



TRACOM® GROUP
THE SOCIAL INTELLIGENCE COMPANY®

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 as a manager, sales professional or individual contributors requires working well with others. Your behavior drives those relationships. Learn to:

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

WHY TRACOM GROUP?

The TRACOM Group is the Social Intelligence Company. We provide research-based models, assessments and training solutions to drive individual and organizational performance.

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®. People and organizations with high Versatility consistently outperform others in measurable ways. The SOCIAL STYLE assessment and training provide practical strategies to maximize Versatility with anyone.

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

FEEDBACK

"Understanding SOCIAL STYLE® and Versatility is one of the single greatest factors in my career success."

— Jim Knauss, Global Vice Chair of Accounts and Business Development, EY

OUR CLIENTS



Increase Versatility
to increase professional
success

[WHY we do it] We believe that improving peoples' understanding of themselves and others makes the world a better place.

[WHAT we do] We synthesize our discoveries into actionable learning and resources that improve an individual's performance in all parts of their lives.
We call this Social Intelligence.

[HOW we do it] Through research and experience we uncover the hidden barriers to individuals achieving their maximum potential and identify how to overcome them.

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