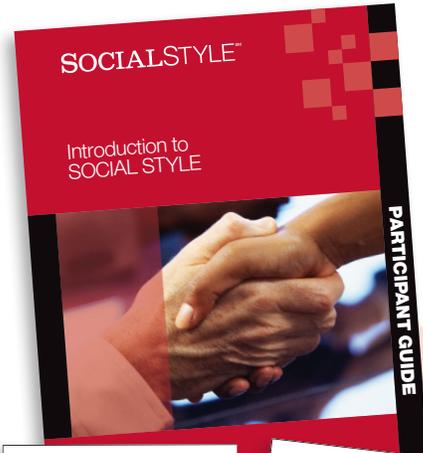


# Introduction to SOCIAL STYLE

## COURSE



**Audience:** Universal

**Type:** Course

**Length:** Half-Day

**Available Assessments:**

Paper Self-Perception SOCIAL STYLE<sup>SM</sup> & Versatility Questionnaire

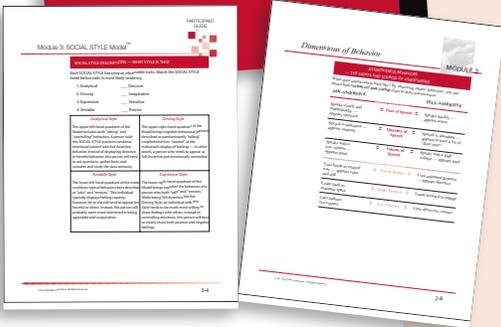
Online Options:

Self-Perception SOCIAL STYLE & Versatility Profile

Multi-Rater SOCIAL STYLE & Versatility Profile

Multi-Rater SOCIAL STYLE & Enhanced Versatility Profile

**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 class 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 workshop 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.

### 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 a more effective relationship 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.

\* 2006 and \*\*2007 TRACOM Research



# Introduction to SOCIAL STYLE

## 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.

## ADMINISTRATIVE TOOLS FOR COURSE DELIVERY

### The Admin Kit Includes:

Facilitator Guide • Disc Kit (contains CD and DVD) • DVD contains: SOCIAL STYLE in Action Video • Participant Package, and Carrying Case. • CD contains: SOCIAL STYLE Foundation CBT file, PPT’s, Certificate Template, and Evaluation Form.

## COURSE OUTLINE

<b>MODULE 1: COURSE INTRODUCTION</b>	<b>30 MIN</b>
Workshop Benefits Learning Objectives	
<b>MODULE 2: DIMENSIONS OF BEHAVIOR</b>	<b>30 MIN</b>
Assertiveness Dimension Assertiveness Behaviors Assertiveness Patterns of Behavior Responsiveness Dimension Responsiveness Clues The Theme of Responsiveness	
<b>MODULE 3: SOCIAL STYLE MODEL</b>	<b>20 MIN</b>
SOCIAL STYLE MODEL SOCIAL STYLE Descriptions Key Characteristics of Each Style Need, Orientation, and Growth Action Analytical Style Driving Style Expressive Style Amiable Style	
<b>MODULE 4: SOCIAL STYLE PROFILE</b>	<b>25 MIN</b>
Your SOCIAL STYLE Profile	
<b>MODULE 5: MANAGING TENSION</b>	<b>25 MIN</b>
Managing Tension Backup Behavior Model Managing Others’ Backup Behavior	
<b>MODULE 6: VERSATILITY</b>	<b>15 MIN</b>
Versatility What Causes Others to Endorse You Versatility Challenge	
<b>MODULE 7: VERSATILITY PROFILE</b>	<b>20 MIN</b>
Your Versatility Score Earning Social Endorsement Steps to Enhance Your Versatility Style in Action Video	
<b>MODULE 8: STYLE FORUM</b>	<b>45 MIN</b>
Techniques for Observing Others’ Style	
<b>MODULE 9: WORKSHOP CONCLUSION</b>	<b>10 MIN</b>
Next Steps and Key Learning	
<b>ESTIMATED COURSE TIME:</b>	<b>220 MIN</b>

