

# PCM Coach Certification

Share the superpower of self-insight

## 2025 Virtual Sessions

Learn PCM from anywhere,  
with live instructors



# A Game Changer

Are you ready to take your coaching to the next level?

Join our elite community of PCM Certified Coaches and elevate your coaching game like never before.

→ To enroll in our Coach Certification program, you must hold ICF accreditation or an equivalent coaching certification.

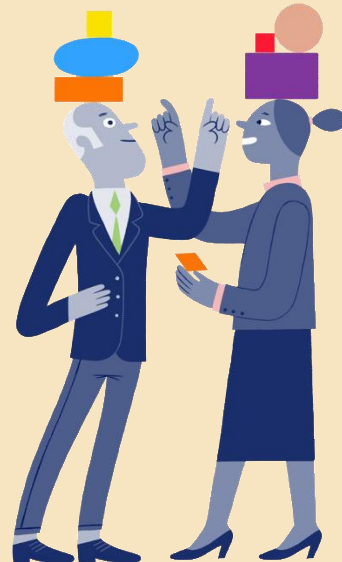
## BOOST Self-Awareness

Embark on a transformative journey of self-discovery.



## DETECT The Hidden Languages

Our program equips you with the remarkable skill of decoding both yourself and others.



## CONNECT From Problem-Solve to Problem-Prevent

PCM Coach Certification empowers you to forge profound connections with your clients.

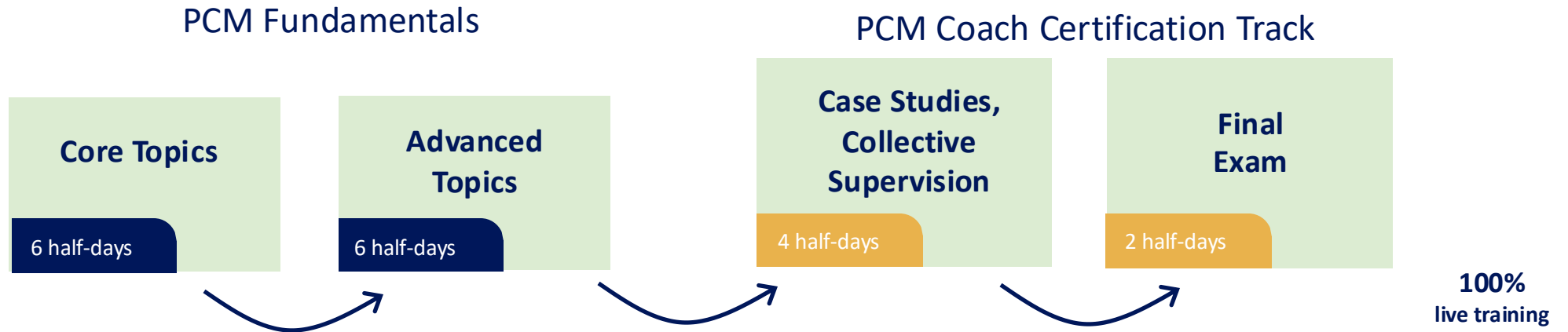


## MOTIVATE Ignite Positive Transformation

Help your clients find innovative ways to manage stress and troubleshoot problems.



# Start your PCM Coach journey **now**



\*Each training block is structured in half-days from 9:00am to 12:00pm US CT.

**Total Investment \$3,500**

## Learn PCM from anywhere.

With our virtual courses, participants can engage with the instructor and fellow learners, asking real-time questions for a fully interactive experience.



# SAVE THE DATE

	Core Topics	Advanced Topics	Case Studies	Collective Supervision & Mock Exam	Certification Exam	
Spring 2025	February 6, 7, 10, 11, 13, 14.	February 24, 25, 26, 27, 28	March 11, 12	March 18 March 19	April 7, 8	Remote
Fall 2025	September 2, 3, 4, 5, 8, 9	October 15, 16, 17, 18, 19	October 20, 21	November 14 November 17	November 18, 19	Remote

# 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 Coach Certification

## 6 half-days

### Collective Supervision

- Learn how to debrief PCM Profiles.
- Put theory into practice in a live coaching setting.
- Train on your agility to apply effective interactions with others.
- Get supervision by PCM Master Trainer with immediate applicability.
- Please use your 3 complimentary Profiles to practice debriefing with your own clients.

4 half-days

### Coach Certification Exam

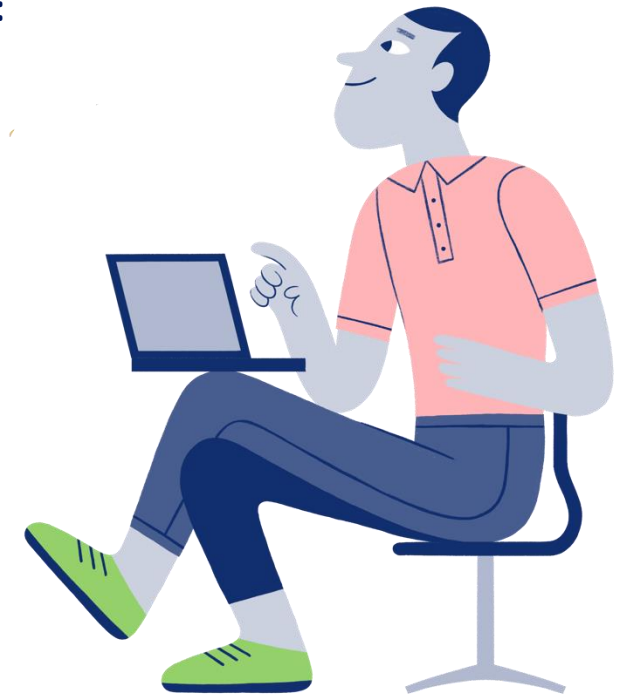
- Demonstrate PCM skills in a real-life situation.
- Show thorough understanding of theory.
- Model capacity to manage your own Distress Patterns.
- Train on your agility to apply effective interactions with others.

2 half-days

# Effective customized material

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

- Core Topics and Advanced Topics Participant Guide
- Your PCM Summary and your 30-page personal Profile
- 3 complimentary PCM Profiles to use for coaching and to develop your PCM experience.



# You are PCM Certified!



Once you are PCM Certified Coach, you will be able to provide one-to-one individual sessions utilizing the PCM Profile or PCM Leadership Profile.

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

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





# Enjoy the incredible perks of PCM Coach Certification



*“PCM is the best model I know to help people have conversations where the parties feel seen, heard, and valued. It helps people learn to get their needs met positively so they have energy to connect more meaningfully with others. Most importantly, it reinforces we are all ok; and if we communicate from that vantage point our conversations become better.”*

Stephanie AU, PCM Certified Coach  
Partner at



**ICF coaches get 40 hours of credentials in Core Competencies and Resource Development:**

- **Core Topics:** 5 Core + 8 Resource
- **Advanced Topics:** 5 Core + 7 Resource
- **PCM Certification for Coaches:** 5 Core + 10 Resource

# Your PCM Dream Team

Your certification journey is led by:



[Béatrice Gamberoni](#)

**PCM Trainer**



[Dean Hefta](#)

**PCM 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 Coach Certification

Contact **Heather Cuccias**

[heather.cuccias@processcommunicationmodel.com](mailto:heather.cuccias@processcommunicationmodel.com)

501-276-0688

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



[Register here](#)

# What's the next step?

## The Team Coach Certification

Either you can pause here and use this life changing tool for your one-to-one coaching sessions, or elevate your coaching toolbox with **our add-on training to coach an entire team with the Team Coach Certification**

Register here

Get the brochure



For inquiries or to enroll for PCM Team Coach Certification

Contact **Heather Cuccias** [heather.cuccias@processcommunicationmodel.com](mailto:heather.cuccias@processcommunicationmodel.com)

501-276-0688

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

# Life happens, we understand

## View our cancellation and payment policy

### Payment Policy

Payment must be made in full 30 days before the date the program begins. 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@processcommunicationmodel.com](mailto:heather.cuccias@processcommunicationmodel.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.

### Virtual session requirements

By participating in this training program, you agree to attend all scheduled training sessions in full. **Participants are required to have both video and audio enabled for the duration of each session.** It is important for us to see and hear you to ensure an interactive and engaging learning experience. Your active participation is essential for creating a collaborative and enriching environment for all attendees.

