

STYLE & Versatility

by industry

TELECOM



23%
analytical



26%
driving



19%
amiable



32%
expressive

The telecom industry predates the internet age and cellular technology, providing the main form of communication for individuals and businesses for many years. Even with the modern shift towards satellite and internet communications technology, telecom companies still thrive on business and government clients. The Expressive Style is most highly represented in this industry, coming in at 32% of all surveyed employees.

intro

draws

The assertive nature of Expressive and Driving Style individuals can attract them to the fast-paced telecommunications industry. Telecom projects are often large and complex, giving Driving Style people opportunities to lead teams with tight deadlines. The customer-service orientation of the industry can appeal to Expressive Style people, as it affords opportunities to converse with a wide range of people each day.

There are many segments of the telecom industry in which Driving and Expressive Style employees can contribute their strengths. Telecom utility companies, for example, rely on Driving Style leaders and technicians to troubleshoot and solve problems as quickly as possible during service interruptions. As another example, Expressive Style individuals can add value to telecom sales teams by adding excitement to otherwise undifferentiated services or products.

strengths

#3

versatility

Average Versatility scores in the telecom industry rank third of 27 profiled industries, putting the industry in the top third. This is an asset in an industry with such a heavy focus on customer service. Even though average scores are high, telecom companies can still gain strategic advantages by enhancing their employees' Versatility.

TRACOM's research consistently proves that people of all Styles can contribute to company success in their own way in any industry, and Telecom is no exception. For example, Amiable Style customer-service employees are strong at calming customers down over the phone, and can salvage damaged customer relationships by providing excellent service under pressure. The Analytical Style's penchant for engineering comes into play heavily in telecom R&D departments.



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