



SOCIAL STYLE[®]

AUTHORIZED RESELLER

Build High-Performing Relationships with **SOCIAL STYLE**[®]



Increase leadership performance, impact team effectiveness, resolve conflict or build a high-performance sales culture. SOCIAL STYLE[®] is proven to improve the performance of your organization's most essential asset—your people!

WHY SOCIAL STYLE?

SOCIAL STYLE[®] is the world's best interpersonal skills model because it works. Used by thousands of organizations around the world, it's the easiest model to learn, remember and apply. Designed for global professionals and companies, it's available in dozens of languages with flexible training options, prices and times.

WHY NOW?

Success requires working well with others. As managers, sales professionals or individual contributors, behavior drives relationships. Learn to:

- Build rapport and common understanding
- Reduce workplace conflict
- Develop common goals and culture

SOCIAL STYLE IS...

SOCIAL STYLE[®] is the science of productive relationships. It is a way of understanding behavior—our own and others—and our preferences in how we act, make decisions and use our time.

Understanding SOCIAL STYLE[®] helps you modify your behavior to become more Versatile and effective working with others.



Recognize behavioral patterns and preferences

Modify your behavior to suit others' preferences



Become a More **Versatile Organization**

TRACOM's Social Intelligence programs are easy to deploy and have a measurable impact

MODEL

The SOCIAL STYLE Model® is recognized as the easiest to learn, remember and apply.

The model categorizes people into one of four SOCIAL STYLEs (Driving, Analytical, Amiable and Expressive) each with their own preferred way of behaving. Understanding the behavioral cues of each Style allows you to modify your own behaviors to meet the communication needs of your team, colleagues or clients. This is called Versatility and it's the true power of SOCIAL STYLE®.

OUTCOMES

- Better conflict management
- Higher versatility
- Collaboration in teams
- Increasing sales
- Enhanced communication skills

FEEDBACK

"My favorite moments as a facilitator comes when team members realize everyone is different and that it is not a bad thing; and in fact, just the opposite."

—Janice Aull, Performance Improvement Facilitator

FEATURES

- Online or in-classroom training
- Versions for managers, sales or individuals
- Support for 20+ languages
- Valid worldwide
- Various price and duration options
- Easy assessment administration

CLIENTS

Our clients include individuals and organizations ranging across a spectrum of industries, business types and sizes, and worldwide locations from global fortune 100 companies to boutique consultancies to schools and universities.

SOCIAL STYLE has improved the Versatility and interpersonal effectiveness of millions of professionals around the world.

"SOCIAL STYLE provides valuable self-awareness, insight and practical strategies for dealing with others."

—Joann Baney, Columbia University