

# Introduction to SOCIAL STYLE™

An introductory course to teach participants the concepts of SOCIAL STYLE & Versatility.



## BENEFITS OF TRAINING VIRTUALLY

- It's a cost-effective way to train—no travel, no lunches brought in!
- You can schedule, customize and deliver the training from your own computer
- It expands your skillset and increases the value you bring to your company and clients
- TRACOM will train you to teach this curriculum virtually, or we can facilitate it for you

## PRODUCT DESCRIPTION

This virtual training develops interpersonal skills that lead to higher performance for individuals and long-term benefits to organizations. It raises awareness of workplace behaviors and communication preferences that directly improve how well employees work together.

Your training participants will learn to recognize behavioral preferences and change their own behaviors to create productive working relationships with individuals of all SOCIAL STYLES. This concept, called *Versatility*, contributes to a person's interpersonal skills and is a significant source of a person's success, comparable to intelligence, previous work experience and personality.



### Virtual Delivery Options

- One three-hour session
- Two separate 90-minute sessions



### Audience

- Executives
- Managers
- Individual Contributors



### Assessments

- Online Self-Perception SOCIAL STYLE & Versatility Profile
- Online Multi-Rater SOCIAL STYLE & Versatility Profile\*

\*Requires facilitator to be certified

Research conducted by The TRACOM Group reveals employees overwhelmingly agree that interpersonal skills are essential at work:

- 88% said Style differences at work cause communication breakdowns
- 87% report that conflict at work was due to Style differences
- 63% believe low morale was caused by Style differences
- 80% said SOCIAL STYLE training helped them develop more effective relationships with their coworkers

This short, affordable course enables you to develop these skills in all of your employees.

# Introduction to SOCIAL STYLE™

## Training Agenda Options



### ONE 3-HOUR VIRTUAL TRAINING SESSION

- Introduction
- Dimensions of Behavior
- SOCIAL STYLE Model™
- SOCIAL STYLE® Profile
- Breakout Room Exercise
- Break
- Managing Tension
- Versatility
- Versatility Profile
- Breakout Room Exercise
- Key Learnings and Next Steps

### PARTICIPANTS WILL...

- ✓ Discover their own SOCIAL STYLE and how it affects interactions with others
- ✓ Be able to determine the SOCIAL STYLE of other people
- ✓ Understand how to manage tension in order to increase their productivity
- ✓ Learn how to become more empathetic to others' perceptions and stress
- ✓ Discover their level of Versatility—the ability to change behavior to work better with others

## THE CLASSROOM IS VIRTUAL. THE RESULTS ARE REAL.

Contact us for help in creating the best virtual training experience for you and your participants.

**TRACOM® GROUP**  
THE SOCIAL INTELLIGENCE COMPANY®

### TWO 90-MINUTE VIRTUAL TRAINING SESSIONS

- |                        |                              |
|------------------------|------------------------------|
| <i>Session 1</i>       | <i>Session 2</i>             |
| Introduction           | Managing Tension             |
| Dimensions of Behavior | Versatility                  |
| SOCIAL STYLE Model™    | Versatility Profile          |
| SOCIAL STYLE® Profile  | Breakout Room Exercise       |
| Breakout Room Exercise | Key Learnings and Next Steps |

### WHAT'S INCLUDED...

*Facilitators receive:*

- Facilitator Guide
- Participant Workbook
- Videos
- PowerPoint Presentation
- Session Evaluation Handout
- Participant Certificate of Completion

*Training participants receive:*

- Digital Participant Workbook
- Profile Report they can download from TRACOM's system

*Free certification is available to allow you to deliver this course using the multi-rater profile report. Contact TRACOM for more information.*

### POST-TRAINING ON-DEMAND RESOURCES

## SOCIAL STYLE NAVIGATOR®

SOCIAL STYLE Navigator can be accessed on any device to help apply what was learned—in real-time. The application includes an estimator that allows you to determine what someone's Style might be if you don't know it. Then you can access just-in-time advice on how to most effectively interact with that person in a number of workplace scenarios. Navigator also allows you to experience self-directed eLearning on critical behaviors like managing conflict, working in teams, coaching others and achieving higher Versatility.

## SOCIAL STYLE PASSPORT

SOCIAL STYLE Passport is an interactive tool that allows learners to select from nearly 90 country and regional norms to learn how their Style may change based on the behavior standards of that locale, to help them become most productive when working in multi-cultural environments, physically or virtually.