



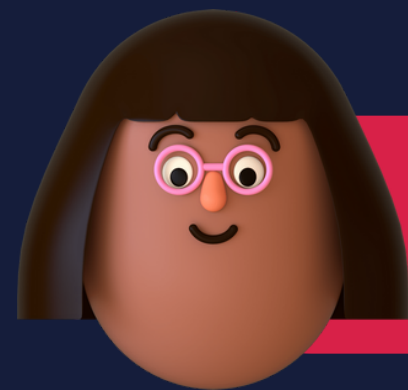
The SOCIAL STYLE Model

helps you understand how to incorporate your personal way of thinking and acting with the preferences of your peers.

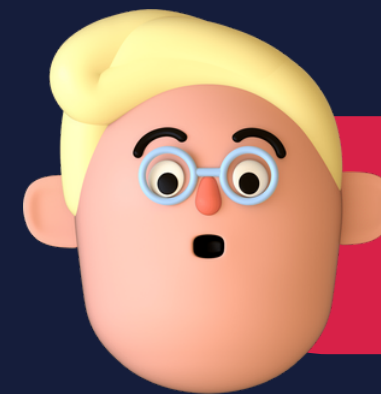
ITI communication skills | 2022



We categorize people in this social aspect according to two criteria.



Assertiveness



Responsiveness

4 SOCIAL STYLES.

1

Driving

Controlling, Decisive & Fast-paced

2

Amiable

Enthusiastic & Emotional

3

Expressive

Supportive & Relationship-focused

4

Analytical



Thoughtful, Reserved & Slow-paced





What are the 4 SOCIAL STYLEs?

The Four SOCIAL STYLEs are the Driving Style, the Expressive Style, the Amiable Style, and the Analytical Style. TRACOM created the SOCIAL STYLE Model based on the four unique Styles, with each having different ways of using time and predictable ways of interacting and making decisions. With the SOCIAL STYLEs assessment, you can observe a person and determine their preferences or Style. You can then use that information to moderate your behavior and make that person more comfortable. **This is called Versatility.**





The Driving Style is



Controlling



Decisive



Fast-paced

People with a Driving SOCIAL STYLE are seen by others as direct, active, forceful and determined. They initiate social interaction and they focus their efforts and the efforts of others on the goals and objectives they wish to get accomplished.

1. Their Need: Results
2. Their Orientation: Action
3. Their Growth Action: To Listen

The Amiable Style is



Friendly



Supportive

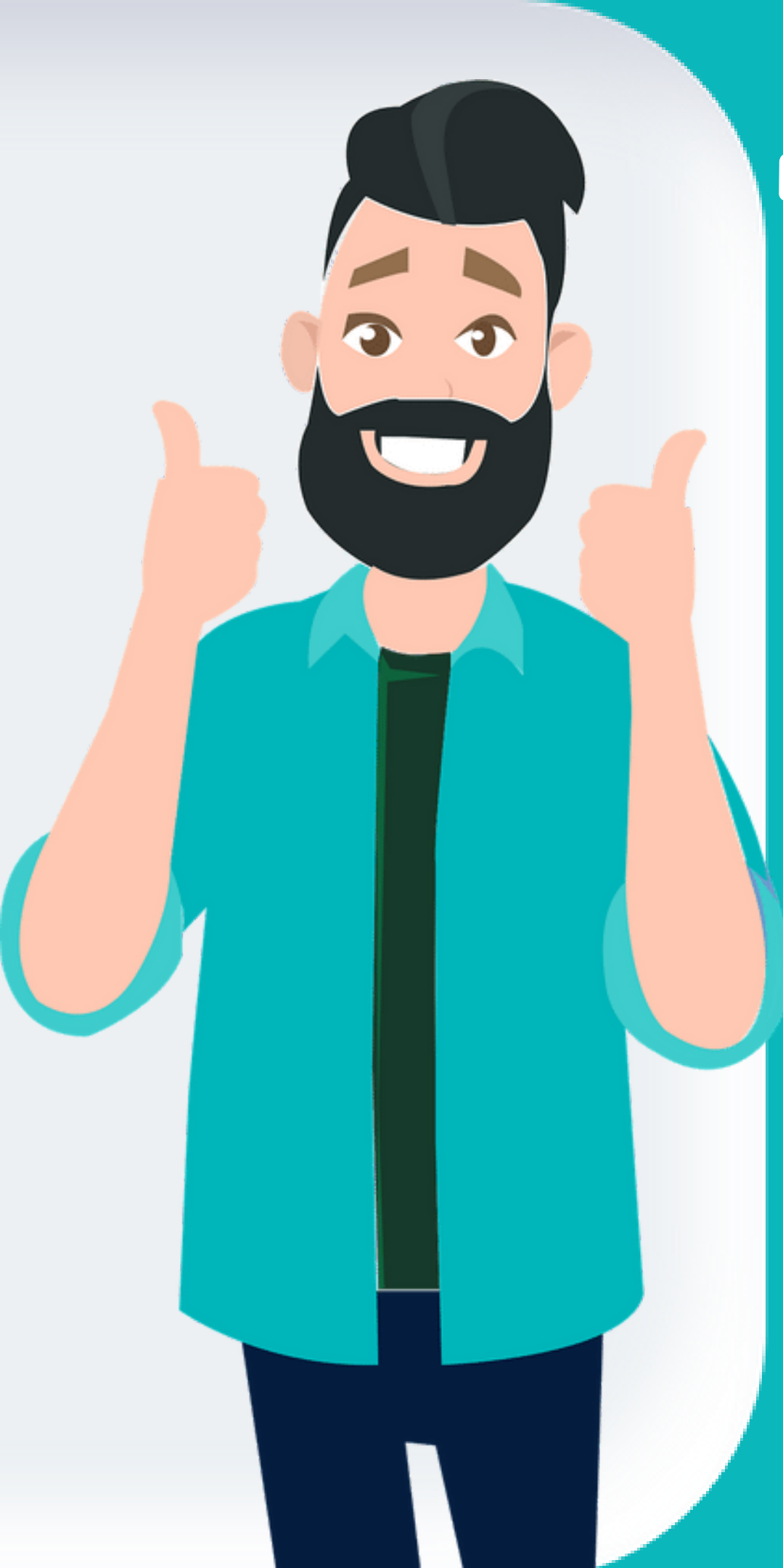


Relationship-focused

People with an Amiable Style openly display their feelings to others. They appear less demanding and generally more agreeable than others. They are interested in achieving a rapport with others who often describe them as informal, casual and easy going.

- 1.Their Need: Personal Security
- 2.Their Orientation: Relationships
- 3.Their Growth Action: To Initiate





The Expressive Style is



Enthusiastic



Emotional

People with an Expressive SOCIAL STYLE tend to be more willing to make their feelings known to others. People with an expressive communication style can appear to react impulsively and openly show both positive and negative feelings. They are typically described by others as personable, talkative and sometimes opinionated.

- 1.Their Need: Personal Approval
- 2.Their Orientation: Spontaneity
- 3.Their Growth Action: To Check

The Analytical Style



Thoughtful



Reserved



Slow-paced

People with an Analytical SOCIAL STYLE are typically described by others as quiet, logical and sometimes reserved or cautious. They tend to appear distant from others and may not communicate unless there is a specific need to do so.

1. Their Need: To Be Right
2. Their Orientation: Thinking
3. Their Growth Action: To Declare



4 SOCIAL STYLES.



Driving

Controlling, Decisive & Fast-paced



Amiable

Enthusiastic & Emotional



Expressive

Supportive & Relationship-focused



Analytical

Thoughtful, Reserved & Slow-paced



Conclusion

Each Style represents itself through people's daily interactions. At surface level, each Style is closely linked to whether an individual tends to assert himself or respond to others in social settings, and whether he tends to display emotion or secure control in group settings.





Thank You!



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