

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 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, 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