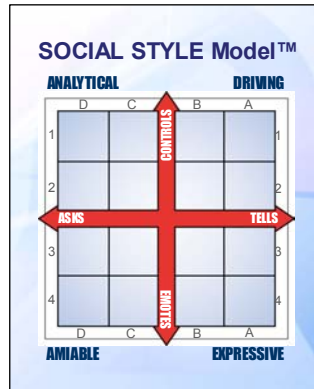


RELATING **LEVERAGING YOUR
RELATIONSHIP
EFFECTIVENESS**

SOCIAL STYLESM



The Best Known Model For Relationship Effectiveness

ONE-DAY WORKSHOP
(IN CANTONESE)
OCTOBER 21, 2010
HONG KONG

Receive feedback and analysis of your SOCIAL STYLESM and Versatility Profiles and an application model to increase your relationship effectiveness.

"Relationship effectiveness is about you treating people the way they want to be treated – not the way you want to be treated."

Tan Joo Seet, Area Partner (Asia)
Center for Leadership Studies

CELEBRATING
1985 **25** 2010
YEARS IN ASIA

CENTER FOR LEADERSHIP STUDIES
(HONG KONG)

www.asia-situational.com
Suite 2912, Shell Tower

Times Square, 1 Matheson Street
Causeway Bay, Hong Kong

Tel: (852) 2892-7305

Fax: (852) 3007-4512

Email: clshk@asia-situational.com

OVERVIEW

SOCIAL STYLESM develops interpersonal skills that lead to higher performance, for both the individual and the organization.

Using TRACOM's popular and proven SOCIAL STYLE ModelTM, it delivers long-term benefits.

DESCRIPTION

This course provides a solid understanding of SOCIAL STYLESM and enhances the participants' overall effectiveness with others. The course incorporates assessment to determine the participant's SOCIAL STYLESM and Versatility – the way they adapt to different types of situations and people.

It is ideal for organizations looking to improve the effectiveness of their people while balancing budget and time commitments. The one-day format allows individuals to explore SOCIAL STYLESM concepts and provides an opportunity for hands-on practice.

It covers all the key concepts of SOCIAL STYLESM and includes video, interactive exercises and facilitated discussion. Participants will undertake a variety of role-playing exercises and application scenarios to see how SOCIAL STYLESM can be applied successfully in their own workplace.

The Participant Guide provides a thorough overview of SOCIAL STYLESM concepts and applications as well as exercises to reinforce the concepts.

SOCIAL STYLESM AND VERSATILITY PROFILES



During the workshop participants will receive feedback and analysis of their SOCIAL STYLESM and

Versatility profiles. They will also receive the SOCIAL STYLE ModelTM application guide cards for improving interpersonal effectiveness.

Four Steps for Earning Endorsement

1. *Know Yourself* – by recognizing the impact of your actions.
2. *Control Yourself* – By showing tolerance for other's Styles and managing your own reactions to other's style.
3. *Know Others* – by observing others more objectively.
4. *Do Something for Others* – by learning varied responses for creating more productive relationships.

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ONE-DAY OUTLINE

Introduction

- The Success Model
- Observing Behavioral Differences
- Observing And Describing

Dimensions Of Behavior

- Behaviors And Personality
- Under-The-Bracket Model
- Assertiveness Dimension
- Identifying Assertiveness
- Responsiveness Dimension
- Identifying Responsiveness

The SOCIAL STYLE ModelTM

- The Four SOCIAL STYLESM Positions
- Identifying SOCIAL STYLESM
- Major Theme Of Each Style
- Key Characteristics Of Each Style

Your SOCIAL STYLESM Profile

- Understanding Your SOCIAL STYLE Profile

Tension Management

- Behavior Differences
- Tension Productivity Model
- Pattern Of Behavior
- Backup Behavior
- Toxic Relationships

Versatility And Social Endorsement

- Earning Versatility
- Four Sources Of Social Endorsement

Your Versatility Profile

- Understanding Your Versatility Profile

Earning Endorsement

- Steps For Earning Endorsement
- Observing Attempts To Earn Endorsement
- Expert Panel
- Rules For Observing Style

Your Proaction Plan

- Application Planning

PARTICIPANT MATERIALS

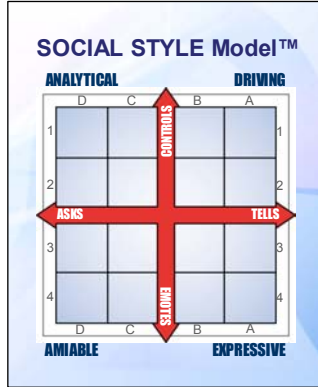


Each participant will receive

- Participant Workbook
- SOCIAL STYLESM: Do Unto Others...Accepts/Rejects Guide Card
- SOCIAL STYLESM: Skill Guide Card
- Self-Perception SOCIAL STYLESM And Versatility Questionnaires And Profiles
- Self-Perception Guide
- Certificate of Accomplishment

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**WORKSHOP
LEADER:
ALBERT CHEUNG**

Albert Cheung has more than 25 years in business and commerce, and is an experienced consultant and trainer in change management and people development. He is an engineer by training and began his career in business and operation management.

After completing his MBA he decided to move into human resource development in 1988. Since then, he has held senior human resource development positions with Kowloon Canton Railway Corporation, Wharf TV and Airport Authority Hong Kong.

For over 20 years, his major area of work and responsibilities are in the design and implementation of organizational change and cultural alignment initiatives, team building and development programs, process management, service excellence projects and human resources management programs.

Albert has consulted and trained with several airport authorities in mainland China, and is a visiting program leader with numerous organizations. He is an adjunct faculty member of the Center for Leadership Studies.

ADMINISTRATIVE DETAILS

Language : Cantonese
Date : October 21, 2010
Time : 9.00 am – 5.00 pm
Fee : HK\$6,000 per participant
Early Bird : Register and pay three weeks before the workshop
 – HK\$5,400 per participant
 – HK\$4,800 per participant for three or more participants

Venue : Regal Hong Kong Hotel
 88 Yee Wo Street
 Causeway Bay, Hong Kong

Closing Date: Two weeks before workshop
Registration and Payment:

Registrations may be made by email, online or fax. All cheques should be crossed and made payable to Center for Leadership Studies (Hong Kong).
Refund of Fees:

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

Cancellation/Postponement:
 Center for Leadership Studies (Hong Kong) reserves the right to cancel or postpone the workshop due to any unforeseen circumstances.

IN-COMPANY WORKSHOP

Contact us for information.



**CENTER FOR
LEADERSHIP
STUDIES**

The Center was established in the mid 1960's by Dr Paul Hersey. Dr Hersey's pivotal research around influence and behavior led to the development of the Situational Leadership® Model. Over the last four decades, this model has become the basis of the most prevalent leadership system in the world.

Thousands of top organizations use Situational Leadership® training programs to enhance performance and develop positive work environments. Well over 14 million people around the world have experienced Situational Leadership® training with the Center. The skills they learn help them grow more successful as managers, supervisors, coaches, team leaders and individual contributors.

These same concepts are also effectively applied to selling, customer service, parenting, and wherever influence skills make a difference. The Center offers a variety of products and services that range from self and peer assessments and 360° feedback to training programs.

In Asia, we partner with the TRACOM Group to offer Social StyleSM training. For nearly 50 years they have been helping organizations improve their business performance by providing interpersonal and leadership tools. TRACOM's Social Style Model™ is recognized as an effective way to build interpersonal skills. It is the most rigorously tested and practical approach for identifying and building interpersonal skills in business settings.

REGISTRATION

Mr/Mrs/Ms/Mdm/Dr

Job Title

Company

Address

Tel

Fax

Email

Enclosed is the cheque #

for HK\$ _____ made payable to

Center for Leadership Studies

(Hong Kong)

Contact person if different from participant:

Mr/Mrs/Ms/Mdm/Dr

Job Title

Tel

Fax

Email

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