



# ACADEMIC PROGRAM

The TRACOM Cares program was created to address the growing needs of academic organizations and prepare students and faculty with the skills needed to positively impact future generations entering the workplace. This is achieved by presenting a holistic approach to improve Social Intelligence. The program is designed for maximum impact and affordability for academic budgets.



*"For over twenty years, I have incorporated SOCIAL STYLE® concepts into my teaching of MBA courses and Executive Education programs at the Columbia Graduate School of Business. Today, Style continues to be at the core of my teaching and publications on Executive Leadership and Corporate Governance."*

— WILLIAM M. KLEPPER

PH.D. ACADEMIC DIRECTOR, EXECUTIVE  
EDUCATION PROFESSOR OF MANAGEMENT  
GRADUATE SCHOOL OF BUSINESS  
COLUMBIA UNIVERSITY



## THE IMPORTANCE OF SOCIAL INTELLIGENCE

Social Intelligence refers to the ability of an individual to understand and manage his or her **Behavioral Style**, **Emotional Intelligence**, and **Mindset** to optimize interpersonal relationships. Social Intelligence training makes program participants aware of the unconscious biases that play a significant role in their abilities to be effective in the workplace and provides them strategies that can be learned and applied. At its heart, Social Intelligence is the **science of productive relationships**.

## WHY ARE SOCIAL INTELLIGENCE SKILLS ESSENTIAL IN ACADEMIA?

A new article on MSN Careers says, "Job candidates with strong soft skills also have the greatest potential to deliver more value over time." The article, *Why Employers Emphasize Soft Skills — and Why You Should Too*, identifies the current "buyers' market" as an important reason that candidates need to have interpersonal and communications skills and emphasize them in the hiring process.

"For most job openings these days, employers can choose from multiple candidates who have comparable 'hard' qualifications. That's why the decision often comes down to identifying the job seeker who will fit best with the team and can work easily with others, motivate colleagues, respond calmly to crises and provide exactly the kind of help that's needed. Individuals with well-developed soft skills benefit the company in ways that, while hard to measure, are impossible to ignore."

## TRACOM CARES PROGRAMS SUPPORTING ACADEMIA INCLUDE:

**SOCIAL STYLE®** is a model for understanding people's behavioral styles and ability to be versatile in interacting more effectively with others. SOCIAL STYLE is determined by observable "say and do" actions and represents a theme or pattern of typical behaviors. Being able to anticipate how others' act, and understand their preferred means of communications, enables individuals to build relationships that are more collaborative, influential and productive.

**BEHAVIORAL EQ®** Research has shown that Emotional Intelligence (EQ) improves performance in sales, leadership and recruiting, and EQ can be learned and developed. TRACOM's Behavioral EQ program is a new and unique approach that shows how feelings and actions can intersect, but with understanding and actionable strategies our EQ can be guided and controlled to create a powerful workplace advantage.

**ADAPTIVE MINDSET for Resiliency®** teaches people about the sources of stress, response patterns to change, and practical strategies for altering those responses. The program is based on decades of research on resiliency as well as new and groundbreaking research in Neuroscience. Resiliency training supports wellness and change initiatives, increases collaboration and employee engagement, and fortifies organizations to be more adaptive to disruption.

**ADAPTIVE MINDSET for Agility®** helps individuals and teams develop the skills needed to effectively navigate from innovation to execution. While Resiliency helps people to deal with disruptive change, Agility helps people learn to inspire and create proactive change to advance organizations in new directions. Agility training provides essential skills for leaders, innovators and operations teams who want to be influential in implementing and accelerating ideas to lead effective, successful and positive change.

## ACADEMIC PARTNERS INCLUDE:



# SOCIAL STYLE & HIGHER EDUCATION

Most important [but hardest-to-find] skills among business school graduates:

- ◇ COMMUNICATION SKILLS
- ◇ STRATEGIC THINKING
- ◇ LEADERSHIP SKILLS
- ◇ CREATIVE-PROBLEM SOLVING

SOURCE: Bloomberg Job Skills Report 2016



## FINDING AND BUILDING THE MOST IMPORTANT SKILLS FOR EXECUTIVES

Recruiters and leaders rank **communication** and **interpersonal skills** above strategy, analytical skills, experience and drive.

As part of its analysis of the best business schools, Bloomberg asked corporate recruiters not just to rank schools, but to actually rank the skills they want in their recruits. And the response that topped the list of 13 choices was a surprise to many: **communication skills**. And not only were these skills desired, they were considered among the “hardest to find” among graduates, placing them in the “sweet spot” for colleges and universities to offer.

So it’s not surprising that leading business schools and executive programs include **SOCIAL STYLE** training in their curricula as way to develop leaders with these key communication and interpersonal skills. Highly ranked graduate business schools such as Columbia University, North Carolina and The University of Toronto Rottman School of Management rely on TRACOM’S assessments. As do executive education programs at Harvard, Columbia and Boise State.

**TRACOM’S SOCIAL STYLE** is a model for understanding people’s behavioral preferences and versatility to adapt to others needs. Easy to understand and apply, but powerful in practice, **SOCIAL STYLE** helps people build effective relationships with clients, colleagues, bosses and direct reports. Once you know how a person prefers to behave, you can modify your own behavior to achieve success. These skills are crucial for emerging or established business executives where success is more about leadership than technical or functional expertise.

*“Students find the insights provided by SOCIAL STYLE to be truly transformational. It teaches them how to adapt their interactions for enhanced working relationships.”*

— JUDY TISDALE

UNC KENAN-FLAGLER  
BUSINESS SCHOOL, CLINICAL  
PROFESSOR



UNC  
KENAN-FLAGLER  
BUSINESS SCHOOL

## SUCCESS STORY GRADUATE BUSINESS SCHOOL

The University of North Carolina’s Kenan-Flagler School is frequently recognized as a top business school by publications including US News, Forbes and Business Week and was ranked #1 by Financial Services recruiters in the Bloomberg report. They include SOCIAL STYLE throughout their curriculum as a way to augment traditional business training with critical interpersonal skills.

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.





*"When we looked at the skills needed for effective leaders, we knew that we needed to address soft skills and communications skills. We evaluated several different vendors and models before selecting TRACOM's SOCIAL STYLE. We found that SOCIAL STYLE is the easiest to learn and for people to put to use in their work."*

— PAUL BENTLEY

DIRECTOR OF THE BOISE STATE CENTER  
FOR PROFESSIONAL DEVELOPMENT



BOISE STATE UNIVERSITY

## SUCCESS STORY EXECUTIVE EDUCATION

The Boise State Center for Professional Development provides education and training programs to nearby businesses and professionals including large Fortune 500 firms and small businesses. Known locally as the "Center," it has established a reputation for hands-on, relevant learning available on-campus, in the community and online. Organizations in healthcare, public administration and engineering have been especially drawn to the Center's curriculum.

TRACOM's SOCIAL STYLE Model is an important part of the Leadership and Management Courses as well as the Business and Communication courses offered.

## FLEXIBLE DELIVERY AND EDUCATIONAL PRICING

In addition to being uniquely relevant to higher education, SOCIAL STYLE can be easily incorporated into a wide range of curricula. TRACOM's course content and assessments are highly modular, making them a natural complement to other business topics. And with special academic pricing, SOCIAL STYLE is a sound investment for schools and their students. Many schools find Style skills so important, they build it into their own faculty and administration development programs.

## ABOUT TRACOM<sup>®</sup> GROUP

THE SOCIAL INTELLIGENCE COMPANY<sup>®</sup>

At TRACOM we believe that improving people's understanding of themselves and others makes the world a better place. Through research and experience, we uncover the hidden barriers to individuals achieving their maximum potential and identify how to help overcome them. We synthesize our discoveries into actionable learning and resources that develop Social Intelligence — improving people's performance in all parts of their lives.

[www.tracom.com](http://www.tracom.com)  
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