

# Become a Certified Process Communication Model® Trainer

**Virtual Session**

**VIRTUAL TRAINING DATES**  
*SESSION 25, WINTER 2021-2022*

## **PCM LEVEL 1**

October 4-8, October 11, 2021  
9 AM – 12:00PM EST \$1,550

## **PCM LEVEL 2**

October 18-22, 9AM – 12PM EST \$1,050

## **PCM Certification Preparation**

November 29-December 3, 9AM – 12PM EST

## **TRAINER CERTIFICATION**

Mock Exam: January 3-4, 2022, 9AM – 12:30PM

Final Exam: January 24-25, 2022, \$3,800



**PROCESS  
COMMUNICATION  
MODEL®**

The Process Communication Model is the world's premier tool based on human behavior. It enables the user of PCM to understand how and why people communicate.

More than 1.3 million people have been trained or coached by a worldwide network of over 3,500 Process Communication Model certified trainers and coaches. Our Trainer Certification program is designed for anyone willing to master the art of adaptive communication. Our virtual session provides a convenient and accessible way to learn PCM.



## Outcome of the Certification

- Master the power of the Process Communication Model®
- Provide 10 different PCM seminars and products to clients
- Interpret PPI results 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.

## Training Material Provided

### PCM LEVEL 1 - Core Topics Seminar

- All material provided digitally
- 7 components: 2-page personality structure
- Key to Me Profile: 30-page individual booklet made from the PPI
- Action plan to improve quality of life
- PCM Level 1 Manual

### PCM LEVEL 2 - Advanced Topics Seminar

- All material provided digitally
- 8 components: 2-pages personality structure
- PCM Level 2 Manual

### TRAINER Certification

- All material provided digitally
- PCM 1 Facilitator Guide
- All PCM learning products
- A set of PowerPoint presentation slides
- 6 free webinars per year
- 10 free Personality Profile Inventories (PPIs) to use for training and to develop your PCM experience, expires after 6 months
- PCM Training Kit—presentation tools to use during your trainings.



## Mickaël Dufourneaud

Process Communication Model Master Trainer and Chief Operations Officer for Kahler Communications. He certifies PCM trainers and coaches. Mickaël is a Supervisor & Executive Coach. He has trained more than 10,000 people over 5 continents on different topics from public speaking to communication and management. He is being coached by Dr. Taibi Kahler himself. A drama school graduate: he has been studying comedy for 30 years with passion. Involved in transmitting his faith in Emotional Intelligence, he is a NLP Master Practitioner. Mickaël integrates comedy and emotion expressions in his training methods.



# PCM LEVEL 1 PROGRAM

## 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, 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 one is 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 LEVEL 2 PROGRAM

### Connecting & Motivating

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

### Resolving & Preventing Conflict

- Inviting out of doorway distress.
- Inviting out of failure mechanisms.
- Managing difficult situations: “How to say...?”

### Advanced Theory

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



## TRAINER CERTIFICATION PROGRAM

This seminar is highly interactive and focuses on practicing all modules and communication processes. Participants will be observed and assessed both on their theoretical knowledge of the model and their ability to teach to any of the six personality types. Training will take place in a virtual classroom.

### In order to be certified, participants will:

- Complete PCM 1 & PCM 2
- Answer a written questionnaire on the PCM components.
- Select training topics of Process Communication Model® to present in front of their peers and the Master Trainer.
- Practice and demonstrate skills on dealing with a driver behavior by using appropriate channel and perception.
- A passing score is a minimum of 7/10 for both process and content.





# PROCESS COMMUNICATION MODEL®



For inquiries contact  
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**They are already implementing PCM!**

