

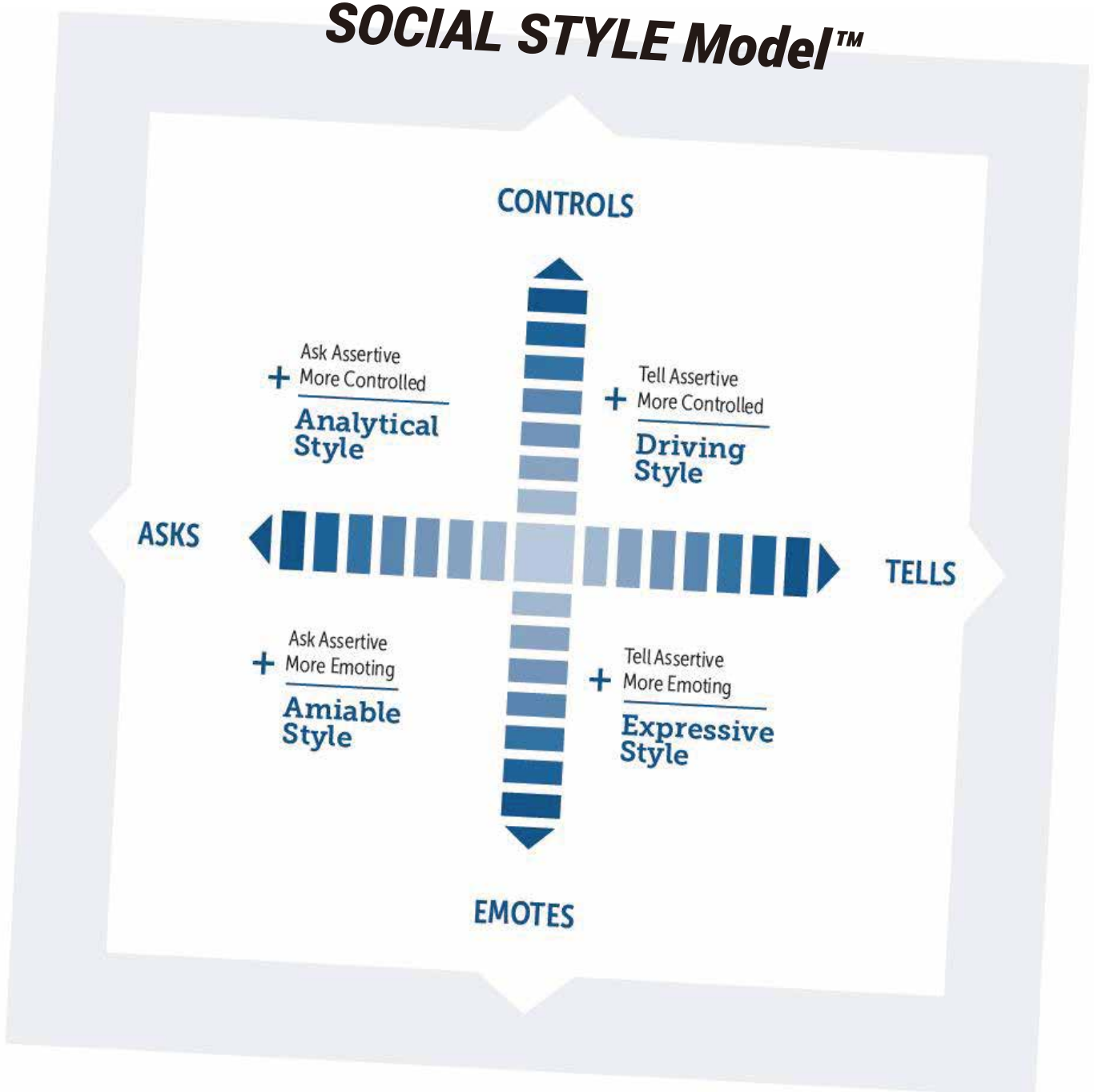


# SOCIAL STYLE®: UNDERSTANDING AND MANAGING BEHAVIOURAL DIFFERENCES™

*Identify Behavioural Strategy and Tools to enhance  
Workplace Productivity and Happiness*

18 October 2016

## SOCIAL STYLE Model™



This programme is to be delivered by Mr. Tan Joo Seet based on licensed materials from the US TRACOM Group, who delivers best-in-class Social Intelligence solutions to help companies and individuals achieve business goals.

In a recent study, TRACOM asked respondents to share the top five causes of poor productivity at work:

- 84% said poor communication within or across work teams.
- 57% said poor relationships among co-workers.
- 59% said poor relationship with boss or supervisor.
- 80% of the same participants surveyed said that SOCIAL STYLE training has helped them have more effective relationships with co-workers.

**Social Style®: Understanding and Managing Behavioural Differences™** is TRACOM's one-day programme that explores popular and proven models of SOCIAL STYLE and Versatility\*, emphasising improved interpersonal skills and workplace interactions. Through a series of exercises, videos, and facilitated discussions, participants will discover how to enhance workplace productivity and morale.

Participants will learn to identify each of the four SOCIAL STYLES and the best plans of action to work with and accommodate each. Through exercises, participants will pinpoint areas of tension and understand the reason & style for backup behaviour, which can ultimately lead to toxic relationships if left unchecked. Participants will also be able to describe the Versatility dimension and its sources while identifying the steps to take to increase their Versatility and success at work.

*\*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.*

## Speaker



**Mr. Tan Joo Seet**  
Certified Business Planning Consultant,  
Chartered Marketer and  
Founder and Director of Human Edge  
Organisation, and Performance Learning

**Mr. Tan Joo Seet** offers training in leadership and interpersonal effectiveness – helping clients to leverage human performance and enhance overall organisational performance. He brings with him over 30 years of business, management and consulting experience; and has worked in 26 countries in Asia-Pacific, Europe and North America. During his 20 over years in training and consulting, he has worked with more than 400 clients.

After completing his tertiary education in engineering, he completed a Master in 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. Mr. Tan is the Managing Director of Center for Leadership Studies (Asia) with offices in Singapore, Malaysia and Hong Kong. He is also the founder and Director of Human Edge Organisation 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 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 Singapore Government, government-linked companies and multinational organisations. He participated in the United Nations Development Programme/ International Telecommunication Union projects on the setting up of the telecommunication training centre, and instructional technology and course development. He also developed and coordinated regional training for the United Nations Development Programme/ International Civil Aviation Organisation.

# Programme Objectives

Upon completion of the programme, participants are expected to achieve the following outcomes:

- Understand their SOCIAL STYLE position and Versatility score based upon feedback from others.
- Understand different behaviours and how others view them.
- Understand why some relationships are more productive than others.
- Support the Style needs of clients, customers, managers, direct reports and other co-workers, creating more productive relationships.
- Recognise optimal tension levels and how to increase or decrease tension for maximum productivity.
- Identify “backup behaviour” and provide for Style needs in order to return to high productivity.
- Identify components of Versatility and the strategies to increase Versatility.



Participant's Material Kit

# Programme Structure

## *Morning session*

- Welcome and Introduction
- Programme Assumptions
  - The Success Model
  - Observing Differences
- Dimensions of Behaviour
- Assertiveness & Responsiveness
- SOCIAL STYLE Model™
- Exercises: Strengths/ Weaknesses, Famous People, Slogan
- Key Characteristics of Each Style
- SOCIAL STYLE Profile - Your Style

## *Afternoon session*

- Review SOCIAL STYLE Model™
- Debrief SOCIAL STYLE Profile Reports
- Tension Management
- Versatility and The Four Sources of Versatility
- SOCIAL STYLE Profile Report - Your Versatility
- Exercises: Role Play and Expert Panel
- Rules for Observing Style and Final Q&A
- Review of Takeaways and Concluding Remarks

# INSTITUTE OF ADVANCED EXECUTIVE EDUCATION

The Institute of Advanced Executive Education (IAEE) at The Hong Kong Polytechnic University (PolyU) is *Your Learning Vista for Dynamic Transformation*. Established in January 2011, IAEE develops advanced executive education and provides interdisciplinary courses. We embrace PolyU's promise of "Opening Minds · Shaping the Future" in designing programmes for senior executives, organisations and business professionals.

The Institute draws on PolyU's strengths to offer interdisciplinary executive education programmes in niche areas. Through our programmes, senior executives develop innovative thinking, enhance their leadership skills for strategic and operational excellence.

Advanced Executive Education is one of the four priorities set by the President of PolyU, Professor Timothy W. Tong, in his Inaugural Address in 2009. Led by Mrs Georgina Chan, Director of Institute of Advanced Executive Education, IAEE aims to enhance the University's reputation and connections with the private, public and professional sectors locally, nationally and globally. Mrs Chan possesses senior management experience with strategic development capabilities, extensive knowledge and skills in education and training gained locally and overseas. Prior to joining The Hong Kong Polytechnic University, Mrs Chan had held senior positions with two prestigious professional accountancy bodies, Institute of Singapore Chartered Accountants and the Hong Kong Institute of Certified Public Accountants (CPAs).

## BESPOKE PROGRAMMES

We work collaboratively with our clients to identify and understand their company needs, helping them develop strategic business solutions that address the unique challenges they face. The format, framework, content, duration and methodologies of each programme are completely customisable. Developed and delivered by leading professors and experts in the field, our customised programmes inspire, enrich and empower participants, leading to significant outcomes for their organisations.

## OPEN PROGRAMMES

IAEE has developed a portfolio of executive education programmes that offer senior executives and business professionals flexible learning in the development of their careers. All our programmes help participants acquire strategies and techniques to transfer what they learn back to their organisations. As a participant you will be inspired by our faculty members and reputable speakers, who are renowned for their ability to offer cutting-edge insights to senior executives and professionals at all levels. They will engage, challenge and equip you with knowledge, skills and expertise that will place you ahead of your peers.

## AWARD-BEARING PROGRAMMES

IAEE is committed to providing a range of interdisciplinary award-bearing programmes that offer senior executives the advanced knowledge and new perspectives they need to enhance their careers and fine-tune the competitive advantages of their organisations. Delivered by world-class faculties and leading practitioners, the programmes immerse participants in a learning culture that will have a life-long impact.

## Registration & Enquiry

A completed registration form with cheque payable to "The Hong Kong Polytechnic University" should be sent to IAEE on or before **4 October 2016 (Tue)**. Spaces are limited, registration will be accepted on first-come-first-served basis.



**Date:** 18 October 2016 (Tue)  
**Time:** 9:00 am - 5:30 pm  
**Venue:** PolyU campus  
**Fees:** HK\$6,200 per person  
(Lunch and refreshments are included)

**Tel:** (852) 3400 8476  
**Email:** [iaee.enquiry@polyu.edu.hk](mailto:iaee.enquiry@polyu.edu.hk)  
**Website:** [www.polyu.edu.hk/iaee](http://www.polyu.edu.hk/iaee)  
**Address:** GH267, GH Podium Annexe,  
The Hong Kong Polytechnic University,  
Hung Hom, Kowloon

## Combo Programmes

Enjoy 10% discount for registrations of any two of the IAEE Senior Executives Series programmes.

## Looking for training topic?

Talk to us to learn about the wide array of programmes on offer and tailor a combo that best suits your needs.

## CONTACT US

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