



**SOCIAL STYLE**<sup>®</sup>

# Working in Teams With Style<sup>™</sup>



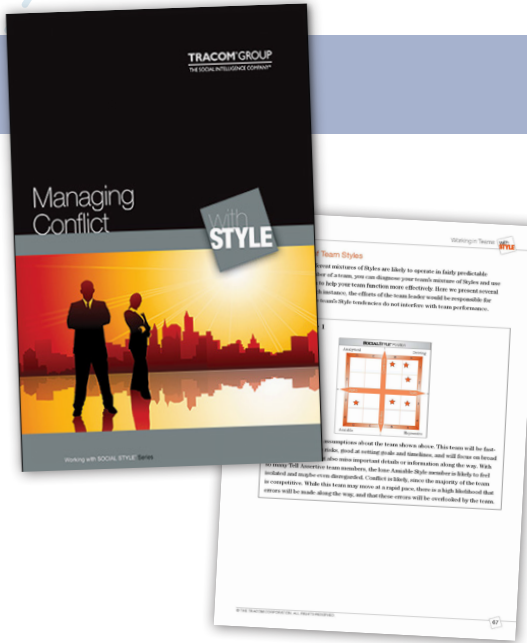
## Guide or Online Learning

### AUDIENCE

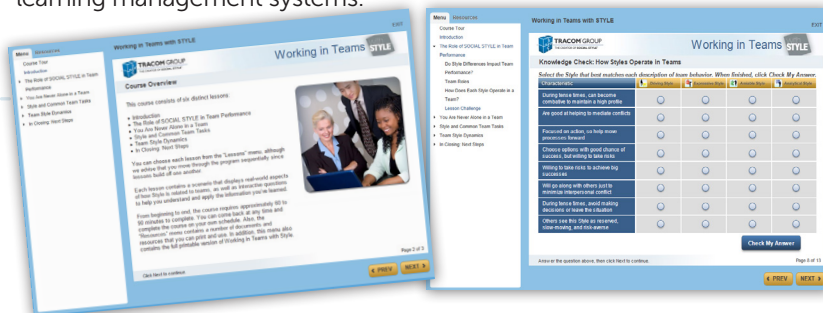
Managers, Sales Professionals, Individual Contributors

### USE

A self-study resource to apply SOCIAL STYLE<sup>®</sup> concepts to improve the performance of teams and team members. Readers and participants should have previous SOCIAL STYLE training and have completed a SOCIAL STYLE Profile. Working in Teams with Style can also easily be incorporated into other teams programs or learning management systems.



Choose from convenient printed book or flexible online learning format.



It's estimated that more than 90 percent of large organizations rely on teams to achieve their business goals. But just putting people together does not ensure collaboration or achievement. **Working in Teams with STYLE** shows how to apply SOCIAL STYLE concepts to improve the performance of any team. SOCIAL STYLE is the world's best-known model for interpersonal effectiveness.

**Working in Teams with STYLE** provides specific advice to help teams form quickly, develop goals and achieve optimum performance. It includes special tips and techniques for team leaders to improve their own leadership and the performance of the team. It's ideal for anyone leading or participating in a team.

## EFFECTIVE RELATIONSHIPS ARE THE KEY TO EFFECTIVE TEAMS

### RESEARCH SHOWS A STRONG CONNECTION BETWEEN SOCIAL STYLE AND TEAM PERFORMANCE:

- Managers with Style skills are 27% better at leading teams
- 82% of managers cite poor team communications for reducing productivity
- More than 90% of SOCIAL STYLE training participants said it improves their ability to work effectively with others
- Managers spend up to 42% of their time dealing with conflict

## IMPROVE YOUR INDIVIDUAL AND TEAM PERFORMANCE

### BENEFITS INCLUDE:

- Learn how personal Style preferences affect the individuals comprising a team and the team itself
- Effectively work in one-on-one and team situations
- Understand and manage team Style dynamics
- Learn to effectively approach team tasks and achieve results
- Learn how leaders can improve team performance

**TRACOM GROUP**  
THE SOCIAL INTELLIGENCE COMPANY<sup>®</sup>



**MORE FROM TRACOM,  
THE ORIGINAL CREATOR  
OF SOCIAL STYLE**

The *Working with SOCIAL STYLE* series teaches how to apply the SOCIAL STYLE Model™ and concepts and provides Style-specific advice for common workplace challenges. Most titles in this series are available in printed guide and online learning options. In addition to *Working in Teams with STYLE™*, this series also includes: *Coaching with STYLE™* and *Enhancing Emotional Intelligence with STYLE™*.

*SOCIAL STYLE & Versatility Facilitator Handbook* is the definitive guide to the world's most-used interpersonal skills model. It is required reading for new facilitators and a great resource for even the most experienced Style trainer.

TRACOM offers a variety of *Concepts Guides* and *Application Guides* to teach the SOCIAL STYLE Model and learn to apply these powerful skills. These guides are available for a universal audience or tailored to address the responsibilities of managers or sales professionals.

**Many TRACOM products may be purchased online. Visit [tracom.com](http://tracom.com) for more information.**



**Contents**

**INTRODUCTION: STYLE AND TEAMS**

**THE ROLE OF SOCIAL STYLE IN TEAM PERFORMANCE**

- Do Style Differences Impact Team Performance?
- Team Roles
- How Does Each Style Operate in a Team?

**YOU ARE NEVER ALONE IN A TEAM**

- How You Appear to Other Team Members
- Identifying the Styles of Team Members
- Understanding the Behavioral Preferences of Team Members
- Establishing Rapport, Building Relationships and Communicating with Each Style
- Smart Planning Worksheet

**STYLE AND COMMON TEAM TASKS**

- Forming, Storming, Norming and Performing
- Establishing a Common Purpose
- How Style Impacts Roles and Responsibilities
- How Style Impacts Team Meetings
- How Style Impacts Team Decision Making
- Team Motivation and Engagement
- How Style Impacts Change in Organizational or Team Direction
- Welcoming New Members

**TEAM STYLE DYNAMICS**

- How Style Impacts Team Dynamics
- Over-representation of One Style
- Examples of Team Styles

**IN CLOSING**

- Next Steps

**APPENDIX – VIRTUAL TEAMS**