



**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.



## 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.

## 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 and economical pricing enable our clients to develop these skills in all of their employees.



**TRACOM GROUP**  
THE CREATOR OF SOCIAL STYLE™



**SOCIAL STYLE®**

# Introduction to SOCIAL STYLE™



## Half-Day Course Agenda

- 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.

8:00 AM	<b>Introduction</b> <ul style="list-style-type: none"> <li>• Participant Introductions and "To Tell the Truth" Exercise</li> <li>• Session Objectives</li> <li>• SOCIAL STYLE in Action - Part 1 (play video)</li> </ul>
8:30	<b>Dimensions of Behavior</b> <ul style="list-style-type: none"> <li>• Personality versus Behavior</li> <li>• Observable Say and Do Behaviors</li> <li>• Assertiveness and Responsiveness Dimensions</li> <li>• SOCIAL STYLE in Action - Part 1 Video Debrief</li> </ul>
9:10	<b>SOCIAL STYLE Model</b> <ul style="list-style-type: none"> <li>• SOCIAL STYLE Model Introduction and Descriptions</li> <li>• Key Characteristics of Each Style and SOCIAL STYLE Summary</li> </ul>
9:30	<b>SOCIAL STYLE Profile</b>
9:50	<b>Managing Tension</b> <ul style="list-style-type: none"> <li>• Tension Productivity and Backup Behavior Models</li> <li>• Tips for Dealing with Backup Behavior</li> </ul>
10:05	<b>Break</b>
10:15	<b>Versatility</b> <ul style="list-style-type: none"> <li>• Versatility Introduction and Four Sources of Versatility</li> <li>• Versatility Challenge Exercise</li> </ul>
10:35	<b>Versatility Profile</b> <ul style="list-style-type: none"> <li>• Participant Profile Debrief</li> <li>• Increasing Interpersonal Effectiveness</li> <li>• SOCIAL STYLE in Action - Part 2 (play video)</li> </ul>
11:05	<b>Style Forum</b> <ul style="list-style-type: none"> <li>• Style Forum Exercise</li> <li>• Best Practices for Observing Style</li> </ul>
11:45	<b>Session Conclusion</b> <ul style="list-style-type: none"> <li>• Next Steps and Key Learning</li> <li>• Session Evaluation</li> </ul>
12:00 PM	<b>End Session</b>

### ADMINISTRATIVE TOOLS FOR COURSE DELIVERY

#### THE ADMIN KIT INCLUDES:

- Facilitator Guide
- Participant Package
- SOCIAL STYLE & Versatility Facilitator Handbook
- Resource Tools including SOCIAL STYLE in Action Video, PowerPoint Presentation, Session Evaluation Handout and Participant Certificate Template

**TRACOM® GROUP**  
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