

TRACOM Cares Non-profit Program



What Is the Program?

At The TRACOM Group, we have always believed that giving back to the community is our social and moral responsibility. In the past, TRACOM has done this through donating to non-profits and academic organizations, as well as other causes. Over the course of the last three years, the company has granted more than \$600,000 worth of support to such organizations.

Although TRACOM's endorsement of such causes is not new, on January 1, 2014, TRACOM launched the TRACOM Cares program which is dedicated to supporting the individuals and groups who make outstanding impacts in communities all over the world. It specifically addresses the needs of those who serve in non-profit endeavors and equips them with the necessary Social Intelligence skills to be successful.



What Is 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.

“The SOCIAL STYLE tool fits in perfectly with the ethos of the Be Incredible management development program by allowing us to see how and why we and those around us behave as we do. Then armed with this knowledge and awareness, delegates can flex their Style to really connect with those around them in meaningful ways.”

— Nick Wooldridge, Learning Advisor at Sue Ryder

How Are We Extending This to Non-profits?

TRACOM Cares programs are designed to enhance the skills that are necessary for individuals who work, volunteer, or participate in charitable endeavors. We partner with non-profit organizations to extend the benefits they receive from our training programs to support the causes that they fuel. Often the people that work for these organizations are stretched to do more with less, and work in circumstances that require them to have resiliency and strong self-control over their emotions and behaviors. They often don't receive the same type of professional development available to for-profit companies. It is our goal to ensure the people who work to better our communities are well equipped to do so, which can improve not only their effectiveness on the job but their happiness and overall sense of well-being.

TRACOM[®] GROUP
THE SOCIAL INTELLIGENCE COMPANY[®]



What Is the Content?

TRACOM, the Social Intelligence Company, has programs that focus on developing the three key factors of personal success to help individuals 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 build relationships more effectively as they can then work in ways that other people prefer.

Behavioral EQ® Research has shown that Emotional Intelligence (EQ) improves performance in sales, leadership and recruiting. Just as important — EQ can be learned and developed. TRACOM's Behavioral EQ program is a new and unique approach that shows how your behaviors can be used to put EQ into action. It turns an interesting concept into a powerful workplace advantage.

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. The program is based on decades of research on resiliency as well as new and groundbreaking research in neuroscience.

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.

Dozens of Non-profit Partners Have Participated in the TRACOM Cares Program

- » Enterprise Minnesota
- » Center for Development of Human Services
- » Institute of Internal Auditors
- » Society for Vascular Surgery
- » Wayne-Finger Lakes Board of Educational Services
- » Catholic Health Initiatives
- » Center for Public Safety Excellence, Inc.
- » Environmental Defense Fund
- » City of Hope
- » Consumers Union
- » Southwest Research Institute
- » Palmyra-Macedon Central School District
- » Arkansas Children's Hospital
- » Metropolitan Opera Association Inc.
- » Institute of Internal Auditors, Australia
- » University of Colorado
- » Inova Health System
- » Cherry Creek School District 5
- » Rockwood Leadership Institute
- » Affinity Health Plan