

# TRACOM GROUP

SOCIAL INTELLIGENCE IS BUSINESS INTELLIGENT





# Social Intelligence is BUSINESS INTELLIGENT.

*“ In practice, Social Intelligence is how we Think, Act and React. By understanding and developing Social Intelligence skills, people can thrive even in the face of rapid technological shifts and organizational change. ”*

*For more information:*

**[WWW.SITSERV.SE](http://WWW.SITSERV.SE)**

**+46 (0)8 644 29 50**

# TRACOM IS THE **LEADER**

## IN SOCIAL INTELLIGENCE

TRACOM® Group – The Social Intelligence Company – is a workplace performance company and a leading provider of essential soft skills training solutions. Through our comprehensive learning programs, TRACOM has helped millions of people around the world to uncover hidden barriers and identify strategies that enable more positive outcomes and professional success.

Our Social Intelligence solutions include robust assessments and learning programs in the areas of Mindset, Resiliency, Agility, Emotional Intelligence and Behavioral Style – all focused on helping our clients create a more engaged, productive and effective environment. Through interpersonal skills training, team development programs, sales effectiveness training, survey and assessment design, and consulting in the areas of performance management, leadership development, or employee engagement, we deliver positive, impactful solutions for our clients. Backed by research and proven methodology, TRACOM Group provides the “Ah Ha’s” that lead to high-performance.

### PERFORMANCE AREAS TRACOM’S SOLUTIONS SUPPORT:



LEADERSHIP



CHANGE



ENGAGEMENT



COMMUNICATION



WORKPLACE WELLNESS



SALES SUCCESS



DIVERSITY & INCLUSION

TRACOM's pioneering research into the characteristics of high performers led to the development of the original SOCIAL STYLE Model®. 2019 marks TRACOM's 50th anniversary and we've helped thousands of organizations and millions of people improve performance.

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# THE TRACOM **DIFFERENCE**

*Every TRACOM solution is research-based and proven to deliver measurable impact. And TRACOM combines great products with outstanding service and easy delivery. When you work with TRACOM you get:*

**So Much More Than Just an Assessment!** When you purchase one of our SOCIAL STYLE, Behavioral EQ, Agility or Resilience training programs, comprehensive learning systems are included for just one-price:

- ✓ Validated Assessments
- ✓ Experiential Training Materials
- ✓ Reinforcement Applications
- ✓ Impact Measurement
- ✓ Flexible Delivery Options
- ✓ Free Accreditation & low-cost Certification
- ✓ Robust Facilitation Resources and Tools
- ✓ Expert Guidance

The need for Social Intelligence has gone global and so have our programs and delivery resources.

Used in over 100 Countries

20+ Language Offerings

Cultural Norms *For more information:* [WWW.SITSERV.SE](http://WWW.SITSERV.SE) Global Delivery Resources

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# OUR PROGRAMS



**SOCIAL STYLE®**



**BEHAVIORAL EQ®**



**ADAPTIVE MINDSET®**

FOR RESILIENCY



**ADAPTIVE MINDSET®**

FOR AGILITY



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# SOCIAL **STYLE**

**92%** developed **more positive relationships** as a result of the training

**79%** say applying Versatility **improves communication** in the workplace

**75%** say understanding SOCIAL STYLE **improves difficult relationships**

**74%** say applying SOCIAL STYLE **improves conflict** in workplace situations

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# BUILDING HIGH-PERFORMING RELATIONSHIPS WITH **SOCIAL STYLE®**

*SOCIAL STYLE reveals the different behavioral preferences of people and teaches powerful, practical techniques to work effectively with anyone.*

## WHY SOCIAL STYLE?

Style is the easiest interpersonal skills model to **Learn, Remember and Apply**. It's based on observable behaviors not internal aspects like personality. Learning these skills reduces conflict, boosts communications and builds common culture.

## WHO NEEDS SOCIAL STYLE?

1. Managers
2. Sales professionals
3. Teams
4. Individual contributors

## FEATURES

- Online or in-classroom training
- Versions for managers, sales or universal learners
- Self-assessment or multi-rater
- 20+ languages and global norms
- Passport global application
- SOCIAL STYLE Navigator micro-learning application
- Easy administration

***"We've seen huge improvements in employee engagement. That's most definitely because of the SOCIAL STYLE training the management team has done."***

SAM EWING

President, Sterling Pharmacy

## BENEFITS

- Better understand behavior and its impact on outcomes
- Recognize optimal tension levels for optimal productivity
- Improve Versatility to work with anyone, anywhere successfully
- Support the Style needs of client or employee workers
- Improve effectiveness and influence of communication

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# BEHAVIORAL EQ

A study of more than 500 executive search candidates **identified emotional competence a significantly better predictor of success** than intelligence or prior experience. Findings were consistent in all countries and cultures.

The same study showed that **85% of financial success is attributed to EQ** while only 15% is due to IQ.

A study of partners at a public accounting firm found that partners with high EQ skills **added 390% incremental profit** while partners with high analytical reasoning skills contributed just 50% incremental profit.

Analysis of 33 different studies found that children who were taught social and emotional skills had an **11% gain in academic performance.**

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# DEVELOP EMOTIONAL INTELLIGENCE WITH **BEHAVIORAL EQ**

*Emotional Intelligence (EQ) has been shown to be as important as IQ, education and prior work experience when it comes to workplace success. But EQ skills do not come naturally to most people.*

## WHY BEHAVIORAL EQ?

TRACOM's Behavioral EQ takes the complex world of emotions and breaks it into the key concepts that managers and team leaders can understand and influence. Unlike earlier EQ models, Behavioral EQ is focused on those factors that are most important in the workplace. Based on the latest research in neuroscience, our EQ assessments provide objective input and allow for a constructive exploration of these sometimes sensitive issues.

## WHO NEEDS BEHAVIORAL EQ?

1. Senior leaders
2. Sales professionals
3. Managers and team leaders

## FEATURES

- International language support
- Self-assessment or multi-rater
- Easy administration

## BENEFITS

- Better understand your own and others' emotions
- Improve ability to model effective leadership
- Improve collaboration and connections between team members
- Enhance corporate culture and improve engagement
- Elevate personal responsibility while also improving job satisfaction

***"What I like about Behavioral EQ is it addresses both the emotional issues and the behavioral issues of EQ."***

For more information:

MICHELLE DUNCAN

Director of Learning & Development, Pennsylvania State Health

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# WORKPLACE **RESILIENCE**

**73%** agreed they are better at **controlling negative emotions** with clients and coworkers

**80%** agreed Resilience training helped them **remain flexible** when things change

**77%** say they are **more supportive of changes** at work since Resilience training

**70%** believed the training helped them to **feel more empowered** in their role

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# PRODUCTIVELY RESPOND TO CHANGE WITH A **RESILIENT MINDSET**

*People are naturally wired to fear change and view new things with a negative perspective. Resilience training prepares employees to view change as an opportunity and be more supportive and accepting of it.*

## WHY ADAPTIVE MINDSET FOR RESILIENCE?

TRACOM's Resilient Mindset program is a unique exploration of cognitive biases, those counterproductive tendencies that limit performance. It teaches practical techniques to overcome stress and change fatigue. It allows people to bounce forward from adversity and embrace change. They become more engaged, flexible and productive. Resilience training also directly supports change initiatives and wellness programs.

## WHO NEEDS RESILIENCE?

1. Team leaders and change agents
2. Sales professionals
3. Managers
4. Individual contributors

## FEATURES

- Self-assessment or multi-rater
- Off-the-shelf-course or flexible content
- Easy administration
- Global deployment capability

***"I like that  
TRACOM's  
programs are  
always scientific,  
but also very  
practical."***

STEVE FRANKLIN

Director of Learning & Development, CoBank

## BENEFITS

- Increase productivity
- Improve employee engagement, wellness and sense of wellbeing
- Reduce workplace stress and increase adaptability to change
- Helps employees uncover opportunity in disruption
- Bounce forward in times of adversity

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# ORGANIZATIONAL **AGILITY**

**35%**

**more** likely to be seen as an **initiator of change** by peers

**35%**

**more** likely to be viewed by others as **entrepreneurial**

**22%**

**increase** in seeing beyond normal patterns and processes to **identify new opportunities**

**24%**

**improvement** in **anticipating** trends and **future challenges / opportunities**

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# CREATE POSITIVE CHANGE AND DRIVE INNOVATION WITH AN **AGILE MINDSET**

*Agility is the capacity to recognize, create and exploit opportunities in a fast-changing world. Becoming an Agile Organization requires Agile employees. Agility training teaches leaders and teams how to break free from the status quo, generate new ideas AND execute new paths toward sustainable success.*

## WHY ADAPTIVE MINDSET FOR AGILITY?

TRACOM's Unlocking Personal Agility® program is a one-of-a-kind workshop to reshape your future. It tears down the cognitive restraints that slow us down. It then provides highly relevant strategies to jump-start the entire Agility cycle from ideation to exploration to effective execution. Your people, products and processes will never be the same.

## WHO NEEDS AGILITY?

1. Senior executives
2. Product and service developers
3. Project managers

## FEATURES

- Multi-rater assessment
- Off-the-shelf course or flexible content
- Easy administration
- Global deployment capability

## BENEFITS

- Increase productivity
- Improve employee engagement, wellness and sense of wellbeing
- Reduce workplace stress and increase adaptability to change
- Helps employees uncover opportunity in disruption
- Bounce forward in times of adversity

***“The demand for agility skills is significant and universal. Our leaders identified these skills as critical to our business, and relevant to our people at all levels.”***

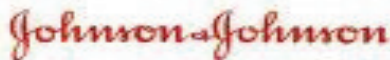
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**WWW.SITSERV.SE**

Director of Sales, EY  
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# OUR CLIENTS



For more information:

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# OUR GLOBAL ASSOCIATES

TRACOM's global network of resellers and expert facilitators deliver high-quality training wherever you are in the world.

## Associate Locations Include:

Australia

Belgium

Brazil

Bulgaria

Canada

China

Denmark

Egypt

France

Germany

Greece

Hong Kong

India

Japan

Malaysia

Mexico

Nigeria

Norway

Singapore

South Africa

Spain

Sweden

Switzerland

Turkey

United Kingdom

United States

**TRACOM<sup>®</sup> GROUP**

AUTHORIZED RESELLER

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# ABOUT **TRACOM<sup>®</sup> GROUP**

THE SOCIAL INTELLIGENCE COMPANY<sup>®</sup>

## [WHY WE DO]

We believe that improving peoples' understanding of themselves and others makes the world a better place.

## [WHAT WE DO]

We synthesize our discoveries into actionable learning and resources that improve an individual's performance in all parts of their lives.

## [HOW WE DO IT]

Through research and experience we uncover the hidden barriers to individuals achieving their maximum potential and identify how to overcome them.

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