

# TRACOM® GROUP

THE SOCIAL INTELLIGENCE COMPANY®



## Achieve Success with **SOCIAL INTELLIGENCE**

By focusing on increasing awareness and control of their Social Intelligence, people can dramatically improve their understanding of both themselves and others, while using this knowledge to thrive in today's fast-paced world.



### **SOCIAL STYLE®**

SOCIAL STYLE is the world's leading communications program. Learn how your behavior is seen by others and techniques for creating rapport with anyone. It builds culture and helps people to work collaboratively.



### **Adaptive Mindset for Resilience**

This program teaches strategies that are proven to help people become adaptable to change and resilient to workplace stressors. Includes a Profile that identifies each person's Negativity Bias and ways to overcome it.



### **Behavioral Emotional Intelligence**

Learn emotional intelligence skills that support a high-performing and empathic workforce. This is the only EQ program that teaches actionable, behavior-based skills.



### **Personal Agility**

The Personal Agility for Innovation program provides individuals and teams with the skill to overcome biases that interfere with innovation and creative problem-solving.

## **WHY TRACOM GROUP?**

The TRACOM Group is the creator of Social Intelligence solutions, including the world's best interpersonal effectiveness models. We provide research-based assessments and training designed to help people and organizations optimize performance.

We provide the “AH HAs” to people as to how and why they act and interact with the world around them the way they do. We do this by teaching people about the core elements of an individual: **their behavior, their emotions and their mindset** and the **impact** these elements have on them **personally and professionally.**

Most people are completely unaware of the impact that these elements have on their interactions with others and how they influence what is happening in the world around them. Gaining an understanding along with simple strategies learned in Social Intelligence training has a significant impact on workplace performance.

Social Intelligence positively impacts:



**Leadership**



**Sales**



**Engagement**



**Change**



**Diversity**

#### **[WHY we do it]**

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 overcome them.

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### **ABOUT**

TRACOM Group is the only company with a complete Social Intelligence solution that covers the core elements of the individual to help people become more effective in the workplace.

### **RESEARCH**

All TRACOM's programs are based on evidence—proven by years of research—that helps individuals and teams apply strategies to effectively and quickly build high-performing relationships and improve performance.

### **OUTCOMES**

Social Intelligence in practice impacts personal and professional success in all areas of people's lives, but it is especially essential in workplace performance. Individuals and companies that build a Socially Intelligent culture observe their teams being more collaborative, influential, innovative, engaged and productive.