In practice, Social Intelligence is how we Think, Act and React. By understanding and developing Social Intelligence skills, people can thrive even in the face of rapid technological shifts and organizational change.
TRACOM IS THE LEADER IN SOCIAL INTELLIGENCE

TRACOM® Group – The Social Intelligence Company – is a workplace performance company and a leading provider of essential soft skills training solutions. Through our comprehensive learning programs, TRACOM has helped millions of people around the world to uncover hidden barriers and identify strategies that enable more positive outcomes and professional success.

Our Social Intelligence solutions include robust assessments and learning programs in the areas of Mindset, Resiliency, Agility, Emotional Intelligence and Behavioral Style – all focused on helping our clients create a more engaged, productive and effective environment. Through interpersonal skills training, team development programs, sales effectiveness training, survey and assessment design, and consulting in the areas of performance management, leadership development, or employee engagement, we deliver positive, impactful solutions for our clients. Backed by research and proven methodology, TRACOM Group provides the “Ah Ha’s” that lead to high-performance.

PERFORMANCE AREAS TRACOM’S SOLUTIONS SUPPORT:

- Leadership
- Change
- Engagement
- Communication
- Workplace Wellness
- Sales Success
- Diversity & Inclusion

TRACOM’s pioneering research into the characteristics of high performers led to the development of the original SOCIAL STYLE Model®. 2019 marks TRACOM’s 50th anniversary and we’ve helped thousands of organizations and millions of people improve performance.

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THE TRACOM DIFFERENCE

Every TRACOM solution is research-based and proven to deliver measurable impact. And TRACOM combines great products with outstanding service and easy delivery. When you work with TRACOM you get:

So Much More Than Just an Assessment! When you purchase one of our SOCIAL STYLE, Behavioral EQ, Agility or Resilience training programs, comprehensive learning systems are included for just one-price:

- Validated Assessments
- Experiential Training Materials
- Reinforcement Applications
- Impact Measurement
- Flexible Delivery Options
- Free Accreditation & low-cost Certification
- Robust Facilitation Resources and Tools
- Expert Guidance

The need for Social Intelligence has gone global and so have our programs and delivery resources.

Used in over 100 Countries

20+ Language Offerings

Cultural Norms

Global Delivery Resources
OUR PROGRAMS

- **SOCIAL STYLE®**
- **BEHAVIORAL EQ®**
- **ADAPTIVE MINDSET®** for Resiliency
- **ADAPTIVE MINDSET®** for Agility

EASIEST TO LEARN/TEACH, REMEMBER AND APPLY

On-Demand Micro-Learning
Tailored Learning
Self-Assessments
Multi-Rater

Reinforce/Apply
Tools and Resources

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92% developed more positive relationships as a result of the training.

79% say applying Versatility improves communication in the workplace.

75% say understanding SOCIAL STYLE improves difficult relationships.

74% say applying SOCIAL STYLE improves conflict in workplace situations.
BUILDING HIGH-PERFORMING RELATIONSHIPS WITH SOCIAL STYLE®

SOCIAL STYLE reveals the different behavioral preferences of people and teaches powerful, practical techniques to work effectively with anyone.

WHY SOCIAL STYLE?
Style is the easiest interpersonal skills model to Learn, Remember and Apply. It’s based on observable behaviors not internal aspects like personality. Learning these skills reduces conflict, boosts communications and builds common culture.

WHO NEEDS SOCIAL STYLE?
1. Managers
2. Sales professionals
3. Teams
4. Individual contributors

“...improvements in employee engagement. That’s most definitely because of the SOCIAL STYLE training the management team has done.”

SAM EWING
President, Sterling Pharmacy

FEATURES
- Online or in-classroom training
- Versions for managers, sales or universal learners
- Self-assessment or multi-rater
- 20+ languages and global norms
- Passport global application
- SOCIAL STYLE Navigator micro-learning application
- Easy administration

BENEFITS
- Better understand behavior and its impact on outcomes
- Recognize optimal tension levels for optimal productivity
- Improve Versatility to work with anyone, anywhere successfully
- Support the Style needs of clients, direct reports and co-workers
- Improve effectiveness and influence of communication
A study of more than 500 executive search candidates identified emotional competence a significantly better predictor of success than intelligence or prior experience. Findings were consistent in all countries and cultures.

The same study showed that 85% of financial success is attributed to EQ while only 15% is due to IQ.

A study of partners at a public accounting firm found that partners with high EQ skills added 390% incremental profit while partners with high analytical reasoning skills contributed just 50% incremental profit.

Analysis of 33 different studies found that children who were taught social and emotional skills had an 11% gain in academic performance.
DEVELOP EMOTIONAL INTELLIGENCE WITH BEHAVIORAL EQ

Emotional Intelligence (EQ) has been shown to be as important as IQ, education and prior work experience when it comes to workplace success. But EQ skills do not come naturally to most people.

WHY BEHAVIORAL EQ?
TRACOM’s Behavioral EQ takes the complex world of emotions and breaks it into the key concepts that managers and team leaders can understand and influence. Unlike earlier EQ models, Behavioral EQ is focused on those factors that are most important in the workplace. Based on the latest research in neuroscience, our EQ assessments provide objective input and allow for a constructive exploration of these sometimes sensitive issues.

WHO NEEDS BEHAVIORAL EQ?
1. Senior leaders
2. Sales professionals
3. Managers and team leaders

FEATURES
- International language support
- Self-assessment or multi-rater
- Easy administration

BENEFITS
- Better understand your own and others’ emotions
- Improve ability to model effective leadership
- Improve collaboration and connections between team members
- Enhance corporate culture and improve engagement
- Elevate personal responsibility while also improving job satisfaction

“What I like about Behavioral EQ is it addresses both the emotional issues and the behavioral issues of EQ.”

MICHELLE DUNCAN
Director of Learning & Development, Penn State Health
80% agreed Resilience training helped them remain flexible when things change

73% agreed they are better at controlling negative emotions with clients and coworkers

70% believed the training helped them to feel more empowered in their role

77% say they are more supportive of changes at work since Resilience training
PRODUCTIVELY RESPOND TO CHANGE WITH A RESILIENT MINDSET

People are naturally wired to fear change and view new things with a negative perspective. Resilience training prepares employees to view change as an opportunity and be more supportive and accepting of it.

WHY ADAPTIVE MINDSET FOR RESILIENCE?
TRACOM’s Resilient Mindset program is a unique exploration of cognitive biases, those counterproductive tendencies that limit performance. It teaches practical techniques to overcome stress and change fatigue. It allows people to bounce forward from adversity and embrace change. They become more engaged, flexible and productive. Resilience training also directly supports change initiatives and wellness programs.

WHO NEEDS RESILIENCE?
1. Team leaders and change agents
2. Sales professionals
3. Managers
4. Individual contributors

“\textbf{I like that TRACOM’s programs are always scientific, but also very practical.}”

STEVE FRANKLIN
Director of Learning & Development, CoBank

FEATURES
\begin{itemize}
  \item Self-assessment or multi-rater
  \item Off-the-shelf-course or flexible content
  \item Easy administration
  \item Global deployment capability
\end{itemize}

BENEFITS
\begin{itemize}
  \item Increase productivity
  \item Improve employee engagement, wellness and sense of wellbeing
  \item Reduce workplace stress and increase adaptability to change
  \item Helps employees uncover opportunity in disruption
  \item Bounce forward in times of adversity
\end{itemize}
ORGANIZATIONAL AGILITY

35% more likely to be seen as an **initiator of change** by peers

35% more likely to be viewed by others as **entrepreneurial**

22% increase in seeing beyond normal patterns and processes to **identify new opportunities**

24% improvement in anticipating trends and **future challenges / opportunities**
CREATE POSITIVE CHANGE AND DRIVE INNOVATION WITH AN **AGILE MINDSET**

Agility is the capacity to recognize, create and exploit opportunities in a fast-changing world. Becoming an Agile Organization requires Agile employees. Agility training teaches leaders and teams how to break free from the status quo, generate new ideas AND execute new paths toward sustainable success.

WHY ADAPTIVE MINDSET FOR AGILITY?

TRACOM’s Unlocking Personal Agility® program is a one-of-a-kind workshop to reshape your future. It tears down the cognitive restraints that slow us down. It then provides highly relevant strategies to jump-start the entire Agility cycle from ideation to exploration to effective execution. Your people, products and processes will never be the same.

WHO NEEDS AGILITY?

1. Senior executives
2. Product and service developers
3. Project managers

FEATURES

- Multi-rater assessment
- Off-the-shelf course or flexible content
- Easy administration
- Global deployment capability

BENEFITS

- Increase productivity
- Improve employee engagement, wellness and sense of wellbeing
- Reduce workplace stress and increase adaptability to change
- Helps employees uncover opportunity in disruption
- Bounce forward in times of adversity

“The demand for agility skills is significant and universal. Our leaders identified these skills as critical to our business, and relevant to our people at all levels.”

NANCY KOPP
Director of Sales, EY
OUR GLOBAL ASSOCIATES

TRACOM’s global network of resellers and expert facilitators deliver high-quality training wherever you are in the world.

Associate Locations Include:

Australia  Belgium  Brazil  Bulgaria  Canada  China  Denmark  Egypt  France
Germany  Greece  Hong Kong  India  Japan  Malaysia  Mexico  Nigeria  Norway
Singapore  South Africa  Spain  Sweden  Switzerland  Turkey  United Kingdom  United States

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ABOUT

TRACOM® GROUP

THE SOCIAL INTELLIGENCE COMPANY®

[WHY WE DO]
We believe that improving peoples' understanding of themselves and others makes the world a better place.

[WHAT WE DO]
We synthesize our discoveries into actionable learning and resources that improve an individual's performance in all parts of their lives.

[HOW WE DO IT]
Through research and experience we uncover the hidden barriers to individuals achieving their maximum potential and identify how to overcome them.

For more information:
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