



**SOCIAL STYLE®**

# Improving Personal Effectiveness with Versatility™



## Applications Guide

### AUDIENCE:

Universal

### USE:

This highly tactical reference Guide adds tremendous value to any SOCIAL STYLE & Versatility product. Use as a take-away or incorporate into your own program to enhance your employees' ability to apply these essential interpersonal skills concepts. Appropriate for a beginning self-perception course or our most complete, two-day course.



### PRODUCT DESCRIPTION

The **Improving Personal Effectiveness with Versatility Applications Guide** is a thorough reference Guide allowing participants to take the concepts of SOCIAL STYLE & Versatility to another level. Our respected **ABC model** is available in this Guide offering detailed information on Actions Toward Others, Best Use of Time, and Customary Approach to Decision Making for each SOCIAL STYLE. Throughout the guide, participants will also find specific action steps to take that are highly relevant to today's workplace. Tables within the guide lay out tips and guidelines for participants to follow and refer back to when considering the SOCIAL STYLE of the individual with whom they are leaving a voicemail, sending an email, or simply working to effectively communicate and work.

This Applications Guide is an excellent tool for employees of all levels and positions. It is the most comprehensive application-focused resource on SOCIAL STYLE & Versatility available. Developed to allow easy access to quick tips on each SOCIAL STYLE and under various circumstances, the Improving Personal Effectiveness with Versatility Applications Guide will help employees take action on the concepts they learn in class.

### INTERPERSONAL SKILLS: THE VITAL LINK BETWEEN EMPLOYEES AND PRODUCTIVITY

Research conducted by The TRACOM GROUP reveals that training program participants feel there is an acute need for interpersonal skills training at work and SOCIAL STYLE meets that need.

- 88% said that Style differences at work cause Communication Breakdowns.
- 87% reported that Conflict was due to Style differences at work.
- 63% believed that Low Morale was caused by Style differences.
- 80% said that SOCIAL STYLE training has helped them have a more effective relationship with their co-workers or team.

### VERSATILITY

Versatility is a measure of a person's *Image, Presentation, Competence, and Feedback*, the areas that contribute to a person's interpersonal skills. Versatility is a significant component of overall success, comparable to intelligence, previous work experience, and personality.

**TRACOM GROUP**  
THE SOCIAL INTELLIGENCE COMPANY®



# Improving Personal Effectiveness with Versatility™



## Contents

### BENEFITS

Participants will learn to:

- Continually apply the concepts of SOCIAL STYLE® throughout their workday.
- Understand their SOCIAL STYLE and its effect on interactions with others.
- Determine the SOCIAL STYLEs of others.
- Support the Style needs of clients, customers, managers, direct reports, and other co-workers, creating more productive relationships.
- Increase their Versatility, which will help them to perform at a higher level of social intelligence, increasing performance at work.
- Gain more cooperation, support, and respect from others.
- More effectively listen to and communicate with others, influence decisions, and present and gain commitment for ideas.
- More effectively resolve, or even avert, unnecessary conflict caused by "interpersonal friction."
- Leave voicemails appropriate to each SOCIAL STYLE.
- Create emails to which each SOCIAL STYLE will be most receptive.

### INTRODUCTION

- A Guide for You
- Why Learn to Become Highly Versatile?

### SOCIAL STYLE® REVIEW

- Dimensions of Behavior
- SOCIAL STYLE Model™
- Style Need, Orientation, and Growth Action
- Tension and Backup Behavior
- Improving your Personal Effectiveness
- Versatility

### SOCIAL STYLE AT WORK

- ABC Model for each Style

### FOUR STEPS TO IMPROVE PERSONAL EFFECTIVENESS

- Know Yourself
- Control Yourself
- Know Others
- Do Something for Others

### APPLYING VERSATILITY TECHNIQUES WITH OTHER STYLES

- When a Style Meets a Style

### USING SOCIAL STYLE AND VERSATILITY AT WORK

Work Situations and Style

- Communicating Effectively
- Using Email and Voicemail Effectively
- Giving Positive Feedback
- Conducting Effective Discussions
- Making Your Case, Getting Commitment
- Getting What You Need From a Co-worker
- Dealing with Conflict in the Workplace
- Dealing Effectively with Your Boss