



# Build High-Performing Relationships with **SOCIAL STYLE®**

## WHY SOCIAL STYLE?

**SOCIAL STYLE** is the easiest interpersonal skills model to **Learn, Remember and Apply**. It's based on observable behaviors, not internal aspects like personality. Learning these skills reduces conflict, boosts communications and builds common culture.

## WHO NEEDS SOCIAL STYLE?

1. Managers
2. Sales professionals
3. Individual contributors

## MODEL

The model categorizes people into one of four **SOCIAL STYLEs** each with their own preferred way of behaving. Understanding the behavioral cues of each Style allows you to modify your own behaviors to meet others communication needs. This is called Versatility and it's the true power of **SOCIAL STYLE®**.

People and organizations with high Versatility consistently outperform others. The **SOCIAL STYLE** assessment and training provide practical strategies to maximize Versatility.

## BENEFITS



Better understand behavior and its impact on outcomes



Recognize optimal tension levels for optimal productivity



Improve Versatility to work with anyone, anywhere successfully



Support the Style needs of clients, direct reports and co-workers

# SOCIAL STYLE®

## PROGRAMS & COURSES

SOCIAL STYLE reveals the different behavioral preferences of people and teaches powerful, practical techniques to work effectively with anyone.

### CHOOSE FROM THREE AUDIENCES:

#### SOCIAL STYLE® for Universal Audiences

SOCIAL STYLE for Universal audiences tailors to various workplace situations. Organizations become better at communication, engagement, sales, employee commitment and performance.

#### **Two-Hour Course**

Improving Personal Effectiveness with Versatility

#### **Half-Day Course**

Introduction to SOCIAL STYLE

#### **One-Day Course**

Understanding and Managing Behavioral Differences

#### **Two-Day Course**

Producing Results with Others

#### SOCIAL STYLE® for Managers

SOCIAL STYLE for Managers significantly improves leadership capabilities. It measures, teaches and reinforces concepts of applying SOCIAL STYLE in a management capacity.

#### **One-Day Course**

Improving Managerial Effectiveness with Versatility

#### SOCIAL STYLE® for Sales

Improving SOCIAL STYLE for Sales professionals provides practical advice on applying SOCIAL STYLE & Versatility skills to common selling situations. Its content is specific to sales responsibilities.

#### **Half-Day Course**

Improving Sales Effectiveness with Versatility

# SOCIAL STYLE® LEARNING MATERIALS

## SOCIAL STYLE PROFILE



SOCIAL STYLE Profile report measures SOCIAL STYLE & Versatility through a Self-Perception or Multi-Rater online questionnaires.

## PARTICIPANTS KIT



Complete comprehensive, solid instructional and sound material set to help you in “hit the classroom running” and which includes job aids to take back to work.

## SOCIAL STYLE NAVIGATOR



SOCIAL STYLE Navigator is a robust micro-learning application designed to help people APPLY SOCIAL STYLE® program strategies to real-world/real-time workplace scenarios.

## SOCIAL STYLE PASSPORT



The SOCIAL STYLE Passport is an online tool to see how your SOCIAL STYLE's behavior would be observed / perceived in any country around the world.

**SOCIAL STYLE®**

# COURSES DESCRIPTIONS





**SOCIAL STYLE**®

# Improving Personal Effectiveness with Versatility™



**Two-Hour Course**

## AUDIENCE:

Universal

## ASSESSMENTS AVAILABLE:

Paper SOCIAL STYLE Questionnaire  
Paper Versatility Questionnaire

## USE:

Self-profiling for a convenient and inexpensive introduction to interpersonal effectiveness concepts.



SELF-AWARENESS OF BEHAVIOR IS THE FIRST STEP TO BETTER WORKING RELATIONSHIPS

Employees experience problems at work that are due to lack of interpersonal skills, and overwhelmingly agree that SOCIAL STYLE helps improve working relationships.

- 88% have seen communication breakdowns at work due to Style differences.
- 87% have seen conflict situations due to Style differences.
- 80% said that SOCIAL STYLE training has helped them have more effective relationships with co-workers.

## VERSATILITY

Versatility is a measure of a person's *Image, Presentation, Competence, and Feedback*, the areas that contribute to a person's interpersonal skills. Versatility is a significant component of overall success, comparable to intelligence, previous work experience, and personality.

## PRODUCT DESCRIPTION

TRACOM's **Improving Personal Effectiveness with Versatility Concepts Guide and Questionnaires** offer a quick and easy introduction to interpersonal effectiveness at work. They help build self-awareness of behavior and an understanding of the importance of improving workplace relationships to increase productivity.

The SOCIAL STYLE Questionnaire assesses how individuals see themselves as communicating and interacting with others at work. The Versatility Questionnaire is independent of SOCIAL STYLE and assesses how individuals relate to others in ways that are important for working effectively with others, regardless of their SOCIAL STYLE.

Using information from the questionnaires, participants can learn to identify SOCIAL STYLES, and learn strategies for working more effectively with people of each Style. In addition, they can learn mechanisms for increasing their effectiveness by enhancing their Versatility with others.



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**SOCIAL STYLE**<sup>®</sup>

## BENEFITS

- Introduces SOCIAL STYLE and Versatility concepts.
- The only tool of its kind to measure both a person's behavioral style and his or her Versatility.
- Convenient and inexpensive.
- Immediate results.
- Choice of paper-based or online questionnaires.
- Perfect for front-line employees and first-time users.
- Can be built into existing training programs.
- Improves workplace relationships.
- Increases communication skills with colleagues, superiors, direct reports, or within teams.



## Two-Hour Course Agenda

Introduction to the SOCIAL STYLE Model<sup>™</sup>  
SOCIAL STYLE Fundamentals  
Your SOCIAL STYLE Self-Perception Profile  
Improving Your Effectiveness with Others  
The Four Sources of Versatility  
Frequently Asked Questions



## Post-Training Micro-Learning



SOCIAL STYLE Navigator<sup>®</sup> is available free of charge to anyone with a SOCIAL STYLE profile. The mobile-friendly platform includes modular content to support specific learning objectives. The application includes the SOCIAL STYLE Advisor, the SOCIAL STYLE Estimator, and eLearning modules on the topics of Managing Conflict, Working in Teams, Coaching Others and Achieving Higher Versatility.

For more information, get in touch: [reachus@vektorandpi.com](mailto:reachus@vektorandpi.com)

**TRACOM**<sup>®</sup> GROUP  
THE SOCIAL INTELLIGENCE COMPANY<sup>®</sup>

**V E K T O R**  
& **PI**



# SOCIAL STYLE®

## Introduction to SOCIAL STYLE™



### Half-Day Course

#### AUDIENCE

Universal

#### ASSESSMENTS AVAILABLE

Paper Self-Perception SOCIAL STYLE & Versatility Questionnaires  
Online Self-Perception SOCIAL STYLE & Versatility Profile  
Online Multi-Rater SOCIAL STYLE & Enhanced Versatility Profile (requires Certification)

#### USE

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



#### PRODUCT DESCRIPTION

Introduction to SOCIAL STYLE develops interpersonal skills that lead to higher performance for both the individual and the organization. Using TRACOM's popular and proven SOCIAL STYLE Model,™ this half-day session delivers long-term benefits. The instructor-led course walks participants through a series of exercises, video vignettes, and focused discussions that raise awareness of the workplace behaviors and communication preferences that directly affect the ability of employees to work together effectively. Participants will learn how to recognize these behavioral and communication preferences and adjust their own behaviors to create productive working relationships with individuals of all SOCIAL STYLES.

The Introduction to SOCIAL STYLE course was developed to meet clients' requests for a short and affordable course that could be administered to a greater number of individuals within their organizations. The half-day format enables our clients to develop these skills in all of their employees.



### INTERPERSONAL SKILLS ARE THE ONE SKILL THAT EVERY EMPLOYEE SHOULD HAVE

Research conducted by The TRACOM Group revealed employees overwhelmingly agreed that interpersonal skills were essential at work.

- 88% said that Style differences at work cause Communication Breakdowns.
- 87% reported that Conflict was due to Style differences at work.
- 63% believed that Low Morale was caused by Style differences.
- 80% said that SOCIAL STYLE training has helped them have more effective relationships with their coworkers or team.

#### VERSATILITY

Versatility is a measure of a person's *Image*, *Presentation*, *Competence*, and *Feedback*, the areas that contribute to a person's interpersonal skills. Versatility is a significant component of overall success, comparable to intelligence, previous work experience, and personality.



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**BENEFITS**

- Participants will discover their own SOCIAL STYLE.
- Participants will learn how their SOCIAL STYLE affects interactions with others.
- Participants will learn to determine the SOCIAL STYLE of others.
- Participants will learn optimal tension levels and how to increase or decrease them to increase productivity.
- Participants will learn to recognize backup behavior and what to do when this “at wits’ end” type of behavior occurs.
- Participants will learn their Versatility level and how to increase their Versatility, which will help them perform at a higher level of social intelligence, increasing performance at work.
- Organizations can expect better employee morale and increased productivity.



## Half-Day Course Agenda

- Introduction
- Dimensions of Behavior
- SOCIAL STYLE Model™
- SOCIAL STYLE Profile
- Managing Tension
- Versatility
- Versatility Profile Style Forum
- Next Steps and Key Learning



## Post-Training Micro-Learning

TRACOM offers two post-training tools free of charge to support learning after participants leave the classroom.



SOCIAL STYLE Navigator® is available to anyone with a SOCIAL STYLE profile. The mobile-friendly platform includes modular content to support specific learning objectives. The application includes the SOCIAL STYLE Advisor, the SOCIAL STYLE Estimator, and eLearning modules on the topics of Managing Conflict, Working in Teams, Coaching Others and Achieving Higher Versatility.



SOCIAL STYLE Passport is an interactive tool for individuals who have completed online Universal Multi-Rater Profiles. It allows learners to select any of more than 80 country and regional norms to instantaneously see how their SOCIAL STYLE may change based on the behavior standards of that locale. This tool is especially effective for preparing professionals for work in diverse multi-cultural environments and in virtual or international work scenarios.

For more information, get in touch: [reachus@vektorandpi.com](mailto:reachus@vektorandpi.com)



# SOCIAL STYLE®

## Understanding and Managing Behavioral Differences™



### One-Day Course

#### AUDIENCE

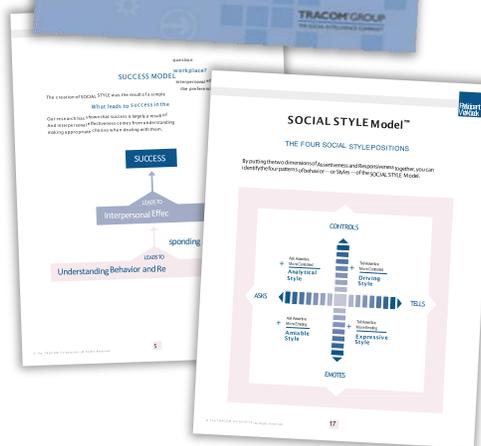
Universal

#### ASSESSMENTS AVAILABLE

Multi-Rater SOCIAL STYLE® & Enhanced Versatility Profile

#### USE

Interpersonal Skills training course designed to teach participants the concepts of SOCIAL STYLE and Versatility while also providing experiential learning opportunities.



### PRODUCT DESCRIPTION

**Understanding and Managing Behavioral Differences** is TRACOM's one-day course that explores our popular and proven models of SOCIAL STYLE and Versatility, emphasizing improved interpersonal skills and workplace interactions. Through a series of exercises, videos, and facilitated discussions, participants will discover how to enhance workplace productivity and morale.

Participants will learn to identify each of the four SOCIAL STYLEs and the best plans of action to work with and accommodate each. Through exercises, participants will pinpoint areas of tension and understand the reason for backup behavior, which can ultimately lead to toxic relationships if left unchecked. Your employees will also be able to describe the Versatility dimension and its sources while identifying the steps to take to increase their Versatility and success at work.

The one-day format allows for maximum participation and workplace application training while fitting within time restrictions.

### BEHAVIOR AT WORK GREATLY IMPACTS PRODUCTIVITY

In a recent study, TRACOM asked participants to share the top five causes of poor productivity at work:

- 84% said poor communication within or across work teams.
- 57% said poor relationships among coworkers.
- 59% said poor relationships with superior or supervisor.
- 80% of the same participants surveyed said that SOCIAL STYLE training has helped them have more effective relationships with co-workers.

### VERSATILITY

Versatility is a measure of a person's *Image, Presentation, Competence, and Feedback*, the areas that contribute to a person's interpersonal skills. Versatility is a significant component of overall success, comparable to intelligence, previous work experience, and personality.



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## BENEFITS

Participants will learn to:

- Understand their SOCIAL STYLE position and Versatility score based upon feedback from others.
- Understand different behaviors and how others view them.
- Understand why some relationships are more productive than others.
- Support the Style needs of clients, customers, managers, direct reports, and other co-workers, creating more productive relationships.
- Recognize optimal tension levels and how to increase or decrease tension for maximum productivity.
- Identify “backup behavior” and provide for Style needs in order to return to high productivity.
- Identify components of Versatility and the strategies to increase Versatility.

## THE PARTICIPANT PACKAGE INCLUDES:

- Participant Workbook
- Accepts/ Rejects Card
- Skills Guide Card
- Achieving Higher Versatility™ Resource Guide



## One-Day Course Agenda

### MORNING

- Welcome and Session Purpose
- Program Assumptions and Observing Differences
- Dimensions of Behavior - Assertiveness & Responsiveness
- SOCIAL STYLE Model™
- Exercise: Strengths/Weaknesses, Famous People, Slogan
- Key Characteristics of Each Style
- SOCIAL STYLE Profile — Your Style

### AFTERNOON

- Debrief SOCIAL STYLE Profile Reports
- Tension Management
- Versatility & The Four Sources of Versatility
- SOCIAL STYLE Profile — Your Versatility
- Exercises: Role Play and Expert Panel Rules for Observing Style and Final Q&A

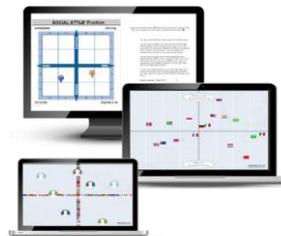


## Post-Training Micro-Learning

TRACOM offers two post-training tools free of charge to support learning after participants leave the classroom.



SOCIAL STYLE Navigator® is available to anyone with a SOCIAL STYLE profile. The mobile-friendly platform includes modular content to support specific learning objectives. The application includes the SOCIAL STYLE Advisor, the SOCIAL STYLE Estimator, and eLearning modules on the topics of Managing Conflict, Working in Teams, Coaching Others and Achieving Higher Versatility.



SOCIAL STYLE Passport is an interactive tool for individuals who have completed online Universal Multi-Rater Profiles. It allows learners to select any of more than 80 country and regional norms to instantaneously see how their SOCIAL STYLE may change based on the behavior standards of that locale. This tool is especially effective for preparing professionals for work in diverse multi-cultural environments and in virtual or international work scenarios.

For more information, get in touch: [reachus@vektorandpi.com](mailto:reachus@vektorandpi.com)



# SOCIAL STYLE<sup>®</sup>

## Producing Results with Others<sup>™</sup>



### Two-Day Course

#### AUDIENCE

Universal

#### ASSESSMENTS AVAILABLE

Multi-Rater SOCIAL STYLE & Enhanced Versatility Profile

#### USE

In-depth interpersonal skills training course designed to suit the needs of a diverse audience and provide sufficient opportunity to apply the concepts learned. As TRACOM's most in-depth and experiential course, Producing Results with Others is an engaging, interactive learning experience.



#### PRODUCT DESCRIPTION

**Producing Results with Others** is TRACOM's most thorough and interactive course for a Universal audience, designed to develop interpersonal skills and create thriving workplace relationships at all organizational levels.

This two-day session gives participants a rock solid working foundation in interpersonal skills using TRACOM's proven models for SOCIAL STYLE and Versatility. **Producing Results with Others** is the uncompromising solution to any organization's need to increase workplace communication, morale, effectiveness, and productivity.

Excellent interpersonal skills are essential for success of the individual and for the organization as a whole. **Producing Results with Others** is the most comprehensive tool to ensure these successes.

### EXCELLENCE IN INTERPERSONAL SKILLS LEADS TO INCREASED PRODUCTIVITY

It is no surprise that strained workplace relationships are incredible productivity drains. The TRACOM Group recently asked employees about the **greatest causes of poor productivity**.

- 84% blamed poor communication.
- 59% cited poor relationships with superiors and/or co-workers.
- 80% said SOCIAL STYLE training has helped them have more effective relationships with co-workers or teams.
- 65% said if their coworkers or team members took part in SOCIAL STYLE training, it would help them to be more productive.

#### VERSATILITY

Versatility is a measure of a person's *Image*, *Presentation*, *Competence*, and *Feedback*, the areas that contribute to a person's interpersonal skills. Versatility is a significant component of overall success, comparable to intelligence, previous work experience, and personality.



**BENEFITS**

Participants will learn to:

- Determine their own SOCIAL STYLE® and Versatility based on self-assessment and ratings from others.
- Effectively communicate with others using their behavioral preferences.
- Understand why some relationships are more productive than others.
- Modify behavior to maximize productivity.
- Maintain proper workplace “tension” for maximum productivity.
- Manage each Style’s “backup behavior” (i.e., default mode when under pressure) in order to iron out differences and maintain well-working teams.
- Increase support and respect from others.
- Improve Key Relationships through role-playing exercises.

**THE PARTICIPANT PACKAGE INCLUDES:**

Participant Workbook • Reminder Booklet • Accepts/Rejects Card • Improving Key Relationships Guide • Skills Guide Card • Achieving Higher Versatility™ Resource Guide



**Two-Day Course Agenda**

*DAY ONE*

- Introduction
- Dimensions of Behavior
- SOCIAL STYLE Model™
- Interpreting Your SOCIAL STYLE Profile
- Tension Management
- Introducing Versatility

*DAY TWO*

- Versatility – Understanding Your Score
- The PRO Strategy
- Using the PRO Strategy
- Action Planning
- Final Q&A



**Post-Training Micro-Learning**

TRACOM offers two post-training tools free of charge to support learning after participants leave the classroom.



SOCIAL STYLE Navigator® is available to anyone with a SOCIAL STYLE profile. The mobile-friendly platform includes modular content to support specific learning objectives. The application includes the SOCIAL STYLE Advisor, the SOCIAL STYLE Estimator, and eLearning modules on the topics of Managing Conflict, Working in Teams, Coaching Others and Achieving Higher Versatility.



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# SOCIAL STYLE®

# Improving Sales Effectiveness with Versatility™



## Half-Day Course

### AUDIENCE

Salespeople

### ASSESSMENTS AVAILABLE

Paper SOCIAL STYLE Questionnaire

Paper Versatility Questionnaire

Online Sales

Self-Perception Profile

### USE

Self-profiling for a convenient and inexpensive introduction to interpersonal effectiveness concepts for salespeople.



## PRODUCT DESCRIPTION

TRACOM's **Improving Sales Effectiveness with Versatility Concepts Guide and Questionnaires** teach salespeople how to use SOCIAL STYLE & Versatility concepts to develop the interpersonal skills necessary to create effective and productive customer relationships. Sales success comes from a salesperson's technical sales skills, knowledge of products or services, and his/her ability to create mutually productive relationships. This third sales success attribute can only be attained when the salesperson understands that he or she has a preferred method of interacting and that the customer also has a preferred method of interacting. A mutually productive relationship can be optimal only when the salesperson takes both preferred interaction methods, or SOCIAL STYLES, into account when working with a customer or a potential customer. This Concepts Guide and Questionnaires will provide the foundation that is essential for any salesperson to create mutually productive relationships with customers.



## INTERPERSONAL SKILLS: ESSENTIAL FOR SALESPEOPLE

In any type of workplace interaction, strong interpersonal skills are important. But for individuals in sales, the ability to effectively communicate with the customer and to gain their respect and confidence is absolutely critical.

Recent participants in TRACOM's SOCIAL STYLE and Versatility training overwhelmingly responded that SOCIAL STYLE & Versatility training was markedly effective in increasing sales and developing more productive customer relationships.

As a result of TRACOM's SOCIAL STYLE & Versatility Training:

- 92% developed more positive customer relationships
- 87% increased their ability to influence or persuade customers
- 79% improved their ability to gain ongoing sales
- 58% closed sales that they otherwise might not have.

## VERSATILITY

Versatility is a measure of a person's *Image, Presentation, Competence, and Feedback*, the areas that contribute to a person's interpersonal skills. Versatility is a significant component of overall success, comparable to intelligence, previous work experience, and personality.



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## BENEFITS

- Easy-to-use format allows for self-study and incorporation into custom courses

### Salespeople will:

- Learn how their customers perceive their behaviors
- Be able to identify the SOCIAL STYLE and interaction preferences of their customers
- Learn how to adjust their own behaviors in order to create a more effective relationship with customers
- Develop an understanding for how to increase or decrease levels of tension with customers to adjust productivity
- Discover how best to gain respect and confidence from their customers



## Agenda

As a Sales Professional, Why Is SOCIAL STYLE® and Versatility Important?

SOCIAL STYLE Fundamentals

SOCIAL STYLE Model™

Tension Management

Versatility

Improving Your Effectiveness with Your Customers

Next Steps and Final Q&A



## Post-Training Micro-Learning



SOCIAL STYLE Navigator® is available free of charge to anyone with a SOCIAL STYLE profile. The mobile-friendly platform includes modular content to support specific learning objectives. The application includes the SOCIAL STYLE Advisor, the SOCIAL STYLE Estimator, and eLearning modules on the topics of Managing Conflict, Working in Teams, Coaching Others and Achieving Higher Versatility.

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# SOCIAL STYLE®

## Improving Managerial Effectiveness with Versatility™



### One-Day Course

#### AUDIENCE

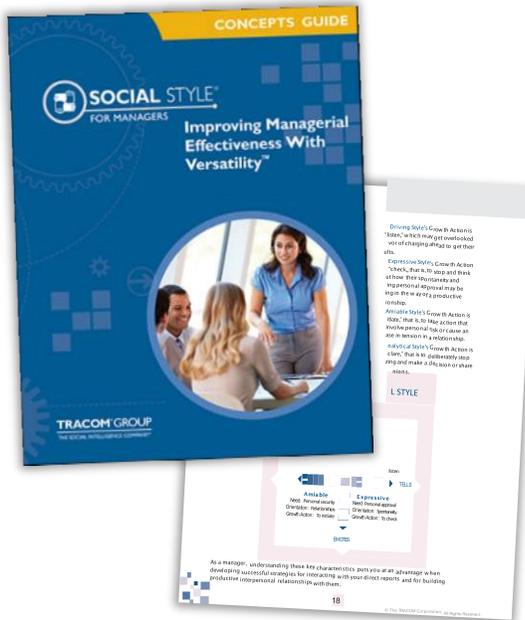
Managers

#### ASSESSMENTS AVAILABLE

Paper SOCIAL STYLE Questionnaire  
Paper Versatility Questionnaire

#### USE

Self-profiling for a convenient and inexpensive introduction to interpersonal effectiveness concepts for managers.



#### PRODUCT DESCRIPTION

TRACOM's **Improving Managerial Effectiveness with Versatility Concepts Guide** helps managers understand their own behavioral Style, the behavioral Style of their direct reports, and how Styles interact to affect interpersonal relationships and productivity in the workplace. The Concepts Guide takes participants through the steps of understanding, observing, and learning how to deal with human behavior. In the process managers will see how others perceive their behaviors and how both perceptions and behaviors can be adjusted to increase workplace performance.

The SOCIAL STYLE Questionnaire assesses how individuals see themselves as communicating and interacting with others at work. The Versatility Questionnaire is independent of SOCIAL STYLE and assesses how individuals relate to others in ways that are important for working effectively with others, regardless of their SOCIAL STYLE.

Using information from the questionnaires, participants can learn to identify SOCIAL STYLES, and learn strategies for working more effectively with direct reports of each Style. In addition, they can learn mechanisms for increasing their effectiveness by enhancing their Versatility with direct reports.



#### Interpersonal Skills: Essential for Managers

Four out of ten newly promoted managers will fail within the first 18 months.

Inadequate interpersonal skills are the main cause of leadership failure.

High managerial performance is directly linked to high interpersonal skills.

#### VERSATILITY

Versatility is a measure of a person's *Image, Presentation, Competence, and Feedback*, the areas that contribute to a person's interpersonal skills. Versatility is a significant component of overall success, comparable to intelligence, previous work experience, and personality.



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## BENEFITS

- Managers will learn how their direct reports perceive their behaviors.
- Managers will be able to identify the SOCIAL STYLES of their direct reports.
- Managers will find out what adjustments to their own behaviors need to be made in order to create more effective relationships with their direct reports.
- Managers will develop an understanding for how to increase or decrease levels of tension to adjust productivity.
- Managers will discover how to gain more support and respect from their direct reports.



## Agenda

As a Manager,  
Why Is SOCIAL STYLE® and Versatility Important?  
SOCIAL STYLE Fundamentals  
SOCIAL STYLE Model™  
Tension Management  
Versatility  
Applying Versatile Managing  
Frequently Asked Questions



## Post-Training Micro-Learning



SOCIAL STYLE Navigator® is available free of charge to anyone with a SOCIAL STYLE profile. The mobile-friendly platform includes modular content to support specific learning objectives. The application includes the SOCIAL STYLE Advisor, the SOCIAL STYLE Estimator, and eLearning modules on the topics of Managing Conflict, Working in Teams, Coaching Others and Achieving Higher Versatility.

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**SOCIAL STYLE®**

**LEARNING PLATFORMS**





# SOCIAL STYLE Navigator®



## Technology Resources

### AUDIENCE

Managerial, Sales and Individual Contributors (Universal) post-SOCIAL STYLE training

### USE

Ondemand, micro-learning application provides continual learning to apply SOCIAL STYLE strategies to solve common workplace situations



**SOCIAL STYLE Navigator** is an ondemand, micro-learning application that provides a post-training reinforcement technology platform – it helps SOCIAL STYLE training participants continue the learning journey by reinforcing the concepts and providing techniques to apply Style in powerful and practical ways in the workplace. Navigator is accessible via an online, mobile-friendly platform. The content is modular so individual content resources can be turned on or off to support specific learning objectives.

This robust tool is available free to all SOCIAL STYLE classroom and online learning participants.

**SOCIAL STYLE Navigator** includes:

- **SOCIAL STYLE Estimator** — Answer a few short questions to quickly estimate a person’s SOCIAL STYLE. This helpful tool is applicable in a variety of situations such as before meeting with a sales prospect, heading off a potential conflict, meeting with a superior (or subordinate), or working in a team setting.
- **SOCIAL STYLE Advisor** — Productivity tips on dozens of topics including common managerial tasks and sales scenarios. Advisor tips reflect the unique SOCIAL STYLE preferences of both the learner/user and the person they are interacting with, for personalized Style-to-Style advice. For example, a Driving Style manager can get advice on effectively giving performance feedback to an employee with the Analytical Style. Or an Expressive Style salesperson can learn how to overcome the objections from an Amiable Style buyer. Each Advisor scenario can be reviewed online or printed out for reference; and they include links to additional resources on each of the 30+ topics including information about how a person’s own SOCIAL STYLE influences the situation.
- **SOCIAL STYLE eLearning Library** — Includes four eLearning modules that teach how to apply SOCIAL STYLE concepts in the workplace. Modules in the series are:
  1. *Managing Conflict*
  2. *Working in Teams*
  3. *Coaching Others*
  4. *Achieving Higher Versatility*



## ELEARNING LIBRARY

Four eLearning modules are available in the SOCIAL STYLE Navigator.



**Coaching with STYLE™** shows how to apply SOCIAL STYLE techniques to any coaching process. It provides specific advice to help the coach build better relationships, improve communications, reduce tension and improve workplace productivity.



**Working in Teams with STYLE™** teaches how SOCIAL STYLE skills can improve team performance through Versatility.

It provides advice to help teams quickly and effectively focus their responsibilities and ultimately operate at optimal performance.



**Managing Conflict with STYLE™** advises on how to use Style to anticipate conflicts, reduce occurrence of

conflicts, minimize the impact and repair damage after a conflict occurs.



**Achieving Higher Versatility™** is a guide to understanding and improving personal Versatility.

Research shows that Versatility skills directly relate to successful business performance. This micro-module includes an in-depth look at Style-specific behaviors and how to improve productivity and relationships.



## Technology Resources

### **SOCIAL STYLE ADVISOR SALES TOPICS**

- Advancing the Sale
- Asking Productive Sales Questions
- Conducting Productive Negotiations
- Convincing a Customer to Switch
- Customer Decision Making
- Developing and Conducting Sales Calls
- Gaining and Building Trust
- Gaining Commitment
- Giving Presentations
- Difficult Conversations with Customers
- Knowing Your Customer
- Preparing for a Sales Call
- Recognizing Customer Attitudes
- Selling to a Purchasing Committee
- Virtual Communication with Customers

### **SOCIAL STYLE ADVISOR MANAGERIAL TOPICS**

- Conducting a Performance Review
- Conflict Management
- Creating a Productive Coaching Environment
- Creating a Productive Team Environment
- Delegating to Others
- Giving Public Presentations
- Managing Team Change
- Managing Virtual Teams
- Motivating and Inspiring Others
- Providing Difficult Feedback
- Running Team Meetings
- Setting Goals
- Team Decision Making
- Teams Dominated by a Single Style
- Virtual Communication with Teams

### **SOCIAL STYLE ADVISOR INDIVIDUAL CONTRIBUTOR (UNIVERSAL) TOPICS**

- Handling Difficult Conversations
- Managing Your Performance
- Public Presentations
- Understanding Your Supervisor
- Virtual Communication



SOCIAL STYLE®

# SOCIAL STYLE® Passport



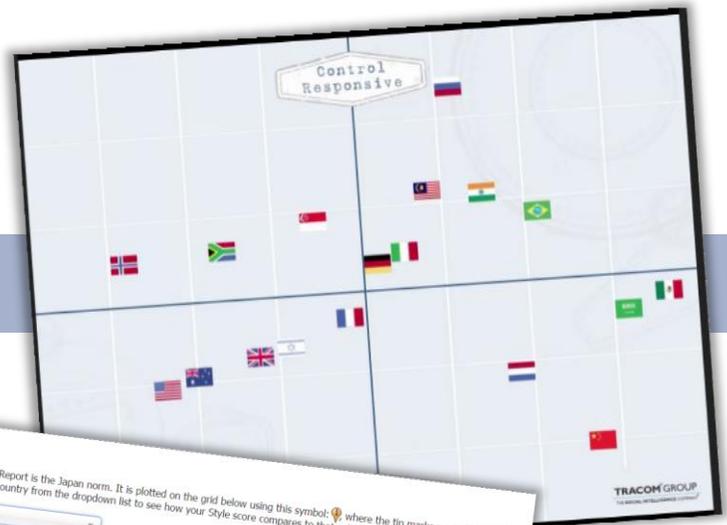
## Post-training Resources

### AUDIENCE

Individuals with Universal  
SOCIAL STYLE Multi-Rater  
Profiles

### USE

On-demand tool for learners  
to see their profile results  
scored using a different  
Cultural Norm



**Choose a Country**

The norm of your existing Profile Report is the Japan norm. It is plotted on the grid below using this symbol: 📍 where the tip marks your SOCIAL STYLE position for this culture. Select a country from the dropdown list to see how your Style score compares to that culture, indicated by this symbol: 📍

Choose a Country:

**SOCIAL STYLE Position**

Analytical | Driving

Asks | Tells

Amiable | Expressive

Controls

Emote

Zoom

Review how to use your SOCIAL STYLE Passport

Return to To-Do List

You have selected Mexico, which maps to the Mexico Norm.

You are seen as slightly more Ask Assertive when profiled with the Mexico norm compared to the Japan norm. This means that you are seen as influencing others in a somewhat more cautious, low-key manner. You are a little more tentative and reserved in your actions toward others.

You are seen as slightly more Emote Responsive when profiled with the Mexico norm compared to the Japan norm. This means that you are seen as slightly more open and expressive in your display of emotion. You are a bit more warm and relationship-oriented.

To view your Profile Report in your chosen alternate norm, make your selection from the Report Language dropdown button.

Report Language:

[View my Style Profile for alternate norm](#)

Because the SOCIAL STYLE Model™ and SOCIAL STYLE Profile are used around the world, TRACOM offers many different international norms to account for cultural differences and their impact on behavior. *Norms*, or normative comparisons as they are technically called, provide a mechanism for people to compare themselves with one another. TRACOM's research shows that Style is a global concept; it exists across nationalities. However, every culture is unique, and this is sometimes reflected in the way Style and Versatility are displayed. **SOCIAL STYLE Passport** gives learners the ability to see how their SOCIAL STYLE is viewed in various countries.

When **SOCIAL STYLE Passport** is enabled for a client, learners may view a short video explaining the tool the first time they enter, then will have the option to view their overall SOCIAL STYLE as well as the SOCIAL STYLE portion of their profile report as viewed by other cultures.

TRACOM offers many regional and country norms for the Universal SOCIAL STYLE Profile, which are updated periodically.

