



SOCIAL STYLE®

Becoming Certified to Teach SOCIAL STYLE® & Versatility



Certification Process and Resources

AUDIENCE

Trainers and Facilitators

USE

Certification is designed to provide all the knowledge and skills necessary to facilitate any TRACOM SOCIAL STYLE and Versatility program. Certification is required when using multi-rater profiles.



TRACOM offers a variety of options to become a Certified SOCIAL STYLE facilitator. TRACOM Certification provides all the knowledge and skills necessary to facilitate any TRACOM SOCIAL STYLE and Versatility program. Certification is required when using a multi-rater profile. It is recommended, but not required, when using a self-perception profile.

It is expected that all Certification participants have previous experience facilitating developmental workshops. Our program is focused on teaching the facilitator the fundamentals of SOCIAL STYLE and Versatility. Certification also explains the resources that are available to create a productive SOCIAL STYLE learning environment.

TRACOM recommends, but does not require, that facilitator candidates enroll as participants in a SOCIAL STYLE class prior to beginning their Certification process. This gives invaluable insights into how the course and concepts are experienced by participants.

SOCIAL STYLE IS THE WORLD'S BEST-KNOWN INTERPERSONAL EFFECTIVENESS MODEL

- It's used by millions of individuals and thousands of organizations to improve individual and organizational performance.
- Becoming a TRACOM Certified Facilitator enables a person to teach the powerful SOCIAL STYLE Model™ to others. Certification is required to use TRACOM's multi-rater profiles and facilitate many SOCIAL STYLE programs.

DELIVERY OPTIONS

- Web-based phone certification
- On-site certification as part of a SOCIAL STYLE program
- Web-based phone certification or on-site certification for previous SOCIAL STYLE program participants

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SOCIAL STYLE®



TRACOM CERTIFICATION RESOURCES

The **SOCIAL STYLE® & Versatility Certification Guide** is the foundation of every certification. Using the guide, the master facilitator will cover core concepts of SOCIAL STYLE and provide opportunities for candidates to “teach back” what they’ve learned.

The **SOCIAL STYLE® & Versatility Facilitator Handbook** explains the SOCIAL STYLE Model and its history. It’s a great resource for anyone who teaches Style courses or just wants to understand the application of Style. The handbook includes more than 100 pages of Style and Versatility information.

The **Multi-Rater SOCIAL STYLE® & Enhanced Versatility Profile Guide** is a thorough explanation of the SOCIAL STYLE Multi-Rater Profile from both the facilitator’s and participants’ perspective. It shows how to use the Multi-Rater Profile to enhance the understanding and impact of SOCIAL STYLE training. This guide provides the information needed to understand and facilitate programs using the Multi-Rater SOCIAL STYLE & Enhanced Versatility Profile. Here you will find information about the mechanics of the instrument, as well as practical information on how to debrief the Profile and coach learners.

The **SOCIAL STYLE® and Versatility Technical Report** reviews the important role that research plays in the SOCIAL STYLE Model.

Achieving Higher Versatility™ is a hands-on guide to mastering the Versatility skills that determine individual and organizational success.

Many TRACOM products may be purchased online. Visit tracom.com for more information.

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Certification Agenda

INTRODUCTION

- Certification Course Purpose
- Objectives
- Agenda
- Certification Process
- Your Expectations

SOCIAL STYLE OVERVIEW AND HISTORY

- Core Concepts

DIMENSIONS OF BEHAVIOR

- Core Concepts
- Candidate Teach-Back
- Facilitation Tips
- Common Questions

THE SOCIAL STYLE MODEL™

- Core Concepts
- Candidate Teach-Back
- Facilitation Tips
- Common Questions

TENSION MANAGEMENT

- Core Concepts
- Candidate Teach-Back
- Facilitation Tips
- Common Questions

VERSATILITY

- Core Concepts
- Candidate Teach-Back
- Facilitation Tips
- Common Questions

MODEL RESEARCH AND DEVELOPMENT

- Core Concepts
- Common Questions

PROFILE INTERPRETATION AND DEBRIEF

- Core Concepts
- Candidate Teach-Back
- Facilitation Tips

NORMS

- Core Concepts

FINAL QUESTIONS AND ANSWERS

CERTIFICATION PROCESS

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+46 (0)8 644 29 50

www.sitserv.se