



# SUCCESS STORIES

## The Value of Partnering with TRACOM

By: Jane Strathman, Founder of Strathman Associates, Inc.



The Strathman Associates' mission is "to inspire leaders to work to their highest level of personal effectiveness." We tailor learning curriculum to build skills enabling behaviors

that create healthy organizations through open, honest and effective communication. We work to forge the values of trust, respect and freedom of expression. Our clients develop skills enhancing effectiveness and performance based on these values. Learning programs are tailored to fit the uniqueness of each individual client's culture and business needs.

Our Associate relationship with TRACOM and their SOCIAL STYLE® Model began in 2002. We were building a learning curriculum that facilitated a 500-person team in a Fortune 50 company to develop communication and leadership skills for customer service and internal team development. At that time we were offering clients a different interpersonal skills model and not finding the product quality or support we really needed. We were looking for a provider who would partner with us in our efforts to tailor our offerings to the needs of our clients. We found that partnership with TRACOM.



*With a 50+ year track record, TRACOM's growth is only partly due to a great suite of products. Much of the company's success is the result of working with outstanding independent consultants and training organizations. Licensed Associates deliver TRACOM courses and incorporate TRACOM learning models into their own training programs for increased innovation and impact. [Learn more.](#)*



## Why Choose TRACOM?

TRACOM's availability of well-trained staff provides a high level of customer service, insight and perspective which has created a highly successful and distinguished partnership. Their dedicated staff and the depth and credibility of their offerings create a win/win for us and the needs of our clients. From a product offering perspective, we appreciate their ongoing creativity in developing products and taking the time to help us experience and understand the material and the solid research behind the programs.

As a TRACOM Associate, we find value not only in the partnership with TRACOM but also their robust approach to understanding the most important reason for learning SOCIAL STYLE –Versatility. The SOCIAL STYLE Model helps learners understand the behaviors of other as well as their own behaviors and how they affect others. This is known as Versatility, and it gives learners insights about themselves and allows them to modify their behaviors in the workplace. Understanding the SOCIAL STYLE Model is conducive to establishing trusting, productive and long-lasting relationships.

A major factor in measuring the effectiveness of a training program is how easily the knowledge received is retained and then applied. From our experience, this is a highly actionable model that is well-received by learners. The model is easy-to-learn and remember and thus more often applied to work following a workshop. The model creates a common language for building relationships internally and externally to organizations.

Our partnership with TRACOM Group has been a rewarding experience which has allowed us to improve the functionality of many workplaces. We are very appreciative of the way in which they have contributed to our success and the success of our clients.



## About Strathman Associates, Inc.

Strathman Associates, Inc. (SAI) coaches clients to build awareness, skills, relationships and commitment to create their future. We are a team of experienced coaches and mentors with in-depth knowledge and backgrounds in leadership, management, consulting, selling, marketing, operations, financial services and curriculum design. Our experience in the private and public sectors enables us to assess and creatively tailor services to meet our clients' needs.

## About The TRACOM Group

The TRACOM Group provides the “Ah Ha’s” to people as to how and why they act and interact with the world around them the way they do. We do this by teaching people about the core elements of an individual: their behavior, their emotions and their mindset and the impact these elements have on them each and every day. We call these core elements Social Intelligence and most people are completely unaware the impact that these elements have in how they interact with others and how they frame what is happening in the world around them.

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