinguished top-performing executives from the others. That research turned into the SOCIAL STYLE Model which shows there are four basic patterns of behavior, known as the four SOCIAL STYLES. Once a person

understands these behavioral patterns, they can modify their actions to build more effective relationships with others and be more successful in any profession. This is known as Versatility. [Research shows](#) that managers with higher Versatility are:

- 27% better at leading teams
- 25% better at coaching others
- 23% better at effectively managing conflict and
- 19% more likely to be promoted

Why use SOCIAL STYLE?

According to Paul Bentley, SOCIAL STYLE is the model of choice because it is more applicable to business and inter-office situations, it is easier to remember and understand, and is a more applicable and useable tool.

“Working professionals want to develop skills that are applicable in their job,” said Bentley. “When people learn how their behaviors affect others, they can make immediate changes for the better.”

Bentley has more than 20 years of leadership experience in business, government and non-profit management and was involved from the beginning in creating the Center.

About TRACOM Cares

Through its TRACOM Cares initiative, TRACOM supports hundreds of educational organizations. The program’s objective is to have a positive impact on future generations entering the workplace and those individuals supporting them by equipping them with the necessary Social Intelligence skills to be successful. The TRACOM Cares program offers academic institutions Social Intelligence resources significant discounts to make these programs affordable for students and employees of educational and non-profit organizations.

Click here to learn more about [SOCIAL STYLE](#) and the [SOCIAL STYLE Model](#) click here.

Learn about [TRACOM Cares Academic Program](#) here

Learn more about the [Boise State University Center for Professional Development](#) here