

Introduction to SOCIAL STYLESM

Learn the fundamentals of Social Style in a half-day class!

Increase productivity, interpersonal effectiveness, and improve business relationships.

Business success is dependent on both having the skills to perform a job and the ability to work effectively with others. Organizations that encourage collaboration and cooperation among employees are more productive and innovative. They provide better service to customers, and they have more satisfied employees.

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 class delivers long-term benefits.

Introduction to Social Style covers the key concepts of Social Style and incorporates a self-assessment of a participant's own Social Style and a new self-assessment of their Versatility—the way they adapt to different types of situations and people. The class instructor leads participants through a series of exercises, video vignettes and facilitated discussion to develop an understanding of how to achieve better results and better relationships.

“The Introduction to Social Style class was a helpful and enjoyable way to improve how our team works together,” said Sara Goodwin, director, National Cattlemen's Beef Association, which had 17 people participate in the class. “Understanding Social Style helps us work more productively as a group and as individuals. The half-day format also suited our work schedule.”



Course Benefits:

While **Introduction to Social Style** is a fundamentals course, it covers all core Social Style concepts. Participants will learn the following:

- How to use the Social Style Model to achieve business success
- How to build rapport
- How to productively manage personal tension
- How to productively work with peers, customers superiors and subordinates
- How to disagree without hurting relationships
- How to effectively deal with difficult people
- How to reduce unproductive behaviors and interactions

Social Style-The Proven Way to Succeed

More than 1.5 million people have participated in Social Style training since its inception nearly 50 years ago. The SOCIAL STYLE Model assesses an individual's behaviors and places them in one of four Social Style groups. Each Style has positive and negative attributes related to productive work and relationships. The Model identifies behavior and communication tendencies in order to help individuals recognize and improve their interpersonal effectiveness in business settings.

In addition to understanding the concepts of Social Style, the exercise of completing Style and Versatility self-assessments provides valuable insights into the participant's own behavioral preferences and interactions. The results are employees and organizations that perform more effectively and successfully.

Introduction to Social Style is TRACOM's newest Social Style training class. TRACOM also offers one and two-day versions of the Social Style training to provide a more in-depth examination of the way people work together and additional opportunities for exercises that reinforce the learning. Computer-based Social Style training is also available.

The **Introduction to Social Style** workshop was developed to meet clients' requests to provide these critical interpersonal skills more widely within their organizations. The half-day format and reasonable pricing enable organizations to develop these skills in all of their employees. Customer service representatives, field technicians, retail sales people, hospitality workers, and other individual contributors can especially benefit from this workshop.

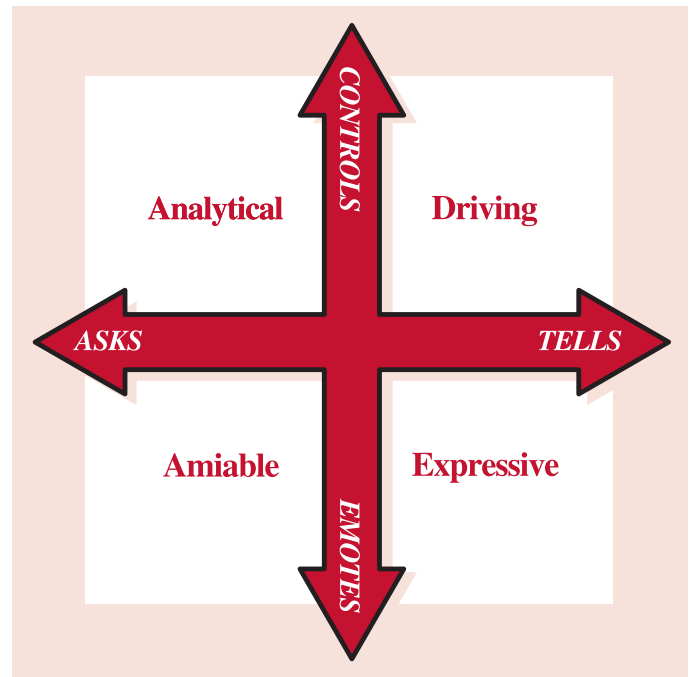
The SOCIAL STYLE Model is licensed to thousands of organizations that include it in leadership development, sales training, employee training, quality management, and other development programs. TRACOM also offers a variety of other training courses and custom workplace performance services.

Contact your TRACOM representative for more information:

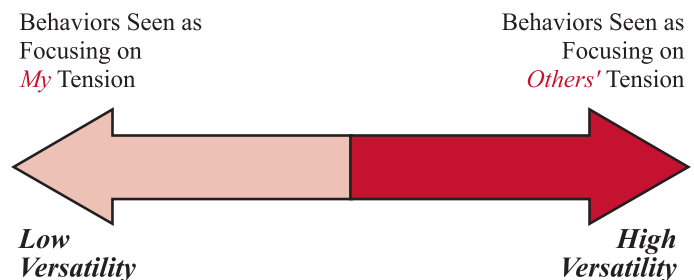


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All people fall into one of four Social Styles. Each Style has positive and negative attributes associated with it.



Increasing Versatility improves a person's effectiveness in the workplace and maximizes productivity.