

## What is the Program?

The TRACOM Cares Partnership Program is the formalization of TRACOM's long history of philanthropy. More than \$600K has been donated in the past three years in support of TRACOM's commitment to corporate social responsibility.

TRACOM Cares partners with TRACOM clients in support of the clients' philanthropic initiatives. We offer this in the belief that we will be able to reach a greater number of people through partnership with existing programs. Once an opportunity is identified TRACOM offers the addition of its Social Intelligence programs that include assessment profiles, supporting materials, and facilitation services. This is all offered at no cost to our clients or the participants.



## What is Social Intelligence?

Social Intelligence refers to the ability to understand and manage our Behavioral Style, Mindset and Emotional Intelligence to optimize interpersonal relationships. TRACOM's programs introduce participants to their unconscious biases that they may not yet understand, but that can be recognized and managed. At its heart, Social Intelligence is the science of productive relationships.

## About TRACOM

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.

*"TRACOM's support is helping develop the next generation of business owners and leaders."*

— Peter English, EY Global Leaders

**TRACOM® GROUP**  
THE SOCIAL INTELLIGENCE COMPANY®

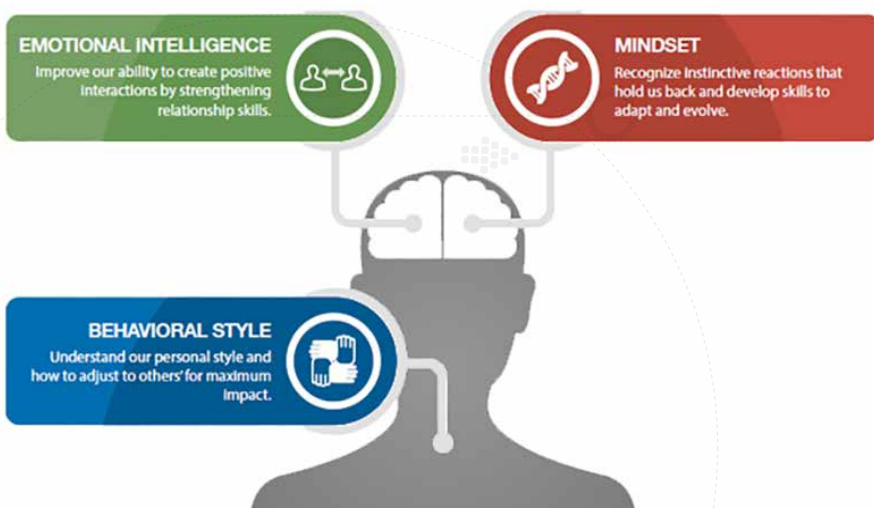
## What is the Content?

TRACOM has developed three programs that address key factors of personal success. They are designed to help people better understand themselves, uncover hidden barriers, and identify strategies that enable positive outcomes in all aspects of their lives. These include:

**SOCIAL STYLE®** is a model for understanding people’s behavioral styles and using this information to interact more effectively with others. SOCIAL STYLE is determined by observable “say and do” behavior and represents a theme or pattern of typical behaviors. Once you know how a person typically behaves, you can predict how that individual will likely behave in future circumstances. Being able to anticipate a behavior pattern enables individuals to modify their behaviors to accommodate others’ preferences and thereby build relationships more effectively.

**Behavioral EQ®** TRACOM’s Behavioral EQ program turns an interesting idea into a powerful workplace advantage. Research has shown that EQ can be learned and developed, and that increased Emotional Intelligence (EQ) improves performance in sales, leadership, and recruiting. TRACOM’s program is a new and unique approach to putting EQ into action.

**Adaptive Mindset** TRACOM’s Adaptive Mindset for Resiliency™ Model teaches people about the sources of their stress, their response patterns to stress, and practical strategies for altering those responses. TRACOM’s program is based upon decades of research that includes new and groundbreaking research in the field of neuroscience.



## TRACOM’s EY Partnership

EY and TRACOM joined forces in 2014 to enhance the EY NextGen Academy\* curriculum in support of young people moving into family businesses. The goal is to help participants explore their potential and to introduce them to the challenges of running family businesses.

While the NextGen participants have strong technical skills, they often need training in interpersonal relationship skills, effective communication, and other areas that contribute to their overall success. TRACOM Cares supports the program by providing training in behavioral style and its impact on workplace performance. Each EY NextGen participant completes an assessment that generates an individual SOCIAL STYLE Profile report. This report is used as a basis for the training that helps participants to grow the knowledge and skills necessary for the development of effective relationships.

“The EY NextGen Academy program is an investment both in individual participants and in the future of family businesses,” said Peter English, EY Global Leader, Family Business Center of Excellence. “TRACOM’s support through SOCIAL STYLE training is helping develop the next generation of business owners and leaders.”

Participants in the 2014 EY NextGen Academy sessions have included representation from 24 countries. The 2015 sessions will include more than 350 alumni from 45 countries.

\*Formerly known as the EY Global Junior Academy