

Study Shows TRACOM's SOCIAL STYLESM is Most Effective Interpersonal Skills Training Program

SOCIAL STYLE learners were better able to identify and appropriately interact with different styles or types than DiSC or MBTI learners

Colorado State University conducted a research study in conjunction with Regis Learning Solutions that compares the effectiveness of interpersonal skills training programs from three popular providers: the **Myers-Briggs Type Indicator**[®] model from CCP, Inc., the **DiSC**[®] model from Inscape Publishing, and the **SOCIAL STYLE MODEL**[™] from the TRACOM[™] Group. This 2007 study evaluated the training programs on three measures: **Reactions**, **Learning**, and **Behavior**.

Outcome of the Study

1 Reactions

Participants of all three programs perceived their training positively.

2 Learning

SOCIAL STYLE program participants retained 34% more information than MBTI participants and 18% more than DiSC participants.

The results demonstrate that the **SOCIAL STYLE** Model and program materials are easier to grasp and make more intuitive sense to the learners than MBTI or DiSC.

3 Behavior

SOCIAL STYLE program participants were able to correctly identify style or type of others almost 4 times better than MBTI participants and almost 1.5 times better than DiSC participants.

SOCIAL STYLE participants scored considerably higher in their ability to appropriately work with other types or styles.

The results indicate that employees who participated in **SOCIAL STYLE** training were far better able to put what they learned into practice than those who took either DiSC or MBTI training.

