



SOCIAL STYLE[®]

SUCCESS STORIES

Supporting Growth Thru Mergers in the Energy Industry



Mergers and acquisitions offer the opportunity to accelerate an organization's growth, expand product and service offerings and enter new markets. They also are an opportunity for financial disaster and public embarrassment.

For every merger success there are high-profile failures such as AOL/Time Warner and Chrysler/Daimler. In fact, a Training Magazine article says that 55 to 70 percent of mergers fail to meet the anticipated purpose. It's further estimated that one in three mergers fails for cultural reasons.

A major, independent energy company offers a lesson in how mergers can succeed and the importance of paying attention to cultural issues throughout the merger process. Founded in the 1970s, the company is now one of the largest U.S.-based independent oil and gas producer and one of the largest independent processors of natural gas and natural gas liquids in North America. A significant part of that growth has come via mergers and acquisitions, with the company often completing at least one acquisition per year. The company now employs more than 5,000 people.

"While our merger and acquisition activity is driven by a strategy to grow our oil and gas reserves, we recognize that people ultimately make a merger successful," said the company's Manager of Performance Improvement.

"Building a common culture is critical when integrating new businesses and people," he said. "We pay great attention to helping new and existing employees understand where our business is going and what their role is."



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— Manager of Performance Improvement, U.S.-based independent oil and gas producer



Program Overview

The TRACOM Group's products are an important part of company's performance and culture efforts. They have used TRACOM's SOCIAL STYLE (Producing Results with Others) and team development (Orchestrating Team Performance) courses as part of the company's leadership development process and to support the merger strategy.

A leadership development program was created to address the critical skills that were affecting executives and supervisors on a daily basis. They wanted to create common competencies throughout the organization.

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They found that providing SOCIAL STYLE training has helped build a common culture and a context for dealing with business issues. People are able to separate interpersonal issues or differences from the fundamental business issues.

Read more Success Stories at: www.tracomcorp.com/successstories

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 on them each and every day in how they interact with others and how they frame what is happening in the world around them. Learn more at www.tracomcorp.com

The company also uses TRACOM's Orchestrating Team Performance course to improve workgroup productivity encouraging individual contributors to work collaboratively.

"We had a group of brilliant individuals working on a high-impact project that was initially struggling. People were giving good effort, but without good results. There was limited feedback and collaboration. TRACOM's Teams training and 360-degree feedback tools helped to get the project back on track."

The executive says development efforts support the company's growth success.

"Managers have told me that Style has made their jobs easier and made them more effective in producing their results. As a training manager, it doesn't get much better than that."