

# PCM Trainer Certification

Bring out the best in everyone

## 2025 Virtual Sessions

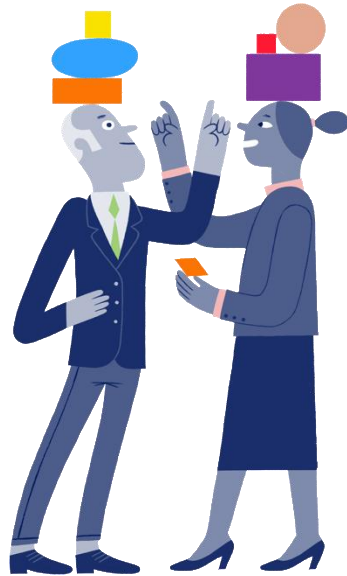
Learn PCM from anywhere,  
with live instructors



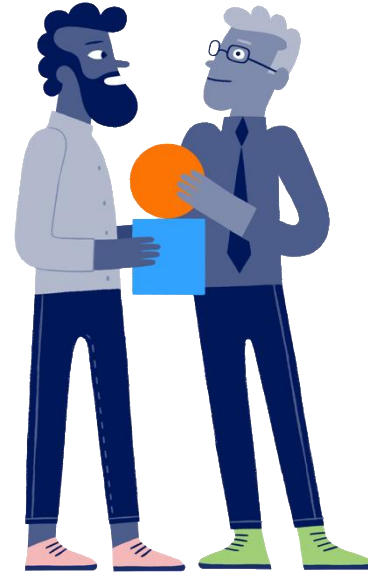
# Practice PCM in 4 Steps



**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

Gain the expertise to teach PCM to your clients in **group training sessions** with the PCM Trainer Certification.

## PCM Fundamentals



## PCM Trainer Certification Track



**Total Investment \$6,500**

### 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.

# A Step-by-Step Journey

The PCM Trainer Certification is designed to be a flexible, step-by-step training journey:

- Complete all stages consecutively for a streamlined experience.
- Spread the training over several months to fit your schedule.

Participants progress through the following stages:

- **PCM1 – Core Topics:** Build foundational understanding.
- **PCM2 – Advanced Topics:** Deepen your knowledge and skills.
- **Trainer Certification Track:** Achieve expertise and become certified to train others.

This adaptable approach ensures you can balance professional development with your other commitments.



Core Topics

\$1,500

Advanced  
Topics

\$1,100

Trainer Certification  
Track

\$3,900

# SAVE THE DATE - AMERICAS

Each training block is structured in half-days from 9:00am to 12:30pm US CT.

	Core Topics	Advanced Topics	PCM Trainer Certification Preparation	Mock Exam	Final Exam	
Spring 2025	February 6-7, 10-11, 13-14	February 24-28	April 29,30 May 5-7 May 19-22	June 2,3	July 2,3	<i>Remote</i>
Fall 2025	September 2, 3, 4, 5, 8, 9	September 15-19	October 6, 7, 8, 9 October 14, 15, 16, 17	November 12-13	December 2-3	<i>Remote</i>

# 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

5 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
- Mock exam: PCM trial training in your own setting

10 half-days

## 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!**

2 half-days



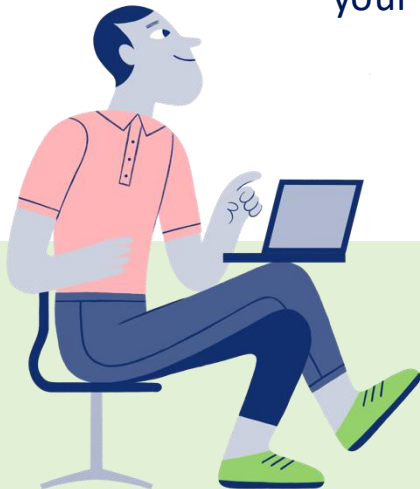
# Effective **customized material**

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



## Did you know?

We have a partnership with **Training Industry**.

PCM is now part of the Certified Professional in Training Management (CPTM™) Recertification Providers program.

Our Trainer Certification is now pre-approved by Training Industry and **fulfills 15 CPTM recertification credit hours!**

# You are now **PCM Certified!**

Once you are **PCM Certified Trainer**, you will be able to provide group training sessions and offer the whole range of PCM products:

- Discover PCM
- PCM Core & Advanced Topics
- PCM Team Summary
- PCM Sales
- PCM Leadership

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



# 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***



# Your PCM Dream Team

Your certification journey is led by:



[Dean Hefta](#)

**PCM Trainer**



[Béatrice Gamberoni](#)

**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 Trainer 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



# Life happens, we understand

## View our cancellation and payment policy

### Payment Policy

**Payment in full must be paid 30 days prior the first day of training.**

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.

