



## **SOCIAL STYLE™ Profile**

### **Purpose**

We have all probably had at least one “ah-ha” moment when something we said or did resulted in the other person reacting in unanticipated (maybe even irrational) ways. What makes those moments even more confusing is when they appear to be random. Behavior that seems efficient to one employee appears abrupt to another. Behavior is seen as friendly by one customer is viewed as too informal by the next. Every day, these small expectation gaps add up to huge losses in human potential and revenue.

How do your employees know how their behavior is viewed and what can be done to help them and your company avoid those costly communication gaps?

Understanding how people view your employee’s communication style (comfort zone) is the first step. The second step is learning to adapt behavior to ensure expectations are being met. The SOCIAL STYLE Profile provides concise, valid and actionable feedback about how communication behavior is received and how to adapt it to improve impact. When paired with coaching, a workshop, or another learning solution the result is not only awareness, but also improved effectiveness, less waste, and increased profitability.



### **Behaviors Measured**

*The SOCIAL STYLE Profile provides five key pieces of feedback:*

1. Self perception of communication style, communication habits
2. Composite of others’ (confidential) perceptions of communication style
3. Self assessment of Versatility, flexibility in meeting others’ expectations
4. Composite of others’ (confidential) assessment of Versatility
5. Assessment of four key Versatility components (self and others’):
  - Image
  - Presentation
  - Competence
  - Feedback



### **Results**

#### ***For Customers / Colleagues:***

- Added influence in creating high value, fulfilling work relationships
- Less stressed and frustrated in business communications
- More valued as a contributor to participant’s productivity

#### ***For Participants:***

- Insights into how their behavior is perceived by others
- Non-judgmental, development-focused, confidential feedback
- Actionable path to improved performance ratings and promotions

#### ***For Your Company:***

- Increased revenue through improved sales appeals
- Reduced cost of resolving communication problems
- Increased employee retention and performance

## Related Tools:

1. Multi-Rater Online Universal
2. Multi-Rater Online for Sales
3. Multi-Rater Online for Leaders
4. International Language Surveys
5. Global and Regional Style Reports

## Common Participant Roles

- Executive Team Members
- Leaders/Managers
- Sales and Marketing Professionals
- Project Teams
- Performance Teams

## Details and Logistics

With internet based surveys, completing a SOCIAL STYLE Profile could hardly be easier or faster. All that is needed is your name and email address. You will be asked to use the web-based survey administration tool to enter the email addresses of at least five colleagues who have interacted with you at work. Once your respondents have completed their surveys, a report is generated in minutes and, depending on your requirements, can be provided almost instantly by email.

More than just numbers or a graph, the report text is customized based on the combination of your SOCIAL STYLE and Versatility feedback. And it is not a problem if feedback from more than five respondents is desired. With the online profiling system, feedback can be requested from a nearly unlimited group of colleagues without added expense or special request.

Acting on the SOCIAL STYLE Profile and demonstrating results, not just awareness, is almost as easy. While its possible to work independently, most often one of our professional coaches or facilitators is called upon to help interpret the feedback and support skill application. Whether in a two-day in-person workshop with twenty people, a two hour one on one telephone coaching engagement, or something in between, the SOCIAL STYLE Profile provides the basis for change in less time and with better results than any interpersonal skills tool available.

## Why Strategic Learning?

For more than 20 years Strategic Learning has partnered with customers and suppliers to create and implement performance improvement solutions that deliver on our customers' intended business results. Our learning solutions are informed by decades of research, and configured to the realities of each customer's experience. By blending our ability to engage people in discovering their potential with each customer's unique business insights, we accelerate profitable growth.

Please call us to explore how we might support you in your journey to discover human potential and accelerate profitable growth.

### *Our Strategic Alliance with The TRACOM Group*

The TRACOM Group is a workplace performance company, focused on building effective workforces and work environments with customers. It is best known for its development of the world-famous SOCIAL STYLE™ Profile, a proven tool for understanding and building interpersonal influence and selling skills.

