

# PCM Trainer Certification

Bring out the best in everyone



## 2026 Virtual Sessions

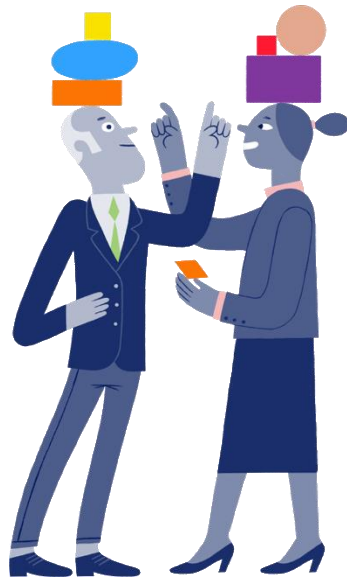
Learn PCM from anywhere,  
with live instructors



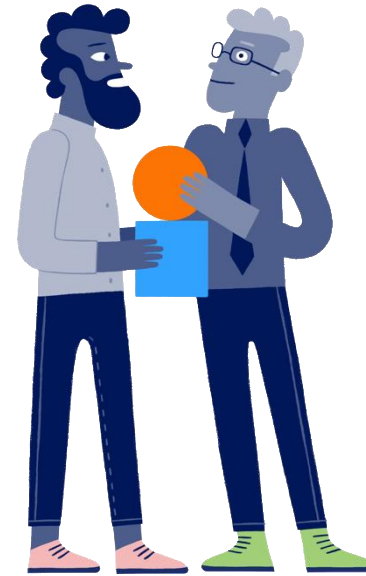
# Practice PCM in 4 Steps



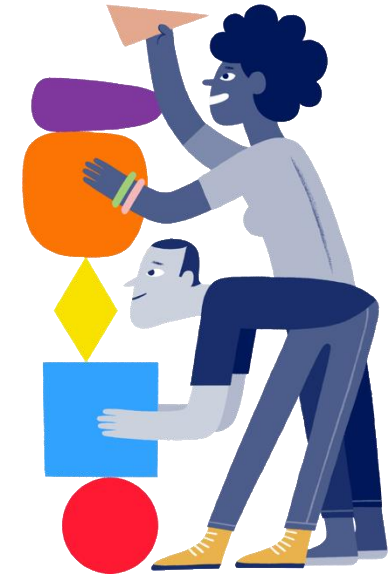
**1. Be Aware**  
of your personality



**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



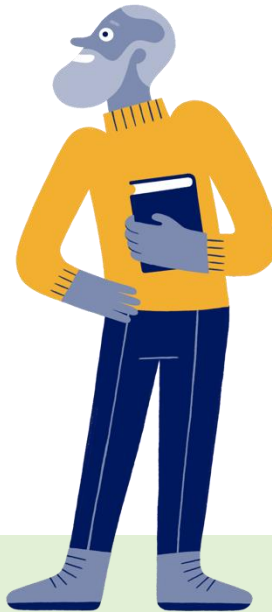
→ 9:00am to 12:00pm US CT\*

## 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 15, 16, 17, 20, 21	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

<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

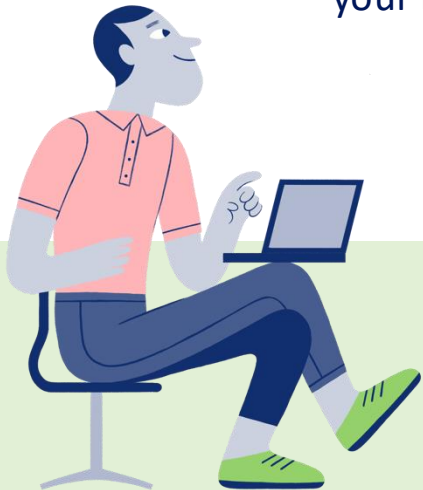
- Teach a PCM topic in a training setting
- Show thorough understanding of theory
- Model capacity to manage your own distress patterns
- Train on your agility to apply effective interactions with others
- Complete final certification exam and **get certified!**

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 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:

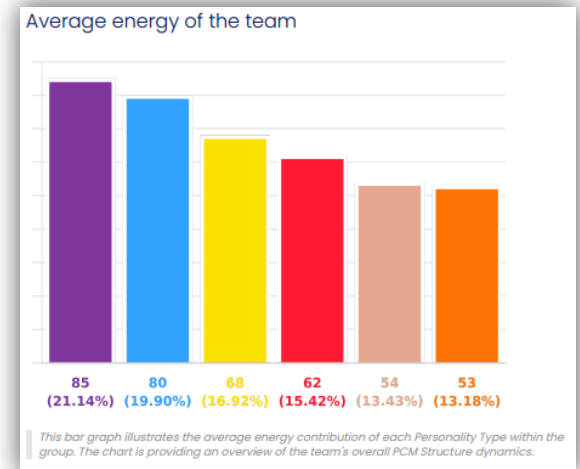
- Ready-to-use training material
- Ready-to-share personalized Profiles
- Access to new products and innovations
- Membership in a supportive community
- Webinars, workshops and Masterclasses



## 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](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 [isaac.moreno@kahlercommunications.com](mailto: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.

