



**SOCIAL STYLE®**

# Becoming Certified to Teach SOCIAL STYLE® & Versatility

**JULY 7, 2017 ~ SINGAPORE**



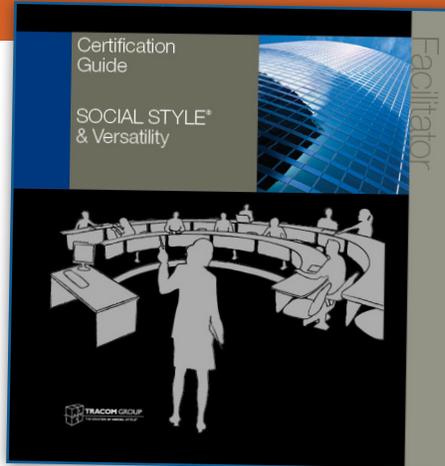
## Certification Process and Resources

### AUDIENCE

Trainers and Facilitators

### USE

Certification is designed to provide all the knowledge and skills necessary to facilitate any TRACOM SOCIAL STYLE and Versatility program. Certification is required when using multi-rater profiles.



TRACOM offers a variety of options to become a Certified SOCIAL STYLE facilitator. TRACOM Certification provides all the knowledge and skills necessary to facilitate any TRACOM SOCIAL STYLE and Versatility program. Certification is required when using a multi-rater profile. It is recommended, but not required, when using a self-perception profile.

It is expected that all Certification participants have previous experience facilitating developmental workshops. Our program is focused on teaching the facilitator the fundamentals of SOCIAL STYLE and Versatility. Certification also explains the resources that are available to create a productive SOCIAL STYLE learning environment.

TRACOM recommends, but does not require, that facilitator candidates enroll as participants in a SOCIAL STYLE class prior to beginning their Certification process. This gives invaluable insights into how the course and concepts are experienced by participants.

## 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.
- Becoming a TRACOM Certified Facilitator enables a person to teach the powerful SOCIAL STYLE Model™ to others. Certification is required to use TRACOM's multi-rater profiles and facilitate many SOCIAL STYLE programs.

## DELIVERY OPTIONS

- Web-based phone certification
- On-site certification as part of a SOCIAL STYLE program
- Web-based phone certification or on-site certification for previous SOCIAL STYLE program participants
- Public workshop



**TRACOM CERTIFICATION RESOURCES**

The **SOCIAL STYLE & Versatility Certification Manual** is the foundation of every certification with a detailed description of all SOCIAL STYLE concepts and guidance for effectively facilitating courses. Sample course outlines and resource materials are included.

The **SOCIAL STYLE & Versatility Facilitator Handbook** explains the SOCIAL STYLE Model and its history. It's a great resource for anyone who teaches Style courses or just wants to understand the application of Style. The handbook includes more than 100 pages of Style and Versatility information.

The **Multi-Rater SOCIAL STYLE & Enhanced Versatility Profile Guide** is a thorough explanation of the SOCIAL STYLE Multi-Rater Profile from both the facilitator's and participants' perspectives. It shows how to use the SOCIAL STYLE & Enhanced Versatility Multi-rater profile to enhance the understanding and impact of SOCIAL STYLE training. By reviewing this report you will understand the important role that research plays in the SOCIAL STYLE Model.

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 Versatility skills that determine individual and organizational success.



**Certification Manual Contents**

**INTRODUCTION**

- Certification Course Purpose
- Objectives
- Agenda
- Certification Process
- Your Expectations

**HISTORY OF THE SOCIAL STYLE MODEL™**

- Core Concepts

**DIMENSIONS OF BEHAVIOR**

- Core Concepts
- Facilitation Tips
- Effective Feedback
- Facilitation Practice

**THE SOCIAL STYLE MODEL**

- Core Concepts
- Facilitation Tips
- Facilitation Practice

**TENSION MANAGEMENT**

- Core Concepts
- Facilitation Tips
- Facilitation Practice

**VERSATILITY**

- Core Concepts
- Facilitation Tips
- Facilitation Practice

**INSTRUMENTS AND PROFILES**

- Core Concepts
- Facilitation Tips
- Facilitation Practice
- Facilitation Exercise

**PROGRAM-SPECIFIC INFORMATION**

- Program Review

**COURSE CONCLUSION**

- Exercise: Self-Assessment
- Action Plan
- Summary

**RESEARCH**

**APPENDICES**

CENTER FOR LEADERSHIP STUDIES (ASIA) PTE LTD

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**SOCIAL STYLE®**

# Becoming Certified to Teach SOCIAL STYLE® & Versatility



## One-Day Certification Workshop July 7, 2017 Singapore

### PRE-WORKSHOP

Prior to attending the workshop, participants are required to complete the online Multi-Rater Social Style® And Enhanced Versatility Profile. Participants are advised that learning outcomes will be severely compromised if they do not complete the Profile, and they will not be able to meet the certification requirement.

### ADMINISTRATIVE DETAILS

**Date:** July 7, 2017

**Time:** 9.00 am – 5.30 pm

**Fee:** S\$1,950/participant

**Venue:** Royal Plaza On Scotts  
25 Scotts Road  
Singapore 228220

**Closing Date:** June 12, 2017

### Registration and Payment:

Registrations may be made by mail, fax, email or online. All checks should be crossed and made payable to Center for Leadership Studies (Asia) Pte Ltd. Payments must be received by the closing date.

### Refund of Fees:

Full refund of course fee will be given if written notice of withdrawal is received not less than four weeks before commencement of the workshop. If no such written notice is received, the invoice for the full course fee will remain payable.

### Cancellation/Postponement:

Center for Leadership Studies (Asia) Pte Ltd reserves the right to cancel or postpone the workshop due to any unforeseen circumstances.



### Leadership.Relationship.Performance

We provide training, coaching and consulting in social intelligence and leadership development. Since 1985 we have been helping clients to leverage human performance and enhance overall organizational performance. We have worked with more than 500 clients in 26 countries in Asia-Pacific, Europe and North America. From our offices in Singapore and Hong Kong we work with our clients and support global client implementations worldwide.

Through our proven leadership building and social intelligence solutions, a leader is never taken by surprise and will always have in hand the way to the success. We build leaders that accommodate and thrive through all adversity. No matter where you are, in whatever country or culture, our process is completely adaptable and applicable to you and your organization.

### WORKSHOP LEADER



**TAN JOO SEET** offers training, coaching and consulting in social intelligence and leadership development – helping clients to leverage human performance and enhance overall

organizational performance. He brings with him four decades of business, management and consulting experience; and has worked in 26 countries in Asia-Pacific, Europe and North America.

During his 30 years in training and consulting he has worked with more than 400 clients. He is a frequent speaker at professional and business conferences, and writes regularly. Over 30 of his articles have been published. He was featured in the television program *Money Matters*, and co-hosted the radio series *Working Matters*.

After completing his tertiary education in engineering, Joo Seet did the Master of Management, the Graduate Diploma in Personnel Management, and the Advanced Diploma in International Marketing. He is a Certified Business Planning Consultant and a Chartered Marketer.

Joo Seet is the Managing Director of Center for Leadership Studies (Asia) with offices in Singapore and Hong Kong. He is also the founder and Director of Human Edge Organization, and Performance Learning. He has also served as Managing Director (Asia) of Zenger-Miller from 1985 to 1996. Since 1987, he has been working with Dr Paul Hersey and the Center for Leadership Studies.

In addition to his training, coaching and consulting experience, he has held regional management positions in human resources, sales and marketing, business development and general management in telecommunication, aviation, manufacturing, medical systems and IT. He has worked with the government, government-linked companies and multinational organizations.

He participated in the United Nations Development Program/International Telecommunication Union projects on the setting up of the telecommunication training center, and instructional technology and course development. He also developed and coordinated regional training for the United Nations Development Program/International Civil Aviation Organization.

### REGISTRATION

#### Mail:

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Singapore 238874

**Tel:** (65) 6286-5833

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**Email:** asksg@cls-asia.com

#### Online:

www.cls-asia.net/ss-cert-2017-07-07.html

Mr/Mrs/Ms/Mdm/Dr

Name

Job Title

Mobile

Email

Company

Address

Tel

Fax

Enclosed is the check #

for S\$                      made payable to

Center for Leadership Studies (Asia) Pte Ltd

Contact person if different from participant:

Mr/Mrs/Ms/Mdm/Dr

Name

Job Title

Mobile

Email