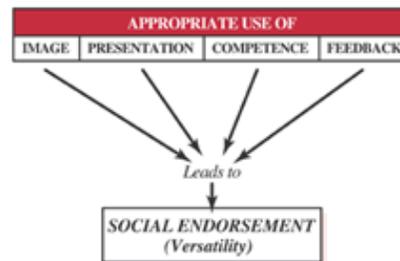


## Components of Versatility

**Versatility** measures the degree of social endorsement an individual receives from others. The measurement stems in part from the individual's ability to focus on others' needs more than their own.

Research shows that people consider four basic elements when determining an individual's Versatility:

- **Image:** Dress, grooming and initial appearance are often critical to making good first impressions on others. Having the appropriate image for the situation is important to gaining endorsement from others.
- **Presentation:** Our ability to verbally communicate with others is very important. People are more likely to endorse our behavior if our ideas are well organized, we speak clearly and we use vocabulary appropriate to the circumstances.
- **Breadth of Competence and Understanding:** Developing competence, understanding and awareness of things of interest to others promotes respect and contributes to endorsement. The ability to listen and learn helps to build common ground, leading to mutual productivity.
- **Feedback:** In this two-way process, verbal and non-verbal signals are sent and received to promote maximum understanding. By sending clear and accurate signals and being sensitive to the signals others are sending, you can increase your endorsement from others.



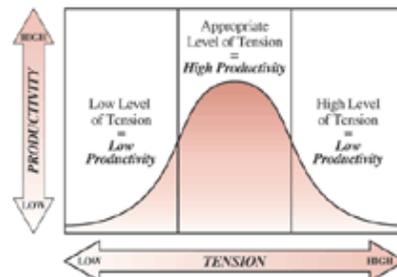
## Versatility Ratings



Individuals receive low, medium or high ratings for each element of Versatility and a combined Versatility score. The latter creates a generalization about how a person will handle tension when interacting with others. Will their actions be self-serving, focused on their own comfort level? Or will their actions demonstrate concern for the

tension they create in others, causing them to vary their responses to create a productive relationship?

Versatility obviously includes an element of personal judgment on the part of the observers. In assessing your rating, remember to consider the rating source, the person rated and the situation surrounding the person's activities.



## Using Versatility to Maximize Effectiveness

**TRACOM's** research suggests that a person's SOCIAL STYLE<sup>SM</sup> position counts less than the way he or she uses that Style when interacting with others. If a person creates a positive impact with his or her Style, others will tend to report favorably about that person's Versatility.

Understanding Versatility can help increase interpersonal effectiveness. While your Social Style does not readily change, Versatility is much more within your control. Training can help improve Versatility by helping individuals "know themselves, control themselves, know others and do something for others."