

SUCCESS STORY

# SOCIAL STYLE Supports Corporate Culture and Ongoing Learning

**INDUSTRY:**

Technology Solutions

**CHALLENGE:**

*“SOCIAL STYLE is highly beneficial for our teams as it allows them to become a high functioning unit. They learn how to trust each other and hold each other accountable and how to focus on each member.”*

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JANICE AULL  
Performance Improvement  
Facilitator, Fortune 500 company

**SOLUTION:**

SOCIAL STYLE

**OVERVIEW**

Most organizations talk about having unique cultures that help drive business success, but not as many actually put programs in place to support and spread organizational culture.

This case study discusses a Fortune 500 technology solutions company and how they have used training programs to enhance culture.

**THE CHALLENGE**

TRACOM's SOCIAL STYLE behavior model and training has been a key tool used throughout their organization including sales, support and senior leadership. SOCIAL STYLE provides a common foundation for better communication and culture across their 8,000+ employees.

Janice Aull, a Performance Improvement Facilitator who works for the company provides SOCIAL STYLE training for the technology solutions organization. Specifically, Janice teaches Style to intact teams; especially teams that are struggling to move into the high-performance stage, as well as new managers and leaders.

**THE SOLUTION**

When she was introduced to SOCIAL STYLE thirteen years ago, she felt it was the perfect program to teach her teams who were having difficulties working cohesively together and understanding one another. Previously the company used DiSC for managers and leaders, but after observing the value of SOCIAL STYLE and witnessing the “Ah Ha” moments that teams were having post training, she decided to switch from using DiSC to using SOCIAL STYLE training for her managers as well.

Almost 2/3 of people incorrectly assess the effectiveness of their behavior when working with others. This is because we tend to assume that everyone is like us when in fact, 75% of the population is much different in their behaviors. This is where the Ah Ha moments occur. SOCIAL STYLE

training gives learners the insight to observe behavioral patterns and adjust interactions accordingly.

SOCIAL STYLE training helps leaders help to understand their direct reports so they know how to motivate, delegate and recognize each person as an individual. They are able to employ Versatility training to be the leader their direct reports need them to be, which is unique for different people.

SOCIAL STYLE is the world's most powerful, effective and flexible interpersonal skills program available today. TRACOM, the original creator of the SOCIAL STYLE programs and assessments, has helped millions of people and tens of thousands of organizations fulfill their business objectives by building better working relationships.

TRACOM provides Versatility skills to organizations, and also provides audience specific versions of SOCIAL STYLE, international languages and norms, flexible length and pricing, and unsurpassed support for facilitators, buyers and associates alike.

According to Janice, "I especially appreciate the web-based resources which enhance the learners' experiences, as well as the online tools which are highly useful and utilized for learners post training."

"My favorite moments as a facilitator comes when team members realize everyone is different and that it is not a bad thing; and in fact, just the opposite." According to Janice, the best is when team members look at each other and sarcastically exclaim "Now I know why we drive each other crazy!"

*"SOCIAL STYLE has helped the company's teams work more efficiently together, and has given managers the knowledge to better lead. SOCIAL STYLE training has become a key aspect of our success and why we continue to incorporate it into the company culture."*

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## WHY SOCIAL STYLE?

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

 **19%** more likely to be promoted

 **25%** better at coaching others

 **23%** better at effectively managing conflict