

# PCM Trainer Certification

Bring out the best in everyone



SUMMER 2024  
Virtual Session



# 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

# The power of adaptive communication

## DETECT

**How to decode yourself and others.**

Imagine so sharply observing communication behaviors that you instantly **recognize stress signals in a team.**

Thanks to you, group interactions **take a positive course.**

Put this skills into practice with customers from all sectors.

## CONNECT

**From problem-solve to problem-prevent**

Through PCM Trainer certification, you become a **PCM theory and practice expert.**

The use of real-life examples enables you to swiftly translate knowledge into solutions.

You also train your clients to **identify patterns and prevent failures.**

## MOTIVATE

**Positive behaviors, productive practices**

By boosting self-awareness, you adapt 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.



# Become a PCM Trainer

PCM Trainer Certification Track is a 3-step journey that will give you access to group training sessions.

You will also be able to offer the whole range of PCM products:

- Discover PCM
- PCM Sales
- PCM Leadership
- PCM Core Topics
- PCM Advanced Topics



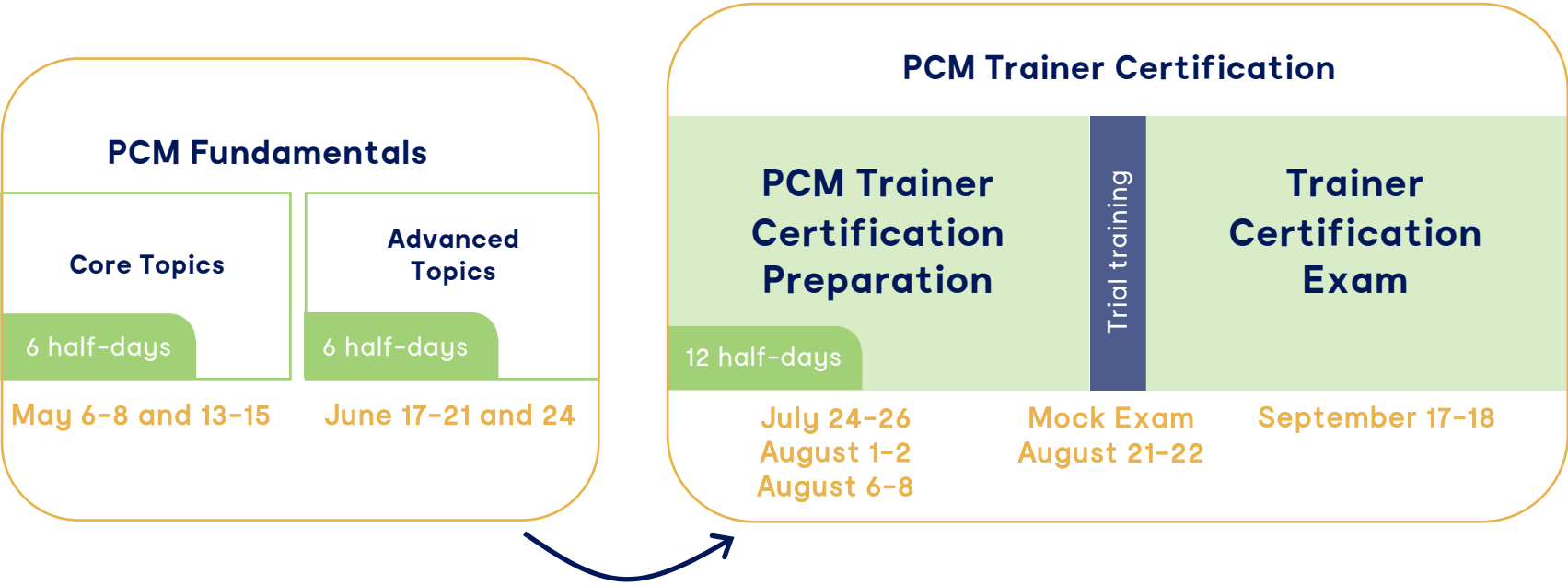
# Elevate yourself through the PCM Trainer Certification

Following the PCM Trainer Certification 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 Trainer*



# Pricing & Calendar



**Total Investment \$6,699**

# PCM Fundamentals | 12 half-days

## Core Topics

6 half-days

<b>Basic Concepts</b>	Learn that the way you say something is more important than what you say.	Six Personality Types and their specific way of communicating.	Presentation to each participant of his/her personality structure.
<b>Understand and Manage Distress Behaviors</b>	Distress and the different manifestations.	Three degrees of distress: drivers, failure mechanisms, and despair.	Consequences of distress on our communication and management style.
<b>Manage Miscommunication</b>	Effects of stress in interactions and stress in others.	Identify distressed behaviors.	How to use PCM to return to positive and productive communication.
<b>Develop positive communication</b>	Different modes of perception for each personality type.	Recognize the behaviors indicative of personality Base and Phase.	Using the right communication channel.
<b>Motivate</b>	Psychological needs: what motivates and what does not motivate.	How to satisfy everyone's psychological needs.	

## Advanced Topics

6 half-days

<b>Connecting and Motivating</b>	Review Channels and Perceptions.	Motivating with the psychological needs.	Intervention strategies.
<b>Resolving and Preventing Conflict</b>	Inviting out of the doorway of distress.	Inviting out of failure mechanisms.	Managing difficult situations. "How to say...?"
<b>Advanced Theory</b>	Why we do phase? The issue of Personality phase.	How the four myths manifest and are reinforced in distress.	Identify life failure patterns through language.



# PCM Trainer Certification | 12 half-days

## 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.

## PCM 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!**



# Effective customized material

During your Certification journey, all your dedicated material is provided digitally:

- Core Topics and Advanced Topics Participant Guide
- PCM Summary and PCM Advanced Summary
- PCM Profile: 30-page personalized profile
- 10 complimentary PCM Profiles to use for coaching and to develop your PCM experience - *Expire after 3 months.*



**100%**  
virtual training  
with live instructor

# You are now PCM Certified!



Once you are PCM Certified Trainer, you will be able to provide one-to-one individual sessions utilizing PCM Profile, PCM Leadership Profile, PCM Sales Profile, Discover PCM, Core Topics and Advanced Topics.

As a member of the PCM Certified Community, you will also have access to:

- Ready-to-use training material
- Ready-to-share personalized Profiles
- Access to new products and innovations
- Membership in a supportive community
- Webinars, workshops and Masterclasses



# Your PCM Dream Team

Your certification journey is led by:



[Dean Heffta](#)

PCM Trainer



[Stephanie Baron](#)

PCM Master Trainer



[Mickaël Dufourneaud](#)

PCM Chief Master Trainer

# 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

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501-276-0688

[www.processcommunicationmodel.com](http://www.processcommunicationmodel.com)



Register here



# Life happens, we understand

## View our cancellation and payment policy

### Payment Policy

Payment in full must be paid by May 1<sup>st</sup> 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](mailto: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**. No refunds will be made for cancellations received less than 30 days prior to the start of the training seminar.

