



SUCCESS STORIES

MBA Programs use SOCIAL STYLE To Develop Future Leaders



The best business schools look for ways to make their programs relevant and valuable to both students and employers. They strive for education that goes further than what can be acquired in a jobsetting. Students who enroll in an MBA program are looking to improve their

leadership abilities, develop deeper critical thinking skills, and gain specific knowledge that can jumpstart and advance their careers. But as people move into more advanced positions, core functional skills become less important as leadership and relationship skills become more influential.

To develop those critical skills, students in the MBA program at the University of North Carolina Kenan-Flagler Business School are trained in SOCIAL STYLE. Students and faculty find SOCIAL STYLE to be a highly useful model with business relevance and impact. UNC Kenan-Flagler professor Judy Tisdale has been using SOCIAL STYLE in her MBA courses for 15 years and is consistently impressed with how it helps business students become more successful business professionals.

Much of what makes a great leader is their ability to build relationships, influence others, and motivate their staff. SOCIAL STYLE and the Versatility skills element of the course provide students with the tools to do exactly that. By recognizing their own leadership style they are aware of how they are perceived by others, as well as how to appeal to people who are different from them.

"TRACOM's SOCIAL STYLE is amazingly simple, yet based on very complex research that remains current, validated, reliable, and uses global and job-specific norms," said Tisdale.



UNC
KENAN-FLAGLER
BUSINESS SCHOOL

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*- Judy Tisdale,
UNC Kenan-Flagler
Business School,
Clinical Professor*



SOCIAL STYLE®

Tisdale was introduced to SOCIAL STYLE while working as a retail banking center manager. She participated in a nine-month management training program that included SOCIAL STYLE. The content and strategies had an immediate impact on her performance and have continued to guide her leadership and teaching.

At UNC Kenan-Flagler, she developed and teaches a course titled "Communication for Developing Leaders" that is a popular course in the MBA curriculum.

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Based on that success, SOCIAL STYLE has also been integrated into a course in the Master's of Accounting Program, a PhD professional skills course, and a leadership communications course which was designed to help students think about how they influence people in different ways, emphasizing impacting people who may or may not have any reporting responsibility to you.

"The SOCIAL STYLE Model provides such great insight into facilitating communication and it makes influencing and motivating others that much easier," says Tisdale.

"We do use several assessments throughout our programs, but I find that SOCIAL STYLE is the most effective. It takes a concept that is complex and makes it easy to understand, breaking everything down into four quadrants to learn about behavioral Style and Versatility – how our behavioral Style impacts our actions as well as how others' Styles impact their own actions and preferences."

Versatility is the primary learning lesson within SOCIAL STYLE training. It ties together an understanding of each Style and teaches learners how to apply those lessons to be highly effective in their interactions.

SOCIAL STYLE helps students to think more broadly outside of their culture. When they are put in an international or culturally diverse business scenario, they can plug SOCIAL STYLE training in to help their effectiveness.

According to Tisdale, *"Students find it workable and useable. They find it fascinating and highly applicable to their prior experiences in the business world."*

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 by teaching people about the core elements of an individual that have the biggest impact on personal effectiveness: their behavior, their emotions and their mindset and the impact these elements have on them each and every day. These core elements together are called Social Intelligence.

TRACOM's training solutions help individuals and organizations increase awareness and control of their Social Intelligence via strategies and tools that help dramatically improve their understanding of both themselves and others. By applying the learning and techniques gained in TRACOM programs, our clients become more effective, confident, resilient, agile and capable of achieving personal and professional success.