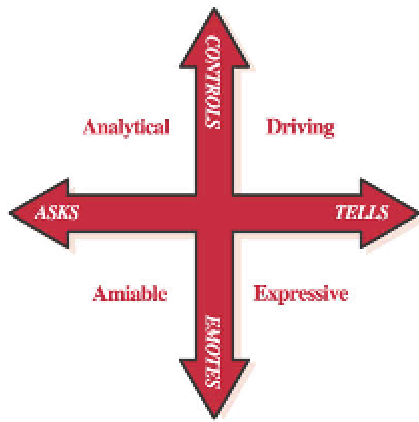


SOCIAL STYLE Model™



The TRACOM Group's **Social Style Model™** is a tool for understanding our basic behaviors and how individuals prefer different behavioral styles. It's the most rigorously tested and practical approach for identifying and building interpersonal skills in business and organizational settings, with a nearly 50-year record of proven success. It helps to enhance a person's ability to understand, cooperate and modify behavior to be more effective in interacting with a diverse range of people.

Discovering SOCIAL STYLEsm

Profiling instruments allow individuals to discover their Social Style, based on their preferred behaviors. The profile evaluates the individual's assertive and responsive behaviors.

- **Assertiveness** is the degree to which you tend to ask or tell during interactions. (horizontal scale)
E.g. Do you quietly ask your colleagues “Would you like to go to lunch?” or loudly announce “Let's go to lunch.”?
- **Responsiveness** is the degree to which you tend to control or emote. (vertical scale)
E.g., do you keep your emotions to yourself or outwardly display how you feel?

By combining assertive and responsive behaviors, a person is charted in one of four quadrants, or **Social Style positions**:

- **Driving** (Tell Assertive + Control Responsive): These individuals are seen as strong-willed and more emotionally controlled.
- **Expressive** (Tell Assertive + Emote Responsive): These individuals are described as outgoing and more dramatic.
- **Amiable** (Ask Assertive + Emote Responsive): These individuals are seen as easy-going and supportive.
- **Analytical** (Ask Assertive + Control Responsive): These individuals are described as serious and more exacting.

Social Style Applications

Unlike most training, the Social Style Model can be applied daily in an endless number of situations and offers unlimited rewards. It's useful in creating an open and candid culture and can be integrated into various training programs covering topics from leadership to individual to team development, just to name a few.

Building familiarity and comfort with the behaviors of each Style and learning the importance of versatility allow people to work better with colleagues of all Styles. Current organizational development/organizational effectiveness research continues to support research that social and self-awareness is key to interpersonal success. (E.g. Daniel Goleman's **Emotional Intelligence**, Jim Collins' **Level 5 Leadership** and Steven Covey's **7 Habits of Highly Successful People**)

In addition, many of today's training programs focus on book/product/ technical knowledge, but overlook people skills which are equally, if not more important to success. Bringing Social Styles training to your organization will give participants the ability to develop an awareness of his/her style and how it influences others. Studying these interpersonal relationships, they will learn how to become more versatile so that s/he can modify his/her behavior to attain more effective and productive results with others, thus increasing opportunities for ongoing success.