

PCM Trainer Certification

Bring out the best in everyone



2027 Virtual Sessions

Learn PCM from anywhere,
with live instructors



The tool to make a daily difference

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

Start your PCM journey



Discover the power of adaptive communication

PCM Trainer Certification equips you with practical tools to decode human behavior, adapt your communication, and prevent unproductive interactions, at work and in life.

WHO IS IT FOR?

Especially valuable for professionals who work with people:

Coaches • Trainers • Leaders • HR Professionals • Consultants • Managers

DETECT

How to decode yourself and others.

Observe communication behaviors to instantly recognize stress signals in a team. Group interactions take a positive course.

CONNECT

From problem-solve to problem-prevent.

Become a PCM theory and practice expert. Translate knowledge into real-life solutions. Train clients to identify patterns and prevent failures.

MOTIVATE

Positive behaviors, productive practices.

Boost self-awareness to connect to the best in everyone. Build positive interactions clients apply at work, at home, and beyond.

1.8M+ Profiles

58 Countries

6,500+ Certified Professionals

24 Languages

Become a PCM Trainer

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

PCM Fundamentals



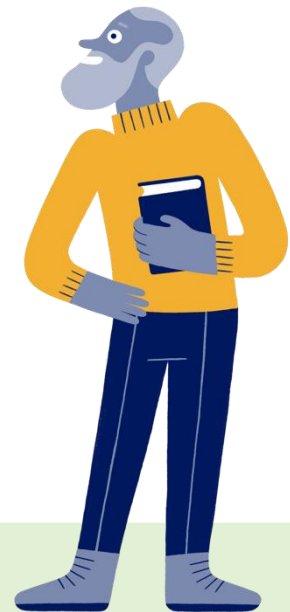
→ 9:00am to 12:00pm US CT*

PCM Trainer Certification Track



→ 9:00am to 12:30pm US CT*

*Each training block is structured in half-days.



Total Investment \$6,500

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

What's included

All materials are provided digitally

- ☑ Your 30-page personalized PCM Profile
- ☑ PCM Summary
- ☑ PCM Core Topics and Advanced Topics Participant Guide
- ☑ 10 complimentary PCM Profiles to use for coaching and to develop your PCM experience - *Expire after 3 months.*
- ☑ 13 + 12 ICF credits / 24 CPTM recertification credit hours



PCM Core Topics & Advanced Topics are accredited by ICF.

ICF coaches get hours of credentials:
- 13 hours for PCM Core Topics
- 12 hours for PCM Advances Topics



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 Trainer Certificate is now pre-approved by Training Industry and **fulfills 24 CPTM recertification credit hours!**

Pick your session

Choose one of our two virtual cohorts

	Core Topics	Advanced Topics	PCM Trainer Certification Preparation	Mock Exam	Final Exam	
Spring 2027	March 1-5, 8	March 29-31 & April 1-2	May 3-7, 10, 14, 17, 18, 19		July 12, 13	Remote
Fall 2027	September 13-17, 20	October 4-8	November 29, 30, December 1-3 & 6-10		Jan 2028 10, 11	Remote

Each training block is scheduled as a half-day session, held in the morning, usually from 9AM-12:30PM US CT

Ready to train? Everything you need is here

The PCM Trainer Certification gives you the tools, the content, and the credentials to deliver world-class communication training from day one.

6,700+

PCM Certified Professionals
around the world

Start delivering training immediately

Get a complete, ready-to-use toolkit: facilitator guides, slide decks, and participant materials. No content creation needed.

Bring PCM Profiles to your clients

Deliver personalized PCM Profiles and debrief them with each client, individually or as part of group training. A powerful entry point to any engagement, and a high-value deliverable that sets your offer apart.

Address a wide range of business needs

Team cohesion, sales effectiveness, leadership, conflict resolution: one certification, multiple training offers for diverse clients.

Grow with a global community

Access exclusive webinars, masterclasses, new product launches, and a worldwide network of Certified Trainers.

YOUR TRAINING PORTFOLIO

Discover PCM

PCM Core Topics

PCM Advanced Topics

PCM Team Summary

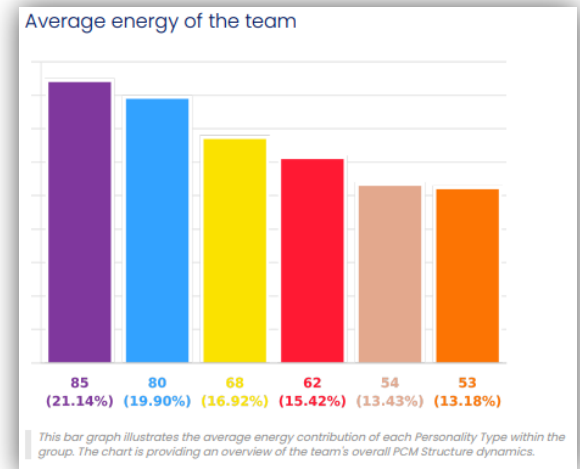
PCM Sales

PCM Leadership

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.

Meet your PCM Trainers

Your **PCM Advanced Topics** training will be led by **Mickaël Dufourneaud**, PCM Chief Master Trainer or **Béatrice Gamberoni**, PCM Master Trainer and **Dean Heftta**, PCM 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](#)



[Béatrice Gamberoni](#)



[Dean Heftta](#)

Are you 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

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.

