

Proposal Created For

Teck

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TRACOM[®] GROUP

THE SOCIAL INTELLIGENCE COMPANY[®]

Table of Contents

- SOCIAL STYLE Pricing Breakdown
 - Tracom Facilitation
 - Teck Certificated Facilitators
 - Introduction to SOCIAL STYLE w Self Perception for 400 Learners
 - Introduction to SOCIAL STYLE w Multi Rater for 100 Learners

- Info Sheet: SOCIAL STYLE Certification

- Info Sheet: Introduction to SOCIAL STYLE

- Info Sheet: SOCIAL STYLE Navigator

- Link to Download the Universal Multi-Rater SOCIAL STYLE & Enhanced Versatility Profile Technical Report; outlining supportive research regarding managerial effectiveness and job performance.

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Facilitation Options	Pricing
TRACOM Facilitation	\$3500 per day, including one facilitator for up to 8 hours
SOCIAL STYLE Certification for Teck Team Members <i>(see info sheet)</i>	<p>\$975 per certified facilitator</p> <p>During our call you referenced FOUR certified facilitators.</p> <p>\$975 x 4 certs = \$3,900</p>

Program & Profile	Standard Pricing	Pricing for Each Program	Total Investment
Introduction to SOCIAL STYLE w Self-Perception Profile for 400 Learners	\$75 per learner	<p>\$75 x 400 Learners =</p> <p>\$30,000</p>	<p>\$52,500</p> <p>After 15% volume discount</p> <p>\$44,625</p>
Introduction to SOCIALS TYLE w Multi-Rater Profile for 100 Learners	\$225 per learner	<p>\$225 x 100 Learners =</p> <p>\$22,500</p>	

Total Investment with four SOCIAL STYLE Certifications and Introduction to SOCIAL STYLE Participant Materials: \$48,525



Get Certified to Teach SOCIAL STYLE® & Versatility

WHY GET CERTIFIED?

SOCIAL STYLE is the world's best-known interpersonal effectiveness model. It's used by millions of individuals and thousands of organizations to improve individual and organizational performance. SOCIAL STYLE reveals the different behavioral preferences of people and teaches powerful, practical techniques to work effectively with everyone.

Becoming a TRACOM Certified Facilitator enables you to teach the powerful SOCIAL STYLE Model™ to others. Certification is required to use TRACOM's multi-rater profiles and to facilitate many SOCIAL STYLE programs, but it's benefit in facilitating all courses and approaches means learners get more value and depth of knowledge in the learning experience.

AUDIENCE

Trainers and Facilitators, L&D and HR Leaders, Consultants and Professors all benefit from Certification by improving the learning experience for your clients, students and teams to enable you to lead and train:

1. Managers
2. Sales professionals
3. Teams
4. Individual contributors

BENEFITS

- Teach a proven interpersonal skills model that has been administered to millions of people around the world
- Help engage your intended audience in a program designed to impact and optimize success
- Grow your extended client base with a program learners love and need

WHAT IS INCLUDED WITH CERTIFICATION?

- » The **SOCIAL STYLE® & Versatility Certification Guide** is the foundation guide on core concepts of SOCIAL STYLE. It provides opportunities for candidates to "teach back" what they've learned.
- » The **SOCIAL STYLE® & Versatility Facilitator Handbook** explains the SOCIAL STYLE Model and its history.
- » The **Multi-Rater SOCIAL STYLE® & Enhanced Versatility Profile Guide** is a thorough explanation of the Multi-Rater profile from both the facilitator's and participants' perspective. It includes information about the mechanics of the instrument and practical information on how to debrief and coach learners.
- » The **SOCIAL STYLE® and Versatility Technical Report** reviews the important role that research plays in the SOCIAL STYLE Model.
- » **Achieving Higher Versatility™** is a hands-on guide to mastering the application of Versatility skills.

DELIVERY OPTIONS



- Virtual, open-enrollment session
- Virtual, private 1:1 session
- On-site, private small group session

BUILD HIGH-PERFORMING RELATIONSHIPS WITH **SOCIAL STYLE®**

SOCIAL STYLE Certification ensures facilitators are prepared to teach these programs (using the multi-rater profile):

UNIVERSAL AUDIENCE PROGRAMS:

- Introduction to SOCIAL STYLE (1/2-Day)
- Understanding and Managing Behavioral Differences (1-Day)
- Producing Results with Others (2-Day)
- Producing Results with Others (Blended ILT / OnDemand)
- Introduction to SOCIAL STYLE with Multi-Rater (OnDemand)

MANAGERIAL AUDIENCE PROGRAMS:

- Managing for Results (1-Day)

CERTIFICATION AGENDA AND TOPICS:

- Introduction
- SOCIAL STYLE Overview and History
- Dimensions of Behavior
- The SOCIAL STYLE Model
- Tension Management
- Versatility
- Model Research and Development
- Profile Interpretation and Debrief
- Norms, Global Use
- Q&A

POST-CERTIFICATION RESOURCES:

- Onboarding support option to assist training preparation
- Access to social channels, resource content, media and continual learning tools
- Continue your journey post-certification with exclusive access to content and research



“We’ve seen huge improvements in employee engagement. It’s most definitely because of the SOCIAL STYLE training.”

SAM EWING

President, Sterling Pharmacy



SOCIAL STYLE®

Introduction to SOCIAL STYLE™



Half-Day Course

AUDIENCE

Universal

ASSESSMENTS AVAILABLE

- Paper Self-Perception SOCIAL STYLE & Versatility Questionnaires
- Online Self-Perception SOCIAL STYLE & Versatility Profile
- Online Multi-Rater SOCIAL STYLE & Enhanced Versatility Profile (requires Certification)

USE

An introductory course to teach participants the concepts of SOCIAL STYLE & Versatility.



PRODUCT DESCRIPTION

Introduction to SOCIAL STYLE develops interpersonal skills that lead to higher performance for both the individual and the organization. Using TRACOM's popular and proven SOCIAL STYLE Model™, this half-day session delivers long-term benefits. The instructor-led course walks participants through a series of exercises, video vignettes, and focused discussions that raise awareness of the workplace behaviors and communication preferences that directly affect the ability of employees to work together effectively. Participants will learn how to recognize these behavioral and communication preferences and adjust their own behaviors to create productive working relationships with individuals of all SOCIAL STYLES.

The **Introduction to SOCIAL STYLE** course was developed to meet clients' requests for a short and affordable course that could be administered to a greater number of individuals within their organizations. The half-day format and economical pricing enable our clients to develop these skills in all of their employees.



INTERPERSONAL SKILLS ARE THE ONE SKILL THAT EVERY EMPLOYEE SHOULD HAVE

Research conducted by The TRACOM Group revealed employees overwhelmingly agreed that interpersonal skills were essential at work.

- 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 more effective relationships with their coworkers 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 CREATOR OF SOCIAL STYLE™



BENEFITS

- Participants will discover their own SOCIAL STYLE.
- Participants will learn how their SOCIAL STYLE affects interactions with others.
- Participants will learn to determine the SOCIAL STYLE of others.
- Participants will learn optimal tension levels and how to increase or decrease them to increase productivity.
- Participants will learn to recognize backup behavior and what to do when this “at wits’ end” type of behavior occurs.
- Participants will learn their Versatility level and how to increase their Versatility, which will help them perform at a higher level of social intelligence, increasing performance at work.
- Organizations can expect better employee morale and increased productivity.

ADMINISTRATIVE TOOLS FOR COURSE DELIVERY

THE ADMIN KIT INCLUDES:

Facilitator Guide • Participant Package • SOCIAL STYLE & Versatility Facilitator Handbook • Resource Tools including SOCIAL STYLE in Action Video, PowerPoint Presentation, Session Evaluation Handout and Participant Certificate Template



Half-Day Course Agenda

- Introduction
- Dimensions of Behavior
- SOCIAL STYLE Model™
- SOCIAL STYLE Profile
- Managing Tension
- Versatility
- Versatility Profile
- Style Forum
- Next Steps and Key Learning

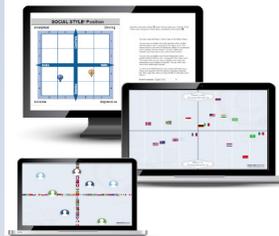


Post-Training Micro-Learning

TRACOM offers two post-training tools free of charge to support learning after participants leave the classroom.



SOCIAL STYLE Navigator® is available to anyone with a SOCIAL STYLE profile. The mobile-friendly platform includes modular content to support specific learning objectives. The application includes the SOCIAL STYLE Advisor, the SOCIAL STYLE Estimator, and eLearning modules on the topics of Managing Conflict, Working in Teams, Coaching Others and Achieving Higher Versatility.



SOCIAL STYLE Passport is an interactive tool for individuals who have completed **online Universal Multi-Rater Profiles**. It allows learners to select any of more than 80 country and regional norms to instantaneously see how their SOCIAL STYLE may change based on the behavior standards of that locale. This tool is especially effective for preparing professionals for work in diverse multi-cultural environments and in virtual or international work scenarios.

For more information, please visit tracom.com.



SOCIAL STYLE Navigator®



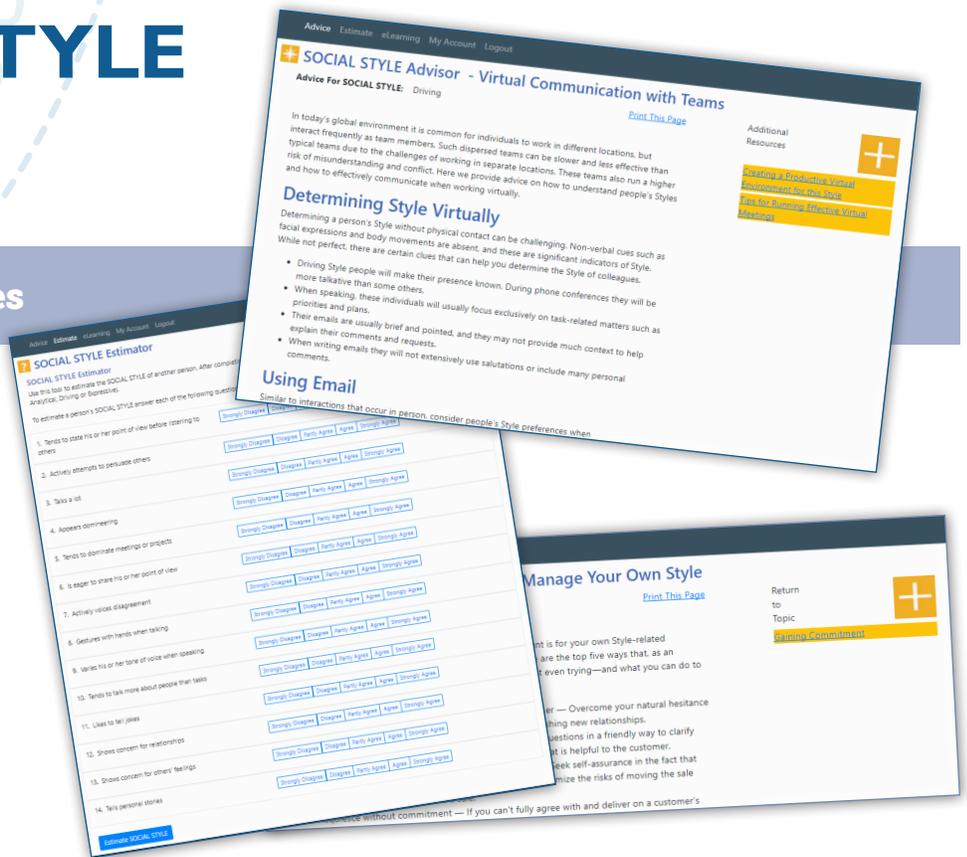
Technology Resources

AUDIENCE

Managerial, Sales and Individual Contributors (Universal) post-SOCIAL STYLE training

USE

Ondemand, micro-learning application provides continual learning to apply SOCIAL STYLE strategies to solve common workplace situations



SOCIAL STYLE Navigator is an ondemand, micro-learning application that provides a post-training reinforcement technology platform – it helps SOCIAL STYLE training participants continue the learning journey by reinforcing the concepts and providing techniques to apply Style in powerful and practical ways in the workplace. Navigator is accessible via an online, mobile-friendly platform. The content is modular so individual content resources can be turned on or off to support specific learning objectives.

This robust tool is available free to all SOCIAL STYLE classroom and online learning participants.

SOCIAL STYLE Navigator includes:

- **SOCIAL STYLE Estimator** — Answer a few short questions to quickly estimate a person’s SOCIAL STYLE. This helpful tool is applicable in a variety of situations such as before meeting with a sales prospect, heading off a potential conflict, meeting with a superior (or subordinate), or working in a team setting.
- **SOCIAL STYLE Advisor** — Productivity tips on dozens of topics including common managerial tasks and sales scenarios. Advisor tips reflect the unique SOCIAL STYLE preferences of both the learner/user and the person they are interacting with, for personalized Style-to-Style advice. For example, a Driving Style manager can get advice on effectively giving performance feedback to an employee with the Analytical Style. Or an Expressive Style salesperson can learn how to overcome the objections from an Amiable Style buyer. Each Advisor scenario can be reviewed online or printed out for reference; and they include links to additional resources on each of the 30+ topics including information about how a person’s own SOCIAL STYLE influences the situation.
- **SOCIAL STYLE eLearning Library** — Includes four eLearning modules that teach how to apply SOCIAL STYLE concepts in the workplace. Modules in the series are:
 1. *Managing Conflict*
 2. *Working in Teams*
 3. *Coaching Others*
 4. *Achieving Higher Versatility*





ELEARNING LIBRARY

Four eLearning modules are available in the SOCIAL STYLE Navigator.



Coaching with STYLE™ shows how to apply SOCIAL STYLE techniques to any coaching process. It provides specific advice to help the coach build better relationships, improve communications, reduce tension and improve workplace productivity.



Working in Teams with STYLE™ teaches how SOCIAL STYLE skills can improve team performance through Versatility.

It provides advice to help teams quickly and effectively focus their responsibilities and ultimately operate at optimal performance.



Managing Conflict with STYLE™ advises on how to use Style to anticipate conflicts, reduce occurrence

of conflicts, minimize the impact and repair damage after a conflict occurs.



Achieving Higher Versatility™ is a guide to understanding and improving personal Versatility. Research shows that Versatility

skills directly relate to successful business performance. This micro-module includes an in-depth look at Style-specific behaviors and how to improve productivity and relationships.

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



Technology Resources

SOCIAL STYLE ADVISOR SALES TOPICS

- Advancing the Sale
- Asking Productive Sales Questions
- Conducting Productive Negotiations
- Convincing a Customer to Switch
- Customer Decision Making
- Developing and Conducting Sales Calls
- Gaining and Building Trust
- Gaining Commitment
- Giving Presentations
- Difficult Conversations with Customers
- Knowing Your Customer
- Preparing for a Sales Call
- Recognizing Customer Attitudes
- Selling to a Purchasing Committee
- Virtual Communication with Customers

SOCIAL STYLE ADVISOR MANAGERIAL TOPICS

- Conducting a Performance Review
- Conflict Management
- Creating a Productive Coaching Environment
- Creating a Productive Team Environment
- Delegating to Others
- Giving Public Presentations
- Managing Team Change
- Managing Virtual Teams
- Motivating and Inspiring Others
- Providing Difficult Feedback
- Running Team Meetings
- Setting Goals
- Team Decision Making
- Teams Dominated by a Single Style
- Virtual Communication with Teams

SOCIAL STYLE ADVISOR INDIVIDUAL CONTRIBUTOR (UNIVERSAL) TOPICS

- Handling Difficult Conversations
- Managing Your Performance
- Public Presentations
- Understanding Your Supervisor
- Virtual Communication

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Download the Universal Multi-Rater SOCIAL STYLE & Enhanced Versatility Profile Technical Report; outlining supportive research regarding managerial effectiveness and job performance.

https://tracom.com/wp-content/uploads/2020/07/SSP3TechReport_withCovers.pdf

