

SUCCESS STORY

# The Value of Partnering with TRACOM

BY JANE STRATHMAN, FOUNDER OF STRATHMAN ASSOCIATES, INC.



Strathman Associates, Inc.

**INDUSTRY:**

Coaching

**CHALLENGE:**

*"We were looking for a provider who would partner with us in our efforts to tailor our offerings to the needs of our clients."*

JANE STRATHMAN  
Founder of Strathman Associates, Inc.

**SOLUTION:**

SOCIAL STYLE

## OVERVIEW

The Strathman Associates' mission is "to inspire leaders to work to their highest level of personal effectiveness." We tailor learning curriculum to build skills enabling behaviors that create healthy organizations through open, honest and effective communication. We work to forge the values of trust, respect and freedom of expression. Our clients develop skills enhancing effectiveness and performance based on these values. Learning programs are tailored to fit the uniqueness of each individual client's culture and business needs.

## THE CHALLENGE

Our Associate relationship with TRACOM and their SOCIAL STYLE® Model began in 2002. We were building a learning curriculum that facilitated a 500-person team in a Fortune 50 company to develop communication and leadership skills for customer service and internal team development. At that time we were offering clients a different interpersonal skills model and not finding the product quality or support we really needed. We were looking for a provider who would partner with us in our efforts to tailor our offerings to the needs of our clients. We found that partnership with TRACOM.

## THE SOLUTION

TRACOM's availability of well-trained staff provides a high level of customer service, insight and perspective which has created a highly successful and distinguished partnership. Their dedicated staff and the depth and credibility of their offerings create a win/win for us and the needs of our clients. From a product offering perspective, we appreciate their ongoing creativity in developing products and taking the time to help us experience and understand the material and the solid research behind the programs.

As a TRACOM Associate, we find value not only in the partnership with TRACOM but also their robust approach to understanding the most important reason for learning SOCIAL STYLE – Versatility. The SOCIAL STYLE

Model helps learners understand the behaviors of other as well as their own behaviors and how they affect others. This is known as Versatility, and it gives learners insights about themselves and allows them to modify their behaviors in the workplace. Understanding the SOCIAL STYLE Model is conducive to establishing trusting, productive and longlasting relationships.

A major factor in measuring the effectiveness of a training program is how easily the knowledge received is retained and then applied. From our experience, this is a highly actionable model that is well-received by learners. The model is easy-to-learn and remember and thus more often applied to work following a workshop. The model creates a common language for building relationships internally and externally to organizations.

Our partnership with TRACOM Group has been a rewarding experience which has allowed us to improve the functionality of many workplaces. We are very appreciative of the way in which they have contributed to our success and the success of our clients.


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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

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