

PCM Trainer Certification

Bring out the best in everyone



2026 Virtual Sessions

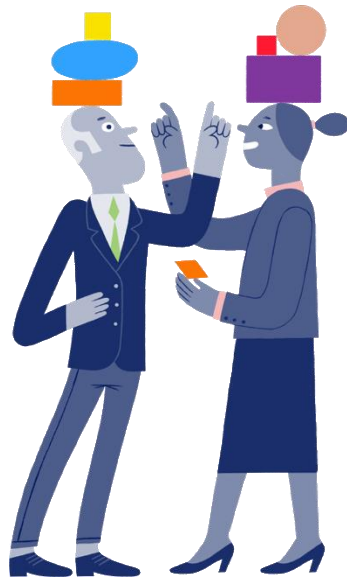
Learn PCM from anywhere,
with live instructors



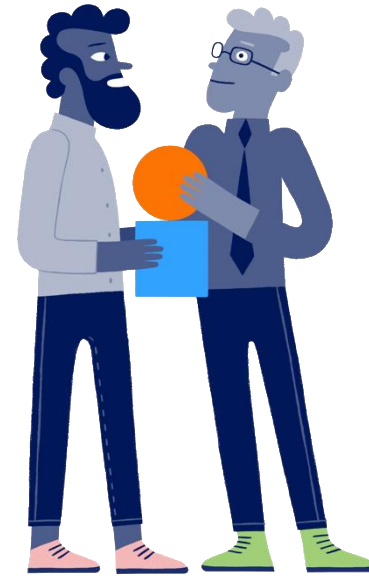
Practice PCM in 4 Steps



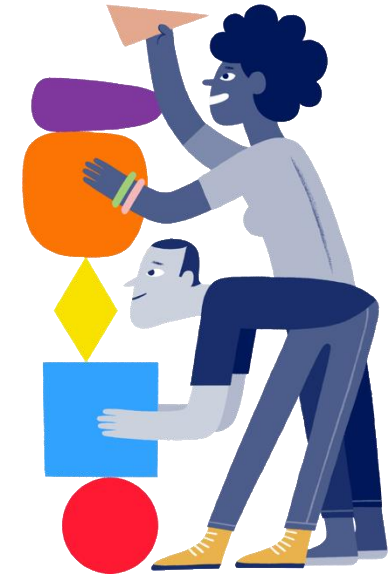
1. Be Aware
of your personality



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



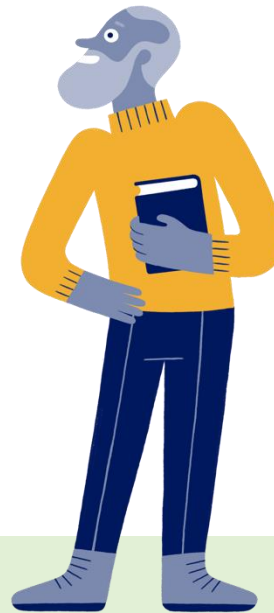
→ 9:00am to 12:00pm US CT*

PCM Trainer Certification Track



→ 9:00am to 12:30pm US CT*

*Each training block is structured in half-days.



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.

Save the date

Each training block is scheduled as a half-day session, held in the morning (US CT).

	Core Topics	Advanced Topics	PCM Trainer Certification Preparation	Mock Exam	Final Exam	
Spring 2026	March 24-27, 30, 31	April 16, 17, 20-22	May 4-7, 11-13, 18	May 27, 28	June 29, 30	<i>Remote</i>
Fall 2026	September 9-11, 14-16	September 28-30 October 1, 2	November 9-13, 16, 18	November 30 December 1	December 14, 15	<i>Remote</i>

PCM Fundamentals | 11 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

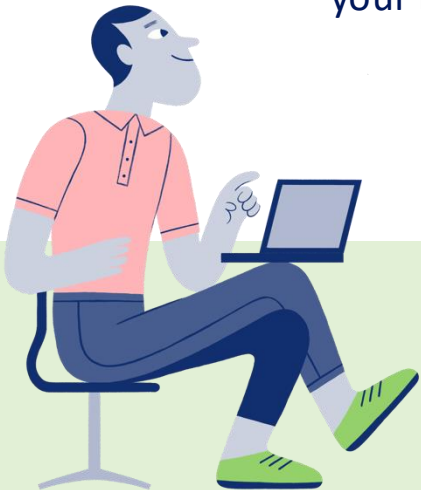
- Teach a PCM topic in a training setting
- Show thorough understanding of theory
- Model capacity to manage your own distress patterns
- Train on your agility to apply effective interactions with others
- Complete final certification exam and **get certified!**

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 24 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 Topics
- PCM Advanced Topics
- PCM Team Summary
- PCM Sales
- PCM Leadership

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

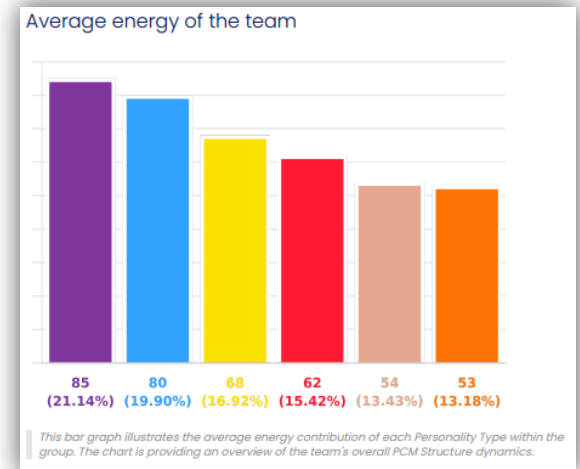
- Ready-to-use training material
- Ready-to-share personalized Profiles
- Access to new products and innovations
- Membership in a supportive community
- Webinars, workshops and Masterclasses



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.
- **Distress Situations:** Address team challenges effectively using PCM tools.



This tool empowers teams to leverage individual strengths, improve communication, and create a more productive environment.

Success stories

From the PCM Certified Trainers

It is literally giving people insight into themselves like no other tool out there

*"PCM has not only helped me **understand myself on a much deeper level** and transform the way I communicate with my husband, but I've also integrated it into my counseling practice. PCM provides our clients with **powerful insights to recognize their distress sequence** and understand how it may relate to aspects of their mental health challenges. It also equips them with **practical tools to meet their psychological needs and move out of distress**. It is literally giving people insight into themselves like no other tool out there."*

Dr. Eris Huemer, PCM trainer, therapist, author, entrepreneur, activist, wife & mom



The training is intense and take practice, but it worth every minute!

*"The virtual PCM certification course exceeded all my expectations. **The content is captivating, practical, and immediately applicable.** My managers couldn't wait to use PCM with their teams. It's a tool that truly **improves communication, motivation, and connection** across every department and personality type. Worth every minute!"*

Kerri Sutherland, Human Resources Leader at a global tech company.

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 [Isaac Moreno](#) or [book a meeting](#)

615-243-1816

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 isaac.moreno@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.

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.

