



## Study Documents Connection between SOCIAL STYLE® and Key Job Skills

### Conflict management, team contributions and overall performance linked to Versatility.

A new research study shows a direct connection between the Versatility skills of TRACOM's SOCIAL STYLE Model™ and the skills that distinguish high performance in the workplace. It shows that individuals with high Versatility receive significantly higher scores (20% better or higher) in areas such as managing conflict effectively, influencing others, working well in a team and consistently performing at a high level.

The newest study includes data (SOCIAL STYLE Profiles and additional performance questions) on 2,004 individuals gathered from more than 10,200 raters who evaluated the individuals' skills. The analysis compares people in the lowest 25% of Versatility with people in the highest 25% of Versatility. Versatility is a person's ability to interact effectively, build rapport and gain support of others.

Performance Measure	% Increase with High Versatility
Manages conflicts effectively	27%
Positively influences others	26%
Consistently performs at a high level	24%
Deals with conflict productively	23%
Demonstrates awareness of how behavior affects others	23%
Adapts interactions to effectively work with others	23%
Works well in team settings	22%
Expresses opinions in an effective way	22%
Communicates effectively with others	21%
Shares information in a way to help others	20%
Develops positive relationships with others	20%
Is a good listener	19%
Demonstrates a commitment to organizational success	18%
Provides extra effort when needed	16%

Individuals who score high in Versatility demonstrate greater success in key workplace skills including:

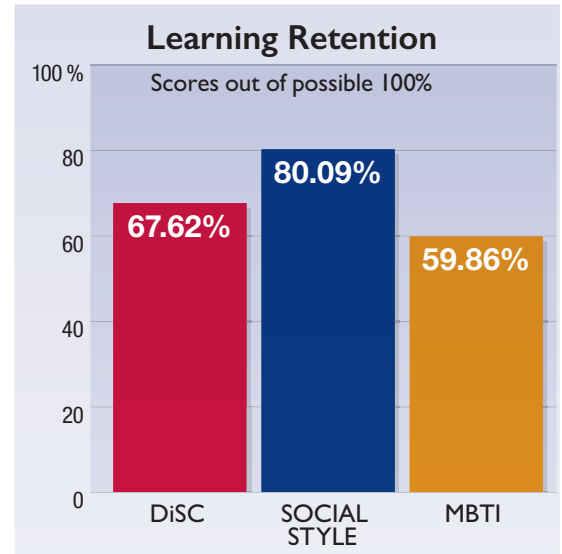
- managing conflict
- developing positive relationships
- performing at high level consistently



Data was available both for people working as Managers and Individual Contributors. The findings showed that high Versatility was consistently related to other workplace performance skills for both groups. One interesting difference was that individual contributors with high Versatility received even better scores for “Managing Conflict Effectively” (30%) compared to low Versatility individuals than Managers with high Versatility (24%).

This analysis is further evidence that developing and applying SOCIAL STYLE and Versatility skills leads to better performance at work. It builds on previous studies looking at [“Versatility and Managerial Performance”](#) and [“Versatility and Success in Achieving Diversity Goals.”](#)

A [study conducted by Colorado State University](#) found that SOCIAL STYLE was the most effective interpersonal skills training program. It found that SOCIAL STYLE was easier to learn and apply than Myers-Briggs Type Indicator (MBTI) and the DiSC Model.



*SOCIAL STYLE is easier to learn and apply than DiSC or MBTI*

## Summary

While most large organizations invest in interpersonal skills training as part of the development and growth efforts, they may not always be able to quantify the benefits of these investments. This study, along with others, provides a specific indicator of the value of Versatility. It shows that Versatility is directly related to important skills such as conflict management, team contributions, organizational commitment and even overall high performance. So organizations can implement SOCIAL STYLE and Versatility training with confidence that it develops the skills they need for success.

SOCIAL STYLE has been used by millions of individuals to improve performance. With multi-rater and self-perception assessments available in more than 20 languages, it's the preferred interpersonal skills choice for businesses around the world. SOCIAL STYLE profiles and training courses are available in a variety of formats and durations to suit any audience including specific assessments and programs for managers and sales professionals. Founded on research and proven in the workplace, no program is easier to learn and quickly apply for success. [Click to learn more about SOCIAL STYLE.](#)

## Resources

Additional Research and Resources available in TRACOM's [Performance Library](#).

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