

Bring out the Best in Everyone

PCM
Core
Topics

2027 Virtual Sessions

Learn PCM from anywhere,
with live instructors



The tool to make a daily difference

Start your PCM journey

Discover the power of adaptive communication

Whether you're looking to **improve your communication at work or in your personal life**, **PCM Core Topics** equips you with practical tools you can use every day.

Especially valuable for professionals who work with people including:
Coaches, Trainers, Leaders, HR Professionals, Consultants, Managers.

With PCM, you'll gain the insight and skills to:

- Decode human behavior
- Adapt your communication
- Increase motivation and productivity
- Prevent unproductive interactions
- Build stronger relationships

Trusted Worldwide



1.8M+ Profiles



58 Countries



6,500+ Certified
Professionals



Available in
24 Languages



The science behind better communication

PCM is a **research-based communication model** that helps people communicate more effectively by understanding communication preferences, behaviors under stress, and sources of motivation.

6 Personality Types | 4,320 unique combinations | Endless possibilities

Developed by world-renowned clinical psychologist **Dr. Taibi Kahler** and validated through research, **including work with NASA**. PCM is trusted by organizations such as Pixar, LVMH, IKEA and BMW.

[Watch the official PCM video](#) 

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

What you'll be able to do

PCM Core Topics will teach you how to:

- ❏ Understand yourself and others to **make better decisions** and **build stronger relationships**.
- ❏ Adapt your communication to **connect more effectively** with every Personality Type.
- ❏ **Recognize signs of distress early** and prevent miscommunication from becoming conflict.
- ❏ **Increase motivation and productivity** by identifying and meeting Psychological Needs.
- ❏ Create more **positive, productive interactions** at work and in your personal life.



PCM Core Topics | Full program

Six half-days to learn about yourself like never before

The Basic Concepts of Communication

- Distinguish that the way you say something is more important than what you say.
- The six Personality Types and their specific way of communicating.
- Presentation to each participant of his/her personality structure.

Understand and Manage Distress Behavior

- Distress and the different manifestations
- The three Degrees of Distress: Drivers, Failure Mechanisms, and despair.
- The consequences of distress on our efficiency, our communication and our management style.

Manage Situations of Miscommunication, Misunderstandings

- How to manage inefficiency and conflict.
- Effects of stress in communication which generates stress in others.
- Identify behaviors of stress in others.
- How to manage PCM to return to positive and productive communication.

Develop positive communication

- The rule of communication.
- The different modes of perception by each Personality Type.
- Recognize the signs, attitudes, and behaviors indicative of the Base & Phase of the person you are communicating with and use the right communication channel.

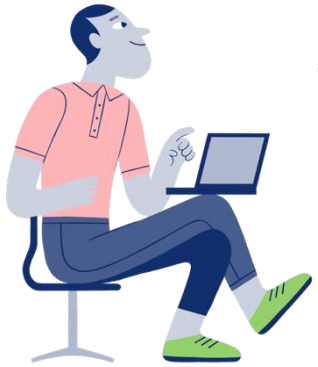
Motivate

- Psychological Needs: what motivates and what does not motivate.
- How to satisfy everyone's Psychological Needs.

What's included

All materials are provided digitally

- ✓ Your 30-page personalized PCM Profile
- ✓ PCM Summary
- ✓ PCM Core Topics Participant Guide
- ✓ Action plan to improve quality of life
- ✓ 13 ICF credits / 15 CPTM recertification credit hours



PCM Core Topics is accredited by ICF.

ICF coaches get 13 hours of credentials:

- 5 in Core Competencies
- 8 in Resource Development

Investment: \$1,500



Did you know?

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

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

Our PCM Core Topics is now pre-approved by Training Industry and **fulfills 15 CPTM recertification credit hours!**

Pick your session

Choose one of our three virtual cohorts

MARCH 2027

MON	TUE	WED	THU	FRI	SAT	SUN
1 X	2 X	3 X	4 X	5 X	6	7
8 X	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE 2027

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7 X	8 X	9 X	10	11	12	13
14 X	15 X	16 X	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

SEPTEMBER 2027

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13 X	14 X	15 X	16 X	17 X	18	19
20 X	21	22	23	24	25	26
27	28	29	30			

PCM Core Topics lasts 6 half-days | *Time for each half-day will be: 9AM-12:30PM US Central Time*

Meet your PCM Trainer

Your **PCM Core Topics** journey will be led by **Mickaël Dufourneaud**, PCM Chief Master Trainer. Unlike self-paced online courses, your PCM training is delivered live by an **expert instructor**.

100% online. 100% live. 100% human.

Ask questions, participate in discussions, receive immediate feedback, and learn alongside professionals from around the world.



Mickaël Dufourneaud

PCM Chief Master Trainer

[LinkedIn Profile](#)

Success stories

From the PCM Certified Trainers

A truly enriching experience.

"The course offers something a book never could. A social tool only comes alive when practiced within a group with a shared goal of understanding. A truly enriching experience. »

Yanik Ruiz, Credit Origination and Customer Service Manager at Lime Credit Group



One of the most solid psychological models tested in both clinical and corporate settings.

"As a researcher, my first impulse was to check if PCM was backed by data. To my surprise, I discovered one of the most solid psychological models tested in both clinical and corporate settings. The training gave me clarity, 'Aha' moments, and a sense of peace that years of therapy hadn't."

Ludovico Saint Amour di Chanaz, PhD, Director of Research, NeuroBridge, Cognitive Neuroscientist

Are you ready for PCM Core Topics?

Take the next step to a world of difference.



For inquiries or to enroll for a PCM Training

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

615-243-1816

www.processcommunicationmodel.com

Enroll today



Life happens, we understand

View our cancellation and payment policy

Payment Policy

Full payment is required 30 days prior to the first day of training.

If payment has not been received, access will not be given to the participant.

Cancellation Policy

All cancellations must be submitted in writing and sent to isaac.moreno@kahlercommunications.com

A full refund will be issued if written notice is received **at least 60 days before the first day of training. Cancellations received between 30 and 60 days prior to the start date will be subject to a 10% cancellation fee.** No refunds will be issued for cancellations received less than 30 days before the training begins.

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.

