



TRACOM Group Facilitator Certification



TRACOM® GROUP

THE SOCIAL INTELLIGENCE COMPANY®



**Get Certified to Teach
SOCIAL INTELLIGENCE**

WORLD-CLASS SUPPORT TO CERTIFY YOUR SUCCESS

Certification is about more than being prepared to teach, it's an organizational "win win" for both instructors and learners. Certified teachers of L&D programs increase the impact of learning 10x, improve their professional credibility and ensure learners find meaningful and lasting value in programs that optimize professional proficiency.

Learn to model and lead more effective behavior change to help the organizations you train see improved ROI and outcomes from Social Intelligence training.

Because we care about impact and effectiveness, we offer **CERTIFICATION FOR FREE.**

YES, true statement. TRACOM invests in your success by providing Free, virtual certification to ensure facilitators are highly-prepared to deliver effective training programs and outcomes, in the classroom and beyond.

You just need to start with purchase of an administration kit in any TRACOM program then join a FREE, virtual certification session with a master certified instructor.

TRACOM makes it easy to teach our programs! We've thought of everything you need in advance to facilitate the most successful, comprehensive program possible. All materials from coaching tools, presentations, classroom and research media to micro-learning on-demand platforms are included with instructor administration kits.

The Certification process is simple:

- Complete in 4-6 weeks virtually from anywhere
- Receive guided support from TRACOM's team
- Certification is required for facilitators of multi-rater programs but benefits instructors of all programs
- Just purchase your preferred administration kit to begin

The Certification Journey



1. CHOOSE PROGRAM



2. PREPARE



3. TEACH-BACK



4. CERTIFIED SUCCESS

Complete in 4-6 Weeks



1. CHOOSE PROGRAM AND BUY MATERIALS

- Choose Your Program:**
 - SOCIAL STYLE and Versatility)– 8 multi-rater program options / 3 audience types
 - Behavioral EQ (Behavioral Emotional Intelligence) – 1 multi-rater program
 - Resilience Training (Adaptive Mindset for Resilience) - 1 multi-rater program
 - Organizational Agility (Adaptive Mindset for Agility) – 1 multi-rater program
- Choose Your Preferred Delivery Approach:**
 - Virtual, open certification session (FREE with administration kit purchase)
 - Virtual, private 1:1 certification session
 - On-site, private small group certification session
- Purchase Administration Kit**
 - Complete materials (workbook/presentations/media/assessment and continual learning platform access) included for certification and for administration to teach your selected program.
- Schedule Course Date**
 - Open sessions are listed at: tracom.com/become-a-certified-instructor
 - For private or group sessions, a Client Solutions team member will assist



2. PREPARE, STUDY, TAKE ASSESSMENT

- Pework and Materials:** The administration kits provide facilitators with a comprehensive package of materials to lead you from your certification to your teaching experience.
- Complete Multi-rater Assessment:** Experience the assessment process first-hand, receive feedback on your strengths and growth areas, and learn to review profiles with your future students.
- Study for Teach-Back Assignment:** Your master certified instructor will provide a course agenda and assign workshop segments to each certification candidate to prepare.



3. COMPLETE CERTIFICATION SESSION WITH TEACH-BACK

- Teach-Back with Peer Feedback:** We learn by doing. Peer-supported review means certified instructors gain valuable insights to personalize and improve their teaching approach.



4. RECEIVE CERTIFICATION, BEGIN TEACHING

- Onboarding support option to assist training preparation
- Access to social channels, resource content, media and continual learning tools
- Continue your journey post-certification with exclusive access to content and research

DELIVERY OPTIONS



Virtual, Open Certification
(FREE with administration kit
purchase)



Virtual, Private 1:1
Certification



On-site, Private Small-Group
Certification
(On-site, your location)

TRACOM offers delivery choices to best match YOUR needs. While we encourage all certification applicants to enroll in FREE, virtual open certification sessions (FREE with admin kit purchase) we recognize some people and audiences may have unique needs.

Virtual Instructor-Led Certification

Virtual certification is an efficient alternative to traditional classroom certification. We can arrange to deliver any of our Social Intelligence certification training via a virtual classroom using the interactive online platform Zoom. These virtual sessions allow you to save on travel, time and money, and can be conducted 1:1 or in small groups. Each session is led by a master-certified facilitator using full video and audio interactivity plus small group discussions via online breakout rooms, Q&A via chat and everything you'd expect to learn in a classroom—without being in a classroom.

On-site Certification

On-site certification is optional for companies who want exclusive focus on their group or business unit's specific issues, challenges, culture, business and learning objectives. Our on-site trainer will be able to tailor the delivery to meet your specific needs or location requirements.



Virtual, on-site, or blended to fit your needs, becoming a Certified Social Intelligence Facilitator is easy, accessible and provides the same level of excellence across all experiences.





Get Certified to Teach SOCIAL STYLE® & Versatility

WHY GET CERTIFIED?

SOCIAL STYLE is the world's best-known interpersonal effectiveness model. It's used by millions of individuals and thousands of organizations to improve individual and organizational performance. SOCIAL STYLE reveals the different behavioral preferences of people and teaches powerful, practical techniques to work effectively with everyone.

Becoming a TRACOM Certified Facilitator enables you to teach the powerful SOCIAL STYLE Model™ to others. Certification is required to use TRACOM's multi-rater profiles and to facilitate many SOCIAL STYLE programs, but its benefit in facilitating all courses and approaches means learners get more value and depth of knowledge in the learning experience.

AUDIENCE

Trainers and Facilitators, L&D and HR Leaders, Consultants and Professors all benefit from Certification by improving the learning experience for your clients, students and teams to enable you to lead and train:

1. Managers
2. Sales professionals
3. Teams
4. Individual contributors

BENEFITS

- Teach a proven interpersonal skills model that has been administered to millions of people around the world
- Help engage your intended audience in a program designed to impact and optimize success
- Grow your extended client base with a program learners love and need

WHAT IS INCLUDED WITH CERTIFICATION?

- » The **SOCIAL STYLE® & Versatility Certification Guide** is the foundation guide on core concepts of SOCIAL STYLE. It provides opportunities for candidates to "teach back" what they've learned.
- » The **SOCIAL STYLE® & Versatility Facilitator Handbook** explains the SOCIAL STYLE Model and its history.
- » The **Multi-Rater SOCIAL STYLE® & Enhanced Versatility Profile Guide** is a thorough explanation of the Multi-Rater profile from both the facilitator's and participants' perspective. It includes information about the mechanics of the instrument and practical information on how to debrief and coach learners.
- » The **SOCIAL STYLE® and Versatility Technical Report** reviews the important role that research plays in the SOCIAL STYLE Model.
- » **Achieving Higher Versatility™** is a hands-on guide to mastering the application of Versatility skills.

DELIVERY OPTIONS



- Virtual, open-enrollment session
- Virtual, private 1:1 session
- On-site, private small group session

BUILD HIGH-PERFORMING RELATIONSHIPS WITH **SOCIAL STYLE®**

SOCIAL STYLE Certification ensures facilitators are prepared to teach these programs (using the multi-rater profile):

UNIVERSAL AUDIENCE PROGRAMS:

- Introduction to SOCIAL STYLE (1/2-Day)
- Understanding and Managing Behavioral Differences (1-Day)
- Producing Results with Others (2-Day)
- Producing Results with Others (Blended ILT / OnDemand)
- Introduction to SOCIAL STYLE with Multi-Rater (OnDemand)

MANAGERIAL AUDIENCE PROGRAMS:

- Managing for Results (1-Day)

CERTIFICATION AGENDA AND TOPICS:

- Introduction
- SOCIAL STYLE Overview and History
- Dimensions of Behavior
- The SOCIAL STYLE Model
- Tension Management
- Versatility
- Model Research and Development
- Profile Interpretation and Debrief
- Norms, Global Use
- Q&A

POST-CERTIFICATION RESOURCES:

- Onboarding support option to assist training preparation
- Access to social channels, resource content, media and continual learning tools
- Continue your journey post-certification with exclusive access to content and research



“We’ve seen huge improvements in employee engagement. It’s most definitely because of the SOCIAL STYLE training.”

SAM EWING

President, Sterling Pharmacy



Get Certified to Teach Behavioral EQ

WHY GET CERTIFIED?

Emotional Intelligence focuses on how effectively people work with others. Emotional Intelligence skills are unique from a person's technical skills and cognitive abilities. Multiple studies have shown that Emotional Intelligence accounts for the difference between star performers and average performers, particularly in positions of leadership.

TRACOM Certification provides all the knowledge and skills necessary to facilitate Behavioral EQ training. Certification is required when using a multi-rater profile, but it's benefit in facilitating all courses and approaches means learners get more value and depth of knowledge in the learning experience.

AUDIENCE

Trainers and Facilitators, L&D and HR Leaders, Consultants and Professors all benefit from Certification by improving the learning experience for your clients, student and teams. Behavioral EQ is specifically beneficial in training:

1. Senior leaders
2. Sales professionals
3. Managers and team leaders

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

DELIVERY OPTIONS



- Virtual, open-enrollment session
- Virtual, private 1:1 session
- On-site, private small group session

WHAT IS INCLUDED WITH CERTIFICATION?

- » **The Behavioral EQ® Certification Guide** is the foundation of every certification. Using the guide, the master facilitator will cover core concepts of Behavioral EQ and provide opportunities for candidates to “teach back” what they’ve learned.
- » **The Developing Behavioral EQ Administration Kit** is the foundation of certification with a detailed description of the Behavioral EQ concepts and guidance for effectively facilitating the course.
- » **The Multi-Rater Behavioral EQ Profile Guide** is a thorough explanation of the Behavioral EQ Multi-Rater Profile from both the facilitator’s and participants’ perspectives. It shows how to use the Behavioral EQ Multi-rater profile to enhance the understanding and impact of Behavioral EQ training. By reviewing this report you will understand the important role that research plays in the Behavioral EQ Model.
- » **The Behavioral EQ Technical Report** reviews the research behind the Behavioral EQ Model.

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.

Behavioral EQ Certification ensures facilitators are prepared to teach these programs (using the multi-rater profile):

UNIVERSAL AUDIENCE PROGRAMS:

- Developing Behavioral EQ (1-Day)

CERTIFICATION AGENDA AND TOPICS:

- Introduction
- Why is Behavioral EQ Important?
- Emotional Intelligence vs. Behavioral Intelligence
- Research, Emotions and the Brain
- Negativity Bias and Emotional Triggers
- The Behavioral EQ Model
- Model Research and Development
- Instruments and Profiles
- Profile Debrief
- Facilitation Practice
- Reliability and Validity
- Team Development
- Additional Resources
- Norms, Global Use
- Q&A

POST-CERTIFICATION RESOURCES:

- Onboarding support option to assist training preparation
- Access to social channels, resource content, media and continual learning tools
- Continue your journey post-certification with exclusive access to content and research



“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



Get Certified to Teach Adaptive Mindset for Resilience

WHY GET CERTIFIED?

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.

TRACOM Certification provides all the knowledge and skills necessary to facilitate Resilience training. Certification is required when using a multi-rater profile, but it's benefit in facilitating all courses and approaches means learners get more value and depth of knowledge in the learning experience.

AUDIENCE

Trainers and Facilitators, L&D and HR Leaders, Consultants and Professors all benefit from Certification by improving the learning experience for your clients, student and teams. Resilience Training is specifically beneficial in training:

1. Team leaders and change agents
2. Sales professionals
3. Managers
4. Individual contributors

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

DELIVERY OPTIONS



- Virtual, open-enrollment session
- Virtual, private 1:1 session
- On-site, private small group session

WHAT IS INCLUDED WITH CERTIFICATION?

- » **The Adaptive Mindset for Resiliency® Certification Guide** is the foundation of every certification. Using the guide, the master facilitator will cover core concepts of Resiliency and provide opportunities for candidates to "teach back" what they've learned.
- » **The Developing a Resilient Mindset Administration Kit** is a step-by-step guide for teaching a one-day course, with detailed descriptions of the Resiliency concepts and guidance for facilitating the course.
- » **The Adaptive Mindset for Resiliency® Multi-Rater Profile Guide** is a thorough explanation of the Adaptive Mindset for Resiliency Multi-Rater Profile from both the facilitator's and participants' perspectives. It shows how to use the Multi-rater profile to enhance the understanding and impact of training. By reviewing this report you will understand the important role that research plays in the Resilient Mindset Model.
- » **The Adaptive Mindset for Resiliency® Technical Report** reviews the research behind the Resilient Mindset Model.

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.

Adaptive Mindset for Resilience Certification ensures facilitators are prepared to teach these programs (using the multi-rater profile):

UNIVERSAL AUDIENCE PROGRAMS:

- Developing a Resilient Mindset (1-Day)

CERTIFICATION AGENDA AND TOPICS:

- Introduction
- Why is Resilience and why is it Important?
- The Negativity Bias, our Emotions and the Logical Brain
- The Resilient Mindset Model
- Model Research and Development
- Strategies: CAB / CAR
- Strategies: Mindfulness / Act "as if"
- Strategies: Gratitude / Giving / Goal Setting
- Instrument and Profiles
- Profile Debrief
- Facilitation Practice
- Additional Resources
- Norms, Global Use
- Q&A

POST-CERTIFICATION RESOURCES:

- Onboarding support option to assist training preparation
- Access to social channels, resource content, media and continual learning tools
- Continue your journey post-certification with exclusive access to content and research



"I like that TRACOM's programs are always scientific, but also very practical."

STEVE FRANKLIN

Director of Learning & Development,
CoBank

Get Certified to Teach Adaptive Mindset for Agility

WHY GET CERTIFIED?

What if you could influence a 43% more positive impact on your company by initiating change? What if you improved your ability to influence new thinking, from ideation through execution? What if you became better at motivating others to embrace new thinking? Unlocking Personal Agility is possible... and leads to Organizational Agility. Our program is focused on teaching the facilitator to lead and motivate diverse audiences to greater levels of innovation and creativity; the training also explains the resources that are available to create a productive and Agile learning environment.

Becoming a Certified Agility instructor ensure you have the knowledge and skills necessary to facilitate Agility training. Certification is required when using a multi-rater profile, but it's benefit in facilitating all courses and approaches means learners get more value and depth of knowledge in the learning experience.

AUDIENCE

Trainers and Facilitators, L&D and HR Leaders, Consultants and Professors all benefit from Certification by improving the learning experience for your clients, student and teams. Agility Training is specifically beneficial in training:

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

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

DELIVERY OPTIONS



- Virtual, open-enrollment session
- Virtual, private 1:1 session
- On-site, private small group session

WHAT IS INCLUDED WITH CERTIFICATION?

- » **The Adaptive Mindset for Agility® Certification Guide** is the foundation of every certification. Using the guide, the master facilitator will cover core concepts of Agility and provide opportunities for candidates to “teach back” what they’ve learned.
- » **The Unlocking Personal Agility® Administration Kit** is a step-by-step guide for teaching a one-day course, with detailed descriptions of the Agility concepts and guidance for facilitating the course.
- » **The Adaptive Mindset for Agility® Multi-Rater Profile Guide** is a thorough explanation of the Adaptive Mindset for Agility Multi-Rater Profile from both the facilitator’s and participants’ perspectives. It shows how to use the Multi-Rater profile to enhance the understanding and impact of training.
- » **The Adaptive Mindset for Agility® Technical Report** describes the research and development of the IDEA Model and is intended to accompany Adaptive Mindset for Agility facilitator materials. By reviewing this report, you will understand the important role that research plays in the IDEA Model.

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.

Adaptive Mindset for Agility Certification ensures facilitators are prepared to teach these programs (using the multi-rater profile):

UNIVERSAL AUDIENCE PROGRAMS:

- Unlocking Personal Agility (1-Day)

CERTIFICATION AGENDA AND TOPICS:

- Introduction
- Agility Overview
- Model Research and Development
- Agility Biases and Strategies
- Instrument and Profiles
- Profile Debrief
- Facilitation Practice
- Additional Resources
- Norms, Global Use
- Q&A

POST-CERTIFICATION RESOURCES:

- Onboarding support option to assist training preparation
- Access to social channels, resource content, media and continual learning tools
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“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

THE TRACOM GROUP - THE SOCIAL INTELLIGENCE COMPANY

Is a leading provider of workplace soft-skills and Social Intelligence programs.

Through our learning solutions, 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 learning and development programs in the areas of Mindset, Resiliency, Agility, Emotional Intelligence and Behavioral Style – all focused on helping our customers 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 customers. Backed by years of research and proven methodology, TRACOM Group provides the “Ah Ha’s” that lead to high-performance.

[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. We call this Social Intelligence.

[HOW we do it] Through research and experience we uncover the hidden barriers to individuals achieving their maximum potential and identify how to help overcome them.



TRACOM® GROUP
THE SOCIAL INTELLIGENCE COMPANY®

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