

# TRACOM® GROUP

THE SOCIAL INTELLIGENCE COMPANY®



## Think, Act & React for success with **SOCIAL INTELLIGENCE**

By focusing on increasing awareness and control of their Social Intelligence, people can dramatically improve their understanding of both themselves and others, while using this knowledge to thrive in today's fast-paced world.

### **Achieve Versatility with SOCIAL STYLE®**



SOCIAL STYLE training helps improve organizational performance by teaching people to be better communicators, more aware of themselves and others, and become more effective in interactions.

### **Become a RESILIENT Organization with ADAPTIVE MINDSET®**



The Developing a Resilient Mindset® program teaches practical strategies for altering negative responses to stress that help establish a thriving culture where flexibility and adaptability are competitive advantages.

### **Develop Emotional Intelligence with BEHAVIORAL EQ®**



The Behavioral EQ model and training teaches people to adapt emotions into productive behaviors through practical strategies that build productive relationships.

### **Unlock Organizational AGILITY with ADAPTIVE MINDSET®**



Unlocking Personal Agility® is a course designed to develop Individual Agility that leads to Organizational Agility, *One Mindset at a Time.*

## **WHY TRACOM GROUP?**

The TRACOM Group is the creator of Social Intelligence solutions, including the world's best interpersonal effectiveness models. We provide research-based assessments and training designed to help people and organizations optimize performance.

We provide the “AH HAs” to people as to how and why they act and interact with the world around them the way they do. We do this by teaching people about the core elements of an individual: **their behavior, their emotions and their mindset** and the **impact** these elements have on them **personally and professionally**.

Most people are completely unaware of the impact that these elements have on their interactions with others and how they influence what is happening in the world around them. Gaining an understanding along with simple strategies learned in Social Intelligence training has a significant impact on workplace performance.

Social Intelligence positively impacts:



**Leadership**



**Sales**



**Engagement**



**Change**



**Diversity**

#### **[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.

### **ABOUT**

TRACOM Group is the only company with a complete Social Intelligence solution that covers the core elements of the individual to help people become more effective in the workplace.

### **RESEARCH**

All TRACOM's programs are based on evidence—proven by years of research—that helps individuals and teams apply strategies to effectively and quickly build high-performing relationships and improve performance.

### **OUTCOMES**

Social Intelligence in practice impacts personal and professional success in all areas of people's lives, but it is especially essential in workplace performance. Individuals and companies that build a Socially Intelligent culture observe their teams being more collaborative, influential, innovative, engaged and productive.