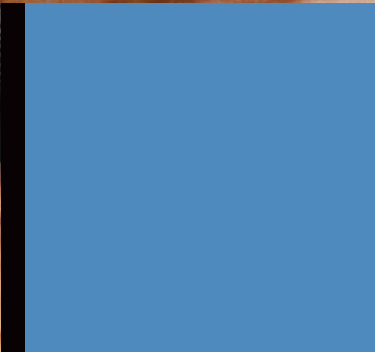
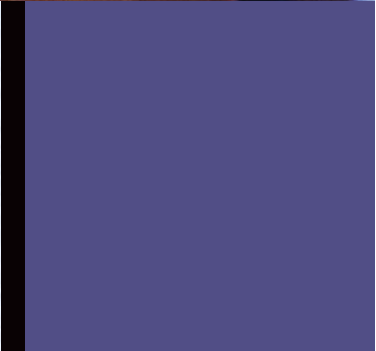


SOCIALSTYLESM



Using SOCIAL STYLE
to Improve Performance



Successful businesses are ultimately the result of successful individuals and teams.

Rather than trying to eliminate individuality, savvy organizations recognize the value of these differences and equip their people to work productively with different people in a variety of situations. They encourage cooperation. As a result, organizations are more agile, innovative and productive. Their results show in employee commitment and business performance.

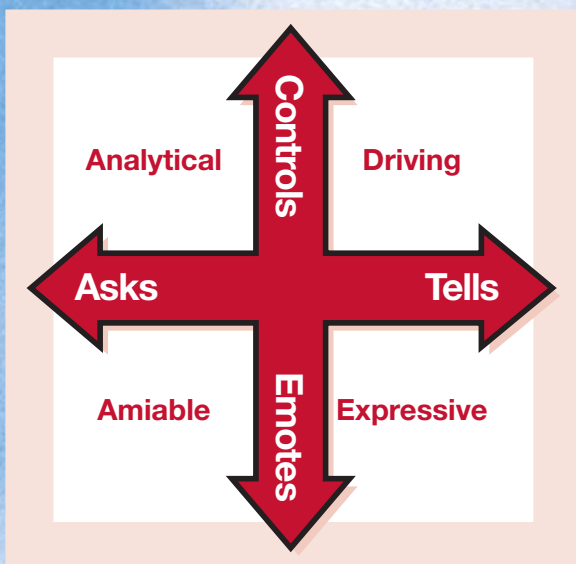
The TRACOM Group offers a variety of tools and courses to teach individuals and teams the fundamentals of the SOCIAL STYLE MODEL™ and to improve interpersonal effectiveness. Courses vary in length and the depth of the material, allowing organizations to select a format that best suits their specific business needs. Offerings range from introductory workshops through in-depth, experiential classes for senior managers or team leaders.

TRACOM helps individuals more fully understand their behaviors and the impact they have on others. Profiles are available in paper format or electronically for ease in data collection and compilation. They are also available in multiple languages.

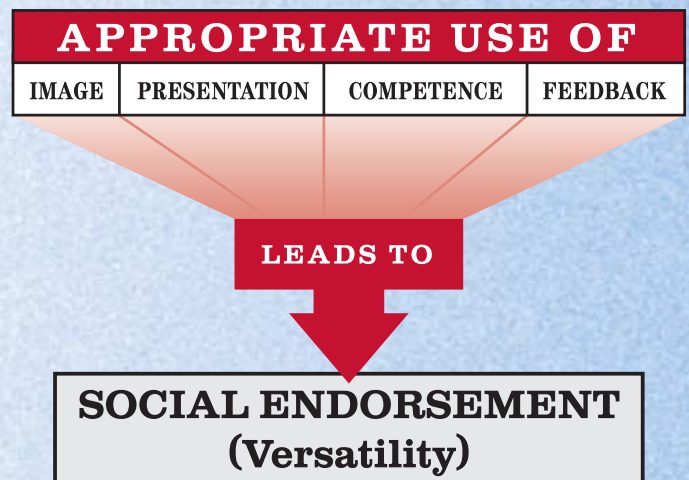
TRACOM's SOCIAL STYLE concepts have been successfully used to address a variety of business problems and support strategic initiatives including:

- Corporate culture alignment
- Mergers and acquisitions
- Six Sigma and quality programs
- Leadership and succession programs
- Downsizing
- Employee retention

SOCIAL STYLE training develops skills that can be immediately applied in all business settings. The experience is highly personal and participants immediately put their new skills to productive use at work and in their daily lives.



The SOCIAL STYLE MODEL™



SOCIALSTYLESM

Offerings



This new half-day class covers the key concepts and benefits of SOCIAL STYLE. The class is ideal for organizations looking for a low-cost and less time-intensive way to incorporate SOCIAL STYLE fundamentals into the workplace, improving the interpersonal effectiveness and productivity of employees.

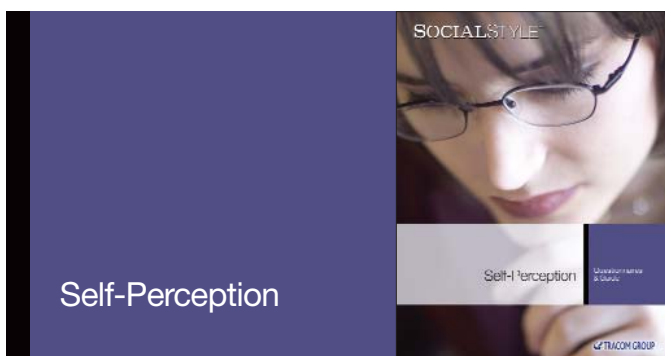
Introduction to SOCIAL STYLE uses video, interactive exercises and facilitated discussion. It incorporates a self-assessment of a person's SOCIAL STYLE, as well as a new Versatility self-assessment.



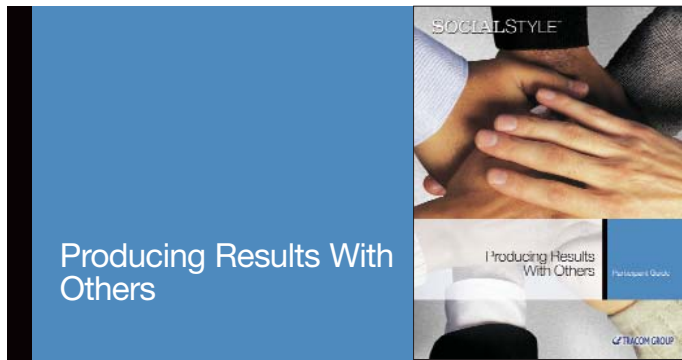
This one-day course allows for greater concentration on the SOCIAL STYLE MODEL™ and the concepts of SOCIAL STYLE and Versatility. The emphasis is on working effectively with others. Participants undergo a multi-rater SOCIAL STYLE and Versatility profile in advance of the class, with profiles distributed and discussed during the class. Interactive exercises, video and facilitated discussion are part of the class.

After completing the class participants will be able to:

- Understand different behaviors and how others view them.
- Understand why some relationships are more productive than others.
- Determine their own SOCIAL STYLE and Versatility based on a self-assessment and ratings from others.
- Effectively communicate with others using their behavioral preferences.



The same assessments used in the Introduction to SOCIAL STYLE class are available for stand-alone use. SOCIAL STYLE and Versatility Self-Perception questionnaires are available as well as a Participant Guide that provides information on understanding the SOCIAL STYLE MODEL™.



This is an in-depth exploration of the SOCIAL STYLE MODEL™ with an emphasis on exercises and role playing to fully build Style skills among participants. This course is designed to equip individuals and teams with the skills to successfully interact with others in a wide range of business situations. It is often included as part of leadership development and managerial skills training curriculum.

After completing the class participants will be able to:

- Understand different behaviors and how others view them.
- Understand why some relationships are more productive than others.
- Determine their own SOCIAL STYLE with enhanced Versatility based on self-assessment and ratings from others.
- Effectively communicate with others using their behavioral preferences.
- Learn about behavioral strengths and weaknesses.
- Modify behavior to maximize productivity.
- Obtain social endorsement from others.



The course is available in two formats:

Producing Results with Others Two-Day Class is a fully instructor-led experience that equips individuals to maximize their personal effectiveness. Participants undergo a multi-rater SOCIAL STYLE and Versatility profile in advance of the class. The first day is a detailed exploration of the SOCIAL STYLE MODEL™ and discussion of the personal profiles including enhanced Versatility. The second day provides opportunities for multiple exercises and role playing. The two-day format provides participants with a highly personalized and satisfying experience.

Producing Results with Others Self-Paced Study & One-Day Class combines computer-based study with instructor-led training. This format reduces the classroom time while still equipping participants with the skills to maximize their personal effectiveness. Participants receive a CD-ROM with an in-depth explanation of the SOCIAL STYLE MODEL™ and a series of video exercises to learn the concepts. They also undergo a multi-rater SOCIAL STYLE and enhanced Versatility profile in advance of the class. When the participants attend the class, there is a detailed discussion of their personal profiles and opportunities for interactive exercises and role playing.



This follow-on product reinforces key concepts of SOCIAL STYLE and Versatility. TRACOM developed this unique report in response to client requests for a way to refresh SOCIAL STYLE concepts in their organizations outside of traditional training classes. The report boosts interpersonal effectiveness in those who have participated in multi-rater SOCIAL STYLE training within the last three years. It

uses a multi-rater enhanced Versatility assessment and helps individuals refresh their understanding of Style and Versatility principles and further improve their own Versatility. A participant completes the online Versatility questionnaire and identifies up to ten other individuals (raters) to assess their Versatility using the same questionnaire. Once the raters and participant have completed the questionnaire, a custom 40-page Versatility Report is generated and sent electronically to the participant.

This report includes:

- Review of SOCIAL STYLE and Versatility concepts.
- Personalized Versatility results addressing the specific components of social endorsement.
- Recommended action items to improve Versatility.
- “Doing Something for Others,” a section that recommends ways to interact with people of each Style.

The SOCIAL STYLE MODEL™:

For nearly 50 years The TRACOM Group has been helping organizations improve their business performance by providing interpersonal and leadership tools. TRACOM's SOCIAL STYLE MODEL™ is recognized as an effective way to build interpersonal skills. Originally developed by industrial psychologists in the 1950s, the MODEL has been continuously refined and improved to meet the needs of today's organizations. It's the most rigorously tested and practical approach for identifying and building interpersonal skills in business settings.

Program Name	Format	Course Length	Type of Profile	Learning Objective
Introduction to SOCIAL STYLE	Instructor-led class	Half-day class	Self-perception profile	Understanding of Style fundamentals
Self-Perception	Stand-alone profiles	N/A	Self-perception profile	Self-understanding
Understanding and Managing Behavioral Differences	Instructor-led class	One-day class	Multi-rater profile	Using Style effectively with others
Producing Results With Others Self-Paced	Computer-based learning and instructor-led class	Self-paced computer learning and one-day class	Multi-rater profile with enhanced Versatility	Deep understanding of using Style to increase interpersonal effectiveness
Producing Results With Others	Instructor-led class	Two-day class	Multi-rater profile with enhanced Versatility	Deep understanding of using Style to increase interpersonal effectiveness
Versatility Report	Personalized report	N/A	Multi-rater profile with enhanced Versatility	Deep, personalized understanding of Versatility

Professional Learning Systems
 513.772.5115
sales@professional-learning.com

