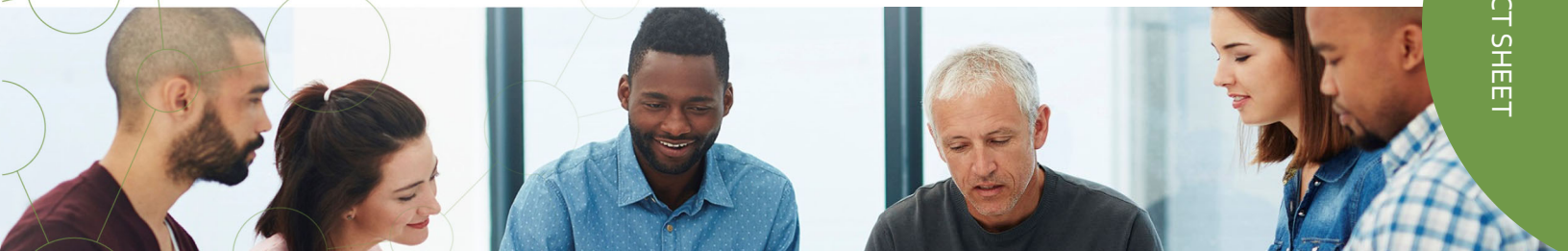


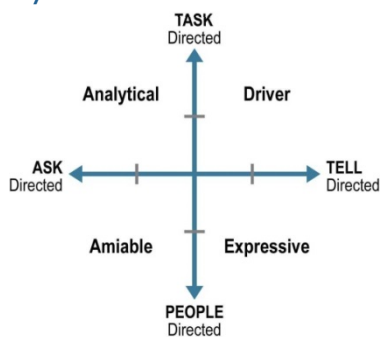
# Building Relationship Versatility: Social Styles at Work™



In every organization, there is a hidden diversity—the diversity of Social Styles. Leveraging Social Style differences can lead to more effective collaboration, productive relationships, and greater productivity and business results. Recognizing others' work preferences and adjusting to them results in more efficient communication and the persuasive ability to influence others. Improving versatility reduces tension in relationships and allows people to focus on the task and work to be done.

*Building Relationship Versatility: Social Styles at Work™* (BRV) is built around a four-quadrant Social Styles matrix. After being profiled, participants are assigned a Social Style, interpersonal versatility rating, and specific versatility behaviors. They learn how to identify others' Social Styles and, based on understanding their own and others' styles, learn to modify their own behaviors to communicate more easily and effectively with others.

## The Social Styles Model



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## Program Outcomes

*Building Relationship Versatility* provides participants with results-oriented versatility skills that help them improve their ability to work effectively with others. Individuals are better able to build productive relationships, handle conflict, and create more focused and productive teams.

*Building Relationship Versatility* offers practical skills and tools to help both managers and individual contributors.

## From Learning to Performance

To ensure improved performance, Wilson Learning believes that your employees must gain new perspectives on their role, along with acquiring new skills and tools in order to take responsibility for driving improved results.

### New Perspectives: The WHY

Learning is as much about acquiring new attitudes, or mindsets, about your job as it is about skills. For example, a participant can learn how to identify others' Social Styles, but until they understand the importance of versatility—and how their versatility impacts their interactions with others and why that requires them to change—there will be limits to their perception of the value of these skills.

### New Skills: The WHAT

It is not enough to just convince participants that they need to think and act differently; they need to learn specific skills, behaviors, and have a process to turn it into reality. If you want real change in job performance, both new perspectives and new skills are required.

### New Tools: The HOW

New skills will not be applied on the job without tools and procedures to support their use. We believe it is critical to support every new skill with tools, job aids, and reinforcement to help people apply these skills.

## Key Learnings Are . . .

### The Business of Versatility

How to define the importance of versatility and the benefits it can have on work

### Identify Style

How to “read” the behavior of different people in order to accurately identify their Social Style; how to recognize the effect of one’s own style on others’ behavior

### Reflect on Style Expectations

How to reflect on the expectations and preferences people of different Social Styles have for those with whom they work and interact

### Modify Your Behavior

How to adapt working relationships with coworkers in order to meet their style expectations and preferences

### Managing Styles in Conflict

How to recognize others’ back-up behaviors (fight/flight responses to stress); how to describe the back-up behavior of each style and manage back-up behavior effectively

### Mastering Versatility

How to meet others’ needs and expectations by modifying style behaviors; how to use specific behaviors (pace, voice, body language, focus) to display greater versatility in order to improve relationships and obtain better results

## Participants Will . . .

Recognize the importance of versatility in personal and business success; learn an approach for increasing effectiveness with others at work

Be able to accurately determine others’ Social Styles and be able to approach them in the most appropriate manner

Describe the expectations and preferences for each style; identify how these apply on the job; find out how versatility is interpreted by others

Be able to communicate persuasively with each Social Style

Gain skills to effectively manage conflict; understand how and when to use various techniques to address fight and flight behaviors

Be able to adapt behavior to match others’ behavior; improve versatility to build better relationships and influence others

## The Performance Improvement Journey

Effective individual development does not occur from isolated training events. We believe that a series of structured activities that build upon one another is essential in order to develop new skills and ensure they are actually applied.

- **Participant Readiness** prepares participants and managers for the overall learning experience.
- **Application and Practice** are embedded into the design to ensure the new skills get used and are fully integrated into the participant’s interactions with others.
- **Organizational Alignment** maximizes organizational support and reinforcement for the use of the new skills.

As a result of this integrated approach, participants will continue to apply the skills and tools learned long after the learning event is completed.

## Measurement

Follow-up measurement options are available, including interviewing guidelines for participants and managers, behavioral checklists, and the Social Style Profile (used twice, first in the preparatory stage and later to measure shifts in perceived versatility). This concrete, real-world feedback motivates people to perform and acts as a blueprint for creating individual, group, and organizational development plans.

## Evaluation

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

**This offering, like all others from Wilson Learning, can be customized to reflect your environment and business priorities and can be integrated with your processes.**