



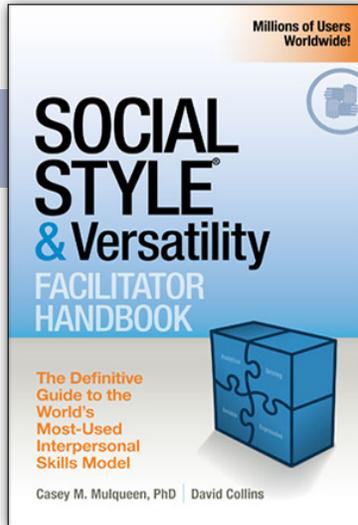
SOCIAL STYLE®

SOCIAL STYLE® & Versatility Facilitator Handbook



Books

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. In the late 1950s SOCIAL STYLE was developed to help identify what distinguished successful individuals from those who were less successful. 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. The secret of SOCIAL STYLE lies within Versatility. Versatility allows individuals to identify the preferences of others and modify behavior to make others more comfortable based on each person's unique SOCIAL STYLE.



WHAT YOU WILL LEARN

A person's SOCIAL STYLE is determined by observable "say and do" behaviors that represent a pattern of typical behaviors. These behaviors become habitual over one's lifetime. SOCIAL STYLE is a model for understanding other people's behavioral styles, as well as your own, and using this information to interact more effectively with others.

Having knowledge of SOCIAL STYLE and the tools to enhance Versatility allows users to increase leadership performance, develop coaching skills, increase sales, build relationships, and work collaboratively in diverse teams. Research studies have shown direct connections between Versatility skills and key managerial abilities such as coaching others, leading teams and developing employee commitment.

After reading this book, you will:

- Understand how the Model was developed and how it has been refined over the years
- Be able to describe Style and Versatility in detail
- Understand how Style and Versatility impact personal and organizational performance
- Have access to whitepapers and resources that describe the benefits of Style and Versatility

[Buy the SOCIAL STYLE & Versatility Facilitator Handbook](#)



RECOMMENDATIONS FOR THE SOCIAL STYLE & VERSATILITY FACILITATOR HANDBOOK

John Koynock, HR Director, Global Sales and Marketing, Parker Hannifin Corporation.

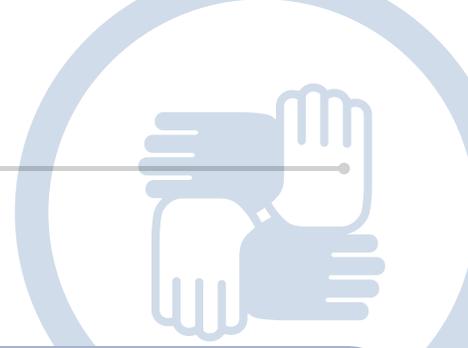
"For two decades, I have used SOCIAL STYLE to enhance our Leadership Development efforts. In addition, Style has been a valuable tool to improve the productivity of our sales force, supporting the 'art' as well as the 'science' of selling. SOCIAL STYLE is widely accepted and embraced as a way to drive successful organizational behavior, and as having a direct impact to the bottom line. This book is a must-read for every senior HR professional."

Dr. William Klepper, Professor of Management, Columbia University and author of *The CEO's Boss: Tough Love in the Boardroom*.

"For over twenty years, I have incorporated SOCIAL STYLE concepts into my teaching of MBA courses and Executive Education programs at the Columbia Graduate School of Business. Today, Style continues to be at the core of my teaching and publications on Executive Leadership and Corporate Governance. TRACOM's SOCIAL STYLE & Versatility Facilitator Handbook is a welcomed addition to my library and helpful resource in building my expertise."



TRACOM GROUP
THE CREATOR OF SOCIAL STYLE®



ABOUT THE AUTHORS

CASEY MULQUEEN, PH.D.

Dr. Casey Mulqueen is TRACOM's Director of Research and Product Development. He is an organizational psychologist with expertise in psychological assessment, talent management, and individual and team development. He has written articles on numerous topics and has published original research in peer-reviewed scientific journals. In addition, he has authored and co-authored several books and book chapters.

DAVID COLLINS

David Collins is TRACOM's General Manager and has led the development of TRACOM's SOCIAL STYLE® and Behavioral EQ® products. With more than 25 years in training and human resources experience, David has helped hundreds of organizations improve their performance. His experience includes the creation and sales of recruitment and selection systems, training and development tools, e-learning platforms, custom training solutions, 360s and assessments, and complete learning management systems. David is a frequent speaker and the author of numerous articles including a cover story for Talent Management Magazine. He is a graduate of Syracuse University.

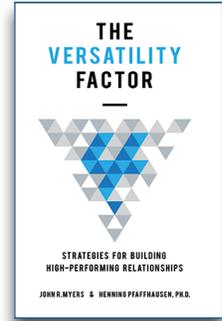
Many TRACOM products may be purchased online. Visit tracom.com for more information.



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.



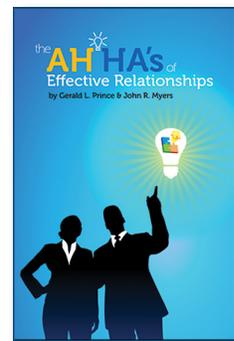
Dozens of research studies have shown that Versatility - the ability to build effective relationships - is what truly separates top performers from average performers. More than intellect, education or job experience, Versatility is the key to high-performing relationships and business success.

[Buy The Versatility Factor hardcover book](#)

[Buy The Versatility Factor Kindle ebook](#)

THE AH HA'S OF EFFECTIVE RELATIONSHIPS

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.



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