Bring out the Best in Everyone

Certified Trainer
Process Communication Model®

Get Certified as a PCM Trainer

The tool to make a daily difference

Save the Date

Join us for an interactive and engaging virtual experience.
100% online, 100% human.

- The entire training certification including **PCM 1** & **PCM 2** takes approximately **3 months** to complete. Trainer Certification requires **12 days** of preparation, peer review, and study time.

VIRTUAL TRAINING DATES | Spring 2023

**Time for each half-day will be: 9AM-12PM EST*

- **PCM 1** | 6 half-days: **March 20-24 & March 27, $1599**
- **PCM 2** | 5 half-days: **April 17-21, $1099**
- **PCM Trainer Certification Preparation** | 12 half-days**: June 5-9, June 12-16, 2023**
  - Mock Exam: **July 10-11**
- **PCM Trainer Certification** | 2 half-days:
  - Final Exam: **July 20-21**
  - ***Trainer Certification price is $3,999 for both preparation and certification***

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Your Trainers

Your certification journey is led by:

Stephanie Baron – PCM Trainer & Head of Special Projects at Kahler Communications – LinkedIn Profile

Dean Heffta – PCM Trainer – LinkedIn Profile

Mickaël Dufourneaud – PCM Master Trainer & VP @ Kahler Communications – LinkedIn Profile

Stephanie Baron

Dean Heffta

Mickaël Dufourneaud

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What you Learn

This certification program is built on three learning cornerstones:

Learn how to decode yourself and others.

Imagine so sharply observing communication styles and behaviors that you instantly recognize people's stress signals and can chart interactions to take a positive course. You apply these skills when training clients, one on one or in groups, across all fields.

Knowledge to problem-solve and problem-prevent

Through certification, you can count on becoming a PCM theory and skills expert equipped with plenty of real-life examples to swiftly translate knowledge into solutions. While helping clients troubleshoot problems, you also train them to identify patterns and prevent failures for themselves.

Positive behaviors, productive practices

By achieving supreme self-awareness as a PCM trainer, you adapt your behaviors to connect to the best in everyone. These positive interactions provide a model that clients apply to their own relationships at work, at home, or out in the world.

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Practice PCM in 4 Steps

1. Be Aware
of your personality

2. Recognize
what other people do, say, and show

3. Adapt
your communication style

4. Build
better relationships

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Your PCM Training Journey

Start your journey by learning the **PCM fundamentals** in **PCM 1** and **PCM 2**. Once you have completed them, you move onto the **PCM Certification for Trainers**.

The PCM Fundamentals

PCM 1: Core Topics

6 half-days

PCM 2: Advanced Topics

5 half-days

The PCM Trainer Certification Track

PCM Trainer Certification Preparation

12 half-days

Trial training

Module 2: Trainer Certification Exam

2 half-days

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PCM 1: Core Topics | 6 half-days

The Basic Concepts of Communication

- Distinguish that the way you say something is more important than what you say.
- The six Personality Types and their specific way of communicating.
- Presentation to each participant of his/her personality structure.

Understand and Manage Distress Behavior

- Distress and the different manifestations
- The three degrees of distress: drivers, failure mechanisms, and despair.
- The consequences of distress on our efficiency, our communication and our management style.

Manage Situations of Miscommunication, Misunderstandings

- How to manage inefficiency and conflict.
- Effects of stress in communication which generates stress in others.
- Identify behaviors of stress in others.
- How to manage PCM to return to positive and productive communication.

Develop positive communication

- The rule of communication.
- The different modes of perception by each personality type.
- Recognize the signs, attitudes, and behaviors indicative of the personality type of the person you are communicating with and use the right communication channel.

Motivate

- Psychological needs: what motivates and what does not motivate.
- How to satisfy everyone's psychological needs.

PCM 2: Advanced Topics | 5 half-days

Connecting and motivating

- Review Channel and Perceptions.
- Motivating with the psychological needs.
- Intervention strategy.

Resolving and Preventing Conflict

- Inviting out of the doorway of distress
- Inviting out of failure mechanisms
- Managing difficult situations. "How to say...?"

Advanced Theory

- Why we do phase? The issue of Personality phase.
- How the four myths manifest and are reinforced in distress.
- Identify life failure patterns by analyzing language, written and verbal.

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The PCM Trainer Certification Track | 14 half-days

Investment: the PCM Trainer Certification costs $3,999

The PCM Trainer Certification Track

- Test your knowledge in a theory exam
- Put theory into practice in a training setting
- Solidify skills in effective communication and motivation identification
- Practice intervention skills to prevent miscommunication
- Deepen your knowledge about conflict management
- Sharpen skills in motivation identification
- Try out your ability to teach a PCM topic in a mock exam
- Receive personalized feedback with immediate applicability

12 half-days

Your PCM trial training
In your own setting with a maximum of 12 participants.

Trainer Certification Exam

- Teach a PCM topic in a training setting
- Show thorough understanding of theory
- Model capacity to manage your own distress patterns
- Train on your agility to apply effective interactions with others
- Complete final certification exam and **get certified!**

2 half-days

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Benefits that are Boundless

In joining the global community of PCM professionals you can expect to:

- Master the power of the Process Communication Model®
- Provide 10 different PCM Trainings and Products to clients
- Interpret PCM Profiles for clients
- Teach all PCM courses and provide PCM services
- Adapt your intervention strategy with others
- Analyze difficulties with PCM tool
- Observe and understand other people's behavior and know how to interact with them appropriately in various situations

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Training Material Provided for PCM Trainer Certification

- ☑ All material provided digitally
- ☑ PCM 1 and 2 Participant Guide
- ☑ PCM 1 Facilitator Guide
- ☑ PCM Summary and PCM Advanced Summary
- ☑ PCM Profile: 30-page personalized profile
- ☑ Action plan to improve quality of life
- ☑ PCM Learning Products
- ☑ 6 free PCM webinars per year
- ☑ 10 complimentary PCM Profiles to use for training and to develop your PCM Experience, expires after 6 months
- ☑ 1 year complimentary access to PCM Virtual Learning

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Life happens, we understand
View our cancellation and payment policy

Payment Policy
Payments for training is due at the time of registration unless other arrangements have been made. **Payment must be paid by May 5, 2023** for PCM Trainer Certification. If payment has not been received before the seminar begins, access will not be given to the participant.

Cancellation Policy
All cancellations must be received in writing.
They may be emailed to heather.cuccias@kahlercommunications.com. Full refunds will be made if written notice of cancellation is received 30 days prior to the first day of training. If you cancel 15 days prior to the first day of training, half of the fee will be refunded. No refunds will be made for cancellations received less than 15 days prior to the start of the training seminar.

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Testimonials

"Taking training sessions for Process Communication Model at Kahler Communications was one of the best decisions so far. It helped me on both a personal and society level. **I have learned about myself, my psychological needs, and how I can build a thriving atmosphere as a leader** by understanding people and building a comfortable communication bridge with them. I believe PCM is a very valuable asset for every person and every company as they can understand how to build a healthy and effective workplace where people are motivated and developed."

Malika Baymuradova, PCM Trainee

"Suddenly facing confinement and having to do training online seemed to be at least uncertain for me. Fortunately, with Mickael on command of the ship, we had an amazing journey. Lots of fun and we got even more deep into the PCM Topics. I highly recommend the model. **It helped me understand who I am and how to properly communicate with others.** Thanks guys!"

Marc Cabedo, PCM Trainer

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Are you ready to get certified?

Take the next step to a world of difference.

For inquiries or to enroll for PCM Trainer Certification

Contact **Heather Cuccias** at Kahler Communications

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501-276-0688

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www.processcommunicationmodel.com

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