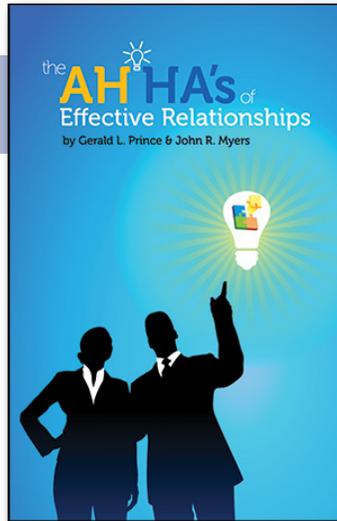




The AH HA's of Effective Relationships



Books



The AH HA's of Effective Relationships provides an engaging approach to understanding SOCIAL STYLE and the role that Emotional Intelligence (EQ) plays in the workplace. Research has shown that a person's ability to understand, cooperate and modify behavior is a key factor in individual performance. These skills are at least as important as intellect, education and previous work experience.

In **The Ah Ha's of Effective Relationships**, readers follow Alex Boden as he learns that his own success depends directly on how well he develops effective relationships with others. The authors use Alex's self-discovery and techniques that he learns to improve interactions and build better relationships to help readers understand and meet the challenge of interacting effectively with people who are important in their lives.

WHAT YOU WILL LEARN

What separates high performers from average and poor performers? Research shows that the ability to create effective working relationships is the single most important factor of success. This skill is just as important as intelligence or work experience. **The Ah Ha's of Effective Relationships** improves the way you work with others. You can put it to immediate use to boost your performance at work and in your personal life.

It provides answers to common workplace questions and situations including:

- Why don't others see things the way I do?
- Why are some people so confrontational?
- How can I improve my influence with other people?
- What can I do to improve my performance?

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RECOMMENDATIONS FOR THE AH HA'S OF EFFECTIVE RELATIONSHIPS

Jim Knauss, Global Vice Chair of Accounts and Business Development, Ernst & Young

"Understanding SOCIAL STYLE and Versatility was one of the single greatest impacts in my career success. Having a strong EQ is critical in making sure that what you communicate is heard, understood, and accepted. It's not what you say, or how you say it, it's how you make people feel. I can honestly say that my career would be in a far different, and worse, place today if I hadn't had the training and reinforcement contained in this book. I live SOCIAL STYLE and Versatility in my personal and professional encounters, and the difference it makes is dramatic."

Dimon McFerson, Chairman and CEO, Nationwide Insurance and Nationwide Financial Services (retired)

"This is a profound and practical business book. It identifies the core components of effective communication that help an individual to be successful in developing productive relationships in business and in their personal life. The situations described are easy to identify with and the coaching ideas are easily applied to anyone's life. Read this book and pass it on to everyone you know."



ABOUT THE AUTHORS

JOHN R. MYERS

John R. Myers is President and Chief Executive Officer of TRACOM Group. With more 30 years in training and human resource management, John is an expert in leadership and management development, sales force effectiveness, organization development, global training and human resources issues.

John has been involved with the research and development of numerous TRACOM programs including SOCIAL STYLEs and Versatility, the Behavioral EQ Model™, team technologies and feedback instruments, and leadership and interpersonal 360s. John has facilitated training and development with a wide range of audiences including senior executives, managers and supervisors and sales professionals. He has conducted sessions with global organizations in North America, Australia, Western and Eastern Europe, the Middle East, Japan, Korea and China.

GERALD PRINCE

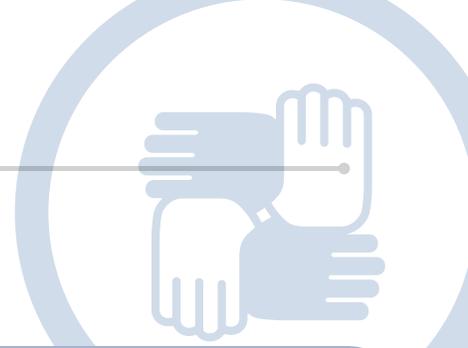
Gerald Prince has been a public school teacher, counselor, principal, and central office administrator. He has been the director of personnel, planning, and evaluation, assistant superintendent, and director of teaching and learning. In addition, he has taught courses for more than a dozen universities from Hawaii to New York.

Gerald has conducted seminars and consulted with schools and businesses throughout the United States and Canada. He has been a speaker at numerous national, state, and local conferences on a variety of topics for improving the interaction between people to increase productivity. Gerald's bachelor's and master's degrees are from Brigham Young University, and his doctorate is from the University of Northern Colorado.

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



SOCIAL STYLE®

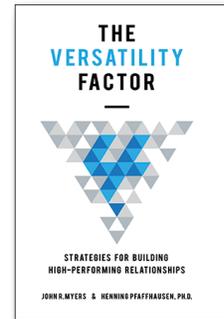


Other Books On SOCIAL STYLE

THE VERSATILITY FACTOR

The Versatility Factor is a book that reveals the keys to success in working effectively with anyone. Based on 50 years of research, it's a must-read for anyone who interacts with others for success. Through this book, readers gain a better understanding of the differences between behavior and personality, the four SOCIAL STYLEs, and what it means to be highly versatile and, more importantly, how to leverage this knowledge for different situations like presenting, delegating tasks, managing conflicts, and other various business needs.

Dozens of research studies have shown that Versatility - the ability to build effective relationships - is what truly separates top performers from average performers. More than intellect, education or job experience, Versatility is the key to high-performing relationships and business success.

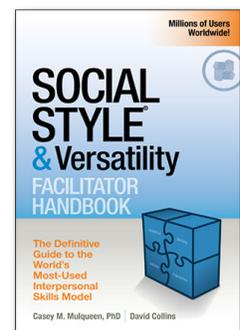


[Buy The Versatility Factor hardcover book](#)

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SOCIAL STYLE® & VERSATILITY FACILITATOR HANDBOOK

The SOCIAL STYLE & Versatility Facilitator Handbook serves as the single best source to learn about the SOCIAL STYLE Model™ and its ability to improve relationships as well as efficiency and effectiveness in the workplace. In the late 1950s SOCIAL STYLE was developed to help identify what distinguished successful individuals from those who were less successful. Dr. David Merrill developed a statistically validated selection instrument that became the gold standard for recruiting and selecting candidates in the workplace, specifically managers, senior executives, and sales professionals. SOCIAL STYLE has grown to become the world's leading Behavioral Style model. It has been used by thousands of organizations to improve leadership performance and sales results.



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