



Process Communication Model[®]

Coach Training Course

ABOUT THE PROCESS COMMUNICATION MODEL®

Communication

The Process Communication Model® (or PCM®) identifies six different personality types, each with its own positive qualities as well as a certain stereotype of stress behavior.



Each person is characterized by a base personality type, which sets out his or her basic character traits for life. The other 5 types are less characteristic of a person and define his or her secondary traits.

An individual's personal dynamics predetermine his or her character change in the course of life. This is the key concept of PCM® called “the Phase”, which can change in the course of life. Each phase change immediately entails a change in the sources of motivation, behavior and style of communication.

In a situation of normal communication, signs (physical, verbal, behavioral...) are observed in a person's behavior, indicating their dominant personality type. Knowledge of the dominant type of personality allows us to adjust our communication using a channel and style that is suitable for the person's perception. Whatever the content of your message is, the form of the message will then be pleasant to both parties of communication, allowing you to build and/or maintain a constructive and motivating relationship.

Constructive communication is an unconditional factor of collective and personal effectiveness.

MISCOMMUNICATION

If our psychological needs are not sufficiently met, we unconsciously begin to behave in a non-constructive manner to compensate for negative stress (“distress”), contrary to common sense. **Non-constructive behavior brings us to conflicts of varying degrees with others, up to and including breaking up relationships.**

Those of us who are familiar with our personality type and their secondary characteristics can consciously and timely detect the first signs of negative stress and prevent its escalation. This makes it possible to avoid the destruction of constructive and good relationship with others.

When stress increases, people “put on role masks” that cover their real identities. The type of mask indicates what state they are in.

Understanding the role played by a mask allows us to adapt our behavior towards the partner in conversation in order to return the dialogue to a constructive direction and to reduce stress.



CERTIFICATION TRAINING COURSE

UNIQUE TRAINING MODEL WITH NOTICEABLE RESULTS

Each trainer strives to offer the customer the most effective tools, models, approaches that can quickly and positively affect his or her business and encourage the desire to use them constantly.

Do all customers realize that success in business depends not only on technical knowledge and skills, but also on relationships with others and the quality of communication? Despite the fact that almost all business seminars and personal growth trainings include techniques and tools for effective communication, real life shows how difficult it is to find a common ground with different people.

The unique Process Communication Model® will help you and your customers to deal with this problem. The Process Communication Model® is a science-based model that allows you to communicate constructively and increase your efficiency in business and in life. The model takes into account the specifics of each party in the process of communication, gives access to the use of all our internal resources, including in complex conflict situations.



To undergo training on the model means to learn to make contact with almost anyone and to communicate constructively with others, making your professional and personal life not only more effective, but also more pleasant.

Created in the 1970s and 1980s by Dr. Taibi Kahler, and actively developed by the scientific community, the PCM® has gained worldwide recognition and found its application in the business environment as it became a part of the management tools of such effective leaders as **Bill and Hillary Clinton.**

BENEFITS FOR CERTIFIED TRAINERS



- **After completing the certification course and obtaining your diploma,** you will be able to work with a simple and powerful model with a wide range of applications in a wide variety of areas. You will be able to use a range of original trainings based on the model.
- **In your work you will be enabled to use a practically proven and statistically reliable personality profile:** more than 1,3 million people worldwide have been profiled Process Communication Model®.
- **Process Communication Model® is a renowned international brand** developed by a community of over 3,850 certified trainers and accredited coaches. Many international corporations use the model in their training practices.
- **Participation in the international network of Kahler Communication allows** the exchange of information, experience, tools and business contacts with colleagues, gives the opportunity to participate in the constant development of the model. With an official certificate, you become a member of the international PCM® community.
- **If your clients are looking for new suggestions** for developing employee communication skills, increasing non-financial motivation, improving the social climate in the team and reducing stress, you can help them build an effective training system based on a model.

TRAINING CERTIFICATION COURSE OBJECTIVES AND REQUIREMENTS FOR PARTICIPANTS

Course objectives:

Acquire deep understanding of the Process Communication Model®.
Acquire the skills and knowledge needed to conduct training on and using the Process Communication Model®.



Who is it for?

For professional trainers who want to use Process Communication Model® in their practice.

Preliminary requirements for participants:

Have the skills and experience to conduct training.



COURSE PROGRAM

Fundamental principles and history of the model

Six personality types

- characteristics of each of the 6 personality types
- existential questions of each personality type
- preferred channel of communication
- preferred environment
- preferred perception filter
- characteristic stress scenario

The base, the phase and the elevator

- Identifying the base
- Identifying the current phase
- Reasons for phase change
- Influence of the current phase and past phases
- Using the resources of all floors

Styles of interaction

- Four styles of interaction
- Customized Style

Parts of personality and communication channels

- Parts of the personality and their indicators
- Five communication channels and their practical use

Zones of perception

- Six perception zones and their practical use

Psychological needs:

- Eight psychological needs
- Positive satisfaction of psychological needs
- Identification of negative satisfaction of psychological needs

COURSE PROGRAM

Drivers

- Five drivers
- Neutralization of drivers in communication

Failure mechanisms

- Six failure mechanisms and their management

Failure scenarios

- Six failure scenarios
- Showing failure scenarios and working with them

- **Basic training on the PCM®**
- **PCM®-based management training**
- **PCM®-based team building**
- **PCM®-based sales training**
- **PCM®-based negotiation training**



DURATION AND STRUCTURE OF THE CERTIFICATION COURSE FOR TRAINERS

INTRODUCTORY WORKSHOP

Three-day training for general introduction to the model, necessary for admission to the certification course. Each participant receives an individual PCM® personality profile.

ADVANCED COURSE ON THE MODEL

Two-day module for deep understanding of model concepts. It is dedicated particularly on work with drivers and failure mechanisms. It allows you to learn how to work with an individual personality profile, adjust your communication to any type of personality, using the adequate channel, perception filter and addressing sensitive psychological needs.

COACHING COURSE

Eight-day module on model-based training. In-depth study of all its components. Training to conduct basic and advanced training. Two-day module dedicated to applied trainings (PCM sales, Quality Team...) and sales of trainings using PCM®.

PILOT TRAINING

At the end of the course, each trainer conducts a pilot training session themselves. For the pilot training you will be provided with all necessary materials and individual personality profiles for a group of 8 participants.

DURATION AND STRUCTURE OF THE CERTIFICATION COURSE FOR TRAINERS

EXAMINATION AND CERTIFICATION

A jury made up of certified Master Coaches will conduct your exams:

- written test of knowledge and understanding of Process Communication Model® theory
- an oral exam on the theory of the Process Communication Model®
- Process Communication Model® practice exam.



Each participant who passes the exam is given an international certificate.

SENSEMAKERS WISEN UP THE WORLD WITH US

 38 Wigmore Street London

 **UK:** +44 7716 089182 / **France:** +33 6 22 03 76 99
Israel: +972 53-3325212 / **Russia:** +7 (985) 774-50-37

 Wisdom@sensemakers.biz

