

PCM Trainer Certification

Bring out the best in everyone

2025 Virtual Sessions

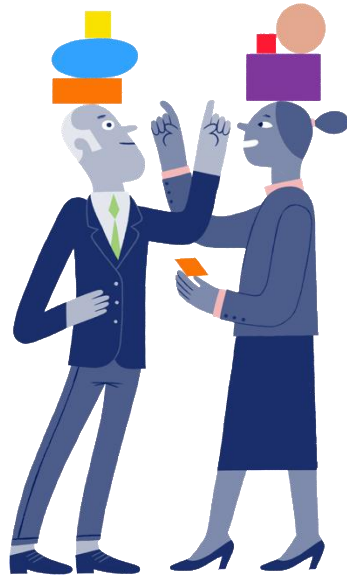
Learn PCM from anywhere,
with live instructors



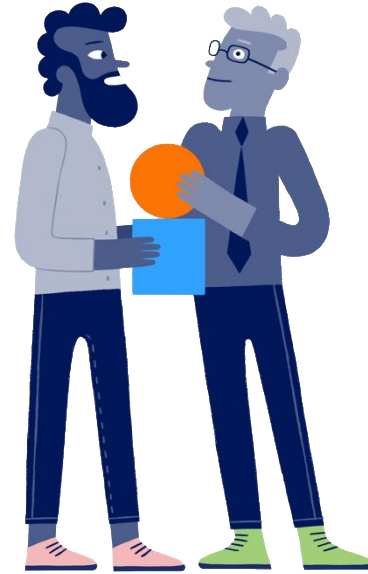
Practice PCM in 4 Steps



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

Basic Concepts	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.
Understand and Manage Distress Behaviors	Distress and the different manifestations.	Three degrees of distress: drivers, failure mechanisms, and despair.	Consequences of distress on our communication and management style.
Manage Miscommunication	Effects of stress in interactions and stress in others.	Identify distressed behaviors.	How to use PCM to return to positive and productive communication.
Develop positive communication	Different modes of perception for each personality type.	Recognize the behaviors indicative of personality Base and Phase.	Using the right communication channel.
Motivate	Psychological needs: what motivates and what does not motivate.	How to satisfy everyone's psychological needs.	

Advanced Topics

5 half-days

Connecting and Motivating	Review Channels and Perceptions.	Motivating with the psychological needs.	Intervention strategies.
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 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

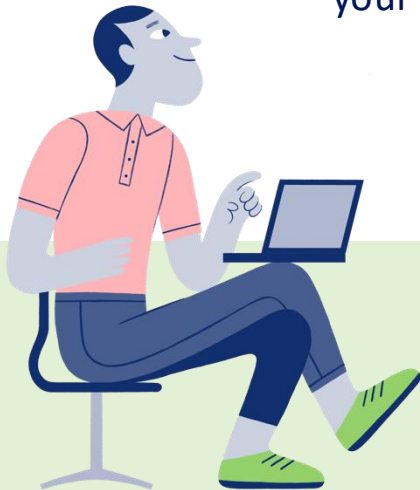
Effective **customized material**

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.

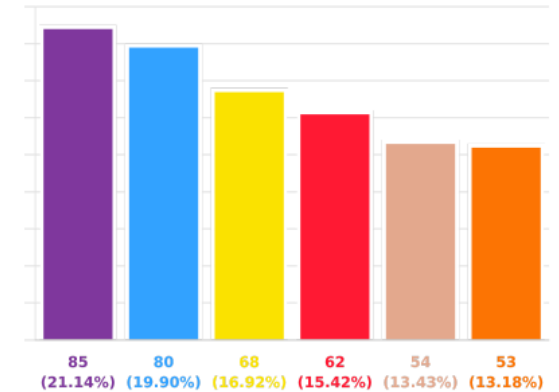
Our Trainer Certification is now pre-approved by Training Industry and **fulfills 15 CPTM recertification credit hours!**

Focus on: PCM Team Summary

The PCM Team Summary provides key insights into team dynamics, enabling better collaboration and efficiency.

- **Team Energy Levels:** Highlights contributions of each Personality Type.
- **Strengths and Preferences:** Identifies the team's collective strengths and interaction styles.
- **Motivations:** Analyzes psychological needs to align efforts with team goals.
- **Communication Channels:** Optimizes the team's preferred modes of interaction.

Average energy of the team



This bar graph illustrates the average energy contribution of each Personality Type within the group. The chart is providing an overview of the team's overall PCM Structure dynamics.

This tool helps teams leverage individual strengths, enhance communication, and foster a productive environment.

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**

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501-276-0688

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.

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.

