



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 THE CERTIFICATION PROCESS?

- » Take the **SOCIAL STYLE v3 Assessment** and receive your own personalized profile report.
- » Complete a **SOCIAL STYLE eLearning program** to learn the basics of the model.
- » Read the **SOCIAL STYLE® Facilitator Handbook** to pick up important facilitation tips and background information about the model.
- » Review the **SOCIAL STYLE v3 Profile Guide and Technical Report** to learn about the mechanics of the instruments and how to debrief the profile.
- » Attend a half day **Virtual Certification Session** on Zoom led by a TRACOM Master Certified Instructor.
- » Claim your SOCIAL STYLE **digital certification badge**.

DELIVERY OPTIONS



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

GET CERTIFIED TO TEACH **SOCIAL STYLE® & VERSATILITY**

Certification ensures you're prepared to teach any SOCIAL STYLE® program, using the Self-Perception or Multi-Rater profile.

Once you complete the pre-work, you'll attend live certification training with a TRACOM master-certified facilitator to participate in discussions on teaching Style and Versatility, answering learners' frequently asked questions, understanding the R&D behind the model—and actually practice debriefing profiles.

Certification training includes everything you need to become an effective facilitator of any SOCIAL STYLE course, be it for managers, salespeople or universal audiences.

WE'LL HELP YOU:

- Prepare to successfully facilitate SOCIAL STYLE training
- Set up, administer and monitor upcoming training sessions
- Promote upcoming training to people within your organization
- Keep learners' knowledge and enthusiasm alive after the training:
 - Skill-Building Tracks put the training into action during specific work situations
 - SOCIAL STYLE Navigator® helps them apply the skills they learned

Your TRACOM Client Solutions Partner is with you the entire way: before, during and after your training sessions.



CERTIFICATION AGENDA AND TOPICS:

- Introduction & History of SOCIAL STYLE®
- Dimensions of Behavior
- The SOCIAL STYLE Model™
- Tension Management
- Versatility
- Debriefing Profiles
- Global Norms & Translations
- Additional Resources
- Q&A

"I am elated to be a new SOCIAL STYLE Facilitator, and thank each of you for your guidance, resources and encouragement along the way. I will continue to study all of my materials in anticipation of my first session."

CERTIFIED FACILITATOR