



**PROCESS  
COMMUNICATION  
MODEL®**



**The Skill That Makes a Positive  
Life Changing Difference**



## Process Communication Model® Trainer Certification

**Process Communication Model®** (PCM) is the world's premier tool that's based on human behavior. It enables the user of PCM to understand how and why people communicate.

More than 1 million people have been trained or coached by a worldwide network of over 3.000 Process Communication Model® certified trainers and coaches.

### Objectives of the Certification:

- ▶ Master the powerfulness of the Process Communication Model®
- ▶ Provide 10 different PCM seminars and products to clients
- ▶ Interpret Personality Pattern Inventory (PPI) results for clients
- ▶ Teach all PCM courses and provide PCM services

### 3 Steps to Certification:

<p><b>PCM Level 1</b> Core Topics Seminar 3-days</p> <p>October 29 - 31, 2018 London, UK</p> <p>Price: €1500</p>	<p><b>PCM Level 2</b> Advanced Seminar 2-days</p> <p>November 1 - 2, 2018 London, UK</p> <p>Price: €1000</p>	<p><b>PCM Trainer certification</b> 6-days</p> <p>Nov 26 –Dec 1, 2018 London, UK</p> <p>Price: €3500</p>
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*The success of our relations  
depends on the quality of our  
communication...*

**Process Communication Model® makes it easy to:**

- Observe and understand one's own behavior in all communication.
- Observe and understand other people's behavior and know how to motivate them appropriately in various situations.
- Observe and understand conflict and miscommunication that leads to distress; and know how to deal with such situations and return to effective communication.

**As a trainer you will be able to:**

- Make a positive contribution in helping others
- Improve the quality of your professional and personal relationships
- Use this unique model to analyze conflict and miscommunication
- Join an international network of certified trainers and coaches
- Provide all PCM seminars to your clients:
  - PCM 1 and PCM 2
  - Discover PCM
  - High Performing Teams
  - Selling Process
  - and more
- And use many products, including Interview guide, Key to Me profile and more!

Already a recognized professional coach?

You'll be automatically certified as a Process Communication Model® Coach  
along with trainer certification.

# Process Communication Model®

## Seminar 1

**DATE:** October 29 - 31, 2018

**LOCATION:** London, UK

**SEMINAR PRICE:** €1500

*“If you want them to listen, speak their language.”*

### Learning Objectives:

- Discover how to use the model to motivate yourself and others
- Recognize reactions to stress
- Predict distress behaviors
- Develop skills to manage distress
- Develop skills to invite others out of distress
- By the end of the seminar, you will be able to apply the principles of PCM in your work and private relationships
- You will develop essential life changing skills that form the foundation of social-emotional intelligence



# Seminar 1

## Program: 9:00 AM - 6:00 PM Daily

- **UNDERSTAND THE BASIC CONCEPTS OF COMMUNICATION**

- Distinguish how 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.

- **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 personality type of the person one is communicating with using the right communication channel.

- **MOTIVATE**

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

- **UNDERSTAND AND MANAGE OUR OWN DISTRESS BEHAVIOR**

- Distress and its various manifestations.
- The three degrees of distress: drivers, failure mechanism and despair.
- The consequences of distress on our efficiency, our communication and, our management style.

- **MANAGE SITUATIONS OF MISCOMMUNICATION: MISUNDERSTANDINGS, INEFFICIENCY, AND CONFLICT**

- The effects of stress in communication which generates stress in others.
- Identify behaviors of stress in others.
- How to manage the process to return to positive and productive communication.

- **CONCLUSION**

- Constructive communication strategies.
- Better understand ourselves
- Develop motivation to cooperate
- Identify negative stress indicators and knowledge for effective communication.
- Identify behaviors of stress in others.
- How to manage the process to return to positive and productive communication.

### Training Material:

- ▶ **Process Communication Model® 7 components 2-pages personality structure**
- ▶ **Process Communication Model® Key to Me Profile: 30-page individual booklet made from the PPI including the action plan to improve quality of life**
- ▶ **PCM 1 manual**
- ▶ **The memo card presenting the concepts**
- ▶ **Book: "The Art of adaptive Communication" by Gérard Collignon**

**Meeting room, beverage and training materials included in seminar fees.  
Travel and lodging are at your own expense.**

# Personality Profile Report

John DOE

Base: **Persister**  
Phase: **Thinker**

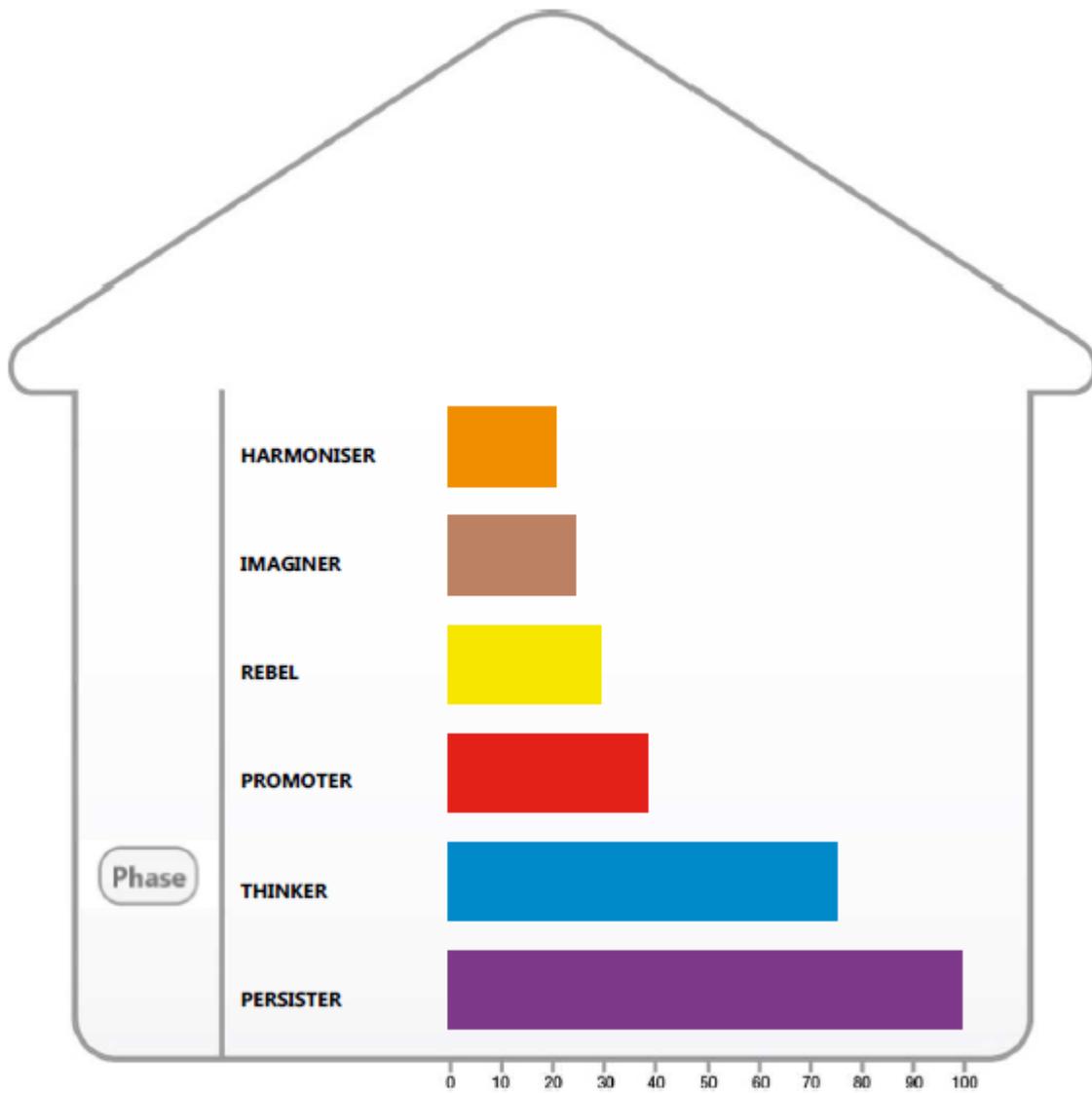
Coach: **Cyril COLLIGNON**

1) Perceptions	Scores	5) Channels of Communication	Scores
Opinions	100	Requestive	100
Thoughts	73	Directive	34
Actions	36	Emotive	25
Reactions (Likes & Dislikes)	27	Nurturative	16
Inactions	22		
Emotions	18		
2) Character Strengths	Scores	6) Environmental Preferences	Scores
Dedicated, Observant, Conscientious	100	One-to-One	100
Responsible, Logical, Organised	70	Group-to-Group	35
Adaptable, Persuasive, Charming	33	Alone	21
Spontaneous, Creative, Playful	24	Group	17
Imaginative, Reflective, Calm	19		
Compassionate, Sensitive, Warm	15		
3) Interaction Styles	Scores	7) Psychological Needs	Scores
Democratic	100	Recognition of Work, Conviction	100
Autocratic	38	Time Structure	70
Laissez Faire	29	Incidence	33
Benevolent	20	Contact	24
		Solitude	19
		Recognition of Person, Sensory	15
4) Personality Parts	Scores		
Computer	100		
Director	37		
Emoter	28		
Comforter	19		





John DOE



**PHASE DISTRESS SEQUENCE**

**PHASE: THINKER**

Doorway of Distress (1st°)

Basement (2nd°)

Cellar (3rd°)

Be Perfect for you

Over controls

Depressed and worthless

**BASE DISTRESS SEQUENCE**

**BASE: PERSISTER**

Doorway of Distress (1st°)

Basement (2nd°)

Cellar (3rd°)

Be perfect for me

Pushes Beliefs

Depressed and hopeless



# Process Communication Model<sup>®</sup>

## Seminar 2

**DATE:** November 1 –2, 2018

**LOCATION:** London, UK

**SEMINAR PRICE:** €1500

*“How to deal with people in distress - when they start attacking, blaming, or victimizing”*

### Learning Objectives:

This two-day seminar focuses on connecting, motivating, and resolving conflict.

You will be able to identify failure patterns and use intervention and prevention strategies.





## Seminar 2

### Program: 9:00 AM - 6.00 PM Daily

- **CONNECTING & MOTIVATING**

- Review Channel & Perceptions
- Motivating with the psychological needs
- Intervention strategy

- **RESOLVING AND PREVENTING CONFLICT**

- Inviting out of doorway distress
- Inviting out of failure mechanisms
- Managing difficult situations: "How to say...?"

- **ADVANCED THEORY**

- Why do we phase? The issue of Personality phases
- How the four myths manifest and are reinforced in distress
- Identify life failure patterns by analyzing language, written and verbal

### Training Material:

- ▶ **Process Communication Model® 8 components 2-pages personality structure**
- ▶ **PCM 2 manual**

- **PCM 1 AND PCM 2 PEDAGOGY**

- 50% new theory - 50% practice. These seminars focus on training.
- Participants will be asked to participate either by role playing or watching to debrief other participants.

**Meeting room, beverage and training materials included in seminar fees.  
Travel and lodging are at your own expense.**



## Process Communication Model<sup>®</sup>

**DATE:** November 26—Dec 1, 2018

**LOCATION:** London, UK

**SEMINAR PRICE:** €3500

*“It’s an invaluable tool in helping  
people heal.  
Many have called it  
life-changing.”*

### Learning Objectives:

Participants will demonstrate their ability to deliver the PCM modules and to implement PCM principles with their audience during their presentation.





# Trainer Certification

## Program: 9:00 AM - 6.00 PM each day

The six-day Certification Seminar looks in-depth at the PCM model and how to apply it in a practical way to meet specific learning objectives. This seminar is highly interactive and offers lots of opportunities to practice all modules and communication processes with others.

PCM Certification qualifies participants to use the PCM system and all available PCM Profiles and Seminars.

In order to be certified, participants will have to:

- Complete PCM 1 & PCM 2
- Answer a written questionnaire on the PCM components
- Select training topics of Process Communication Model® to present in front of their peers and the Master Trainer.
- Practice and demonstrate skills on: dealing with a driver behavior by using appropriate channel and perception.

Participants will be observed and assessed both on their theoretical knowledge of the model and their ability to teach to any of the six types of personality.

A passing score is a minimum of 7/10 for both process and content.

If unable to achieve a passing score, the Master Trainer will establish with the candidate an appropriate action plan defining conditions to be further certified.

A maximum of 6 participants will be certified per day.

### Training Material:

- ▶ **PCM 1 and PCM 2 Facilitators' Guides**
- ▶ **All of KCI PCM learning products**
- ▶ **A set of Powerpoint presentation slides**
- ▶ **10 free Personality Profile Inventories (PPIs) to use for training and to develop your PCM experience, expires after 6 months**

**Meeting room, beverage and training materials included in seminar fees.  
Travel and lodging are at your own expense.**

## Master Trainer Mickaël Dufourneaud



*It's an invaluable tool in helping people heal.  
Many have called it life-changing.*

- Process Communication Model® Certified Master Trainer: Certifies Trainers and Coaches
- Mickaël is a NLP Master Practitioner and Management and Wellness Coach.
- Mickaël worked for a training company in Paris for 5 years as a consultant who was responsible for creating, training, organizing, selling and following the quality of personal development and soft skills training.
- He has trained more than 12,000 individuals over 14 years on different subjects from public speaking to communication management and management skills.
- He has studied comedy since he was 11 years old with passion and talent.
- Involved in transmitting his faith in Emotional Intelligence, Mickaël integrates comedy and emotion expressions in his training method.
- Master in Information and Communication Science, La Sorbonne University, Paris
- Drama school graduate and vocal coach with 20 years experience as an actor.
- Languages: English, Spanish and French



## DEONTOLOGICAL REFERENCE FRAME

We are committed to maintain confidentiality with respect to any form of information gathered during our interventions. We develop an ethical approach with the participants on the following principles:

- Confidentiality
- Punctuality
- Restitution
- Acceptance of confrontation
- Benevolence



## Process Communication Model®

This model was created by the American psychologist, Dr Taibi Kahler, in collaboration with NASA in the late 70s, to build complementary teams of astronauts and predict reactions under stress within these teams.

Taibi Kahler, surrounded by many psychologists, then developed its model across multiple applications including management, team building, recruitment, coaching, negotiation, sales, as well as applications for the family, educational settings, and for couples.

### Reliability and Validity of Process Communication Model®

- More than 1 million people have been trained or coached by a worldwide network of 3000 Process Communication Model® certified trainers and coaches
- In 2016 and 2017 alone, more than 110,000 people have been trained or coached in Process Communication Model®
- Process Communication Model® provides a reliable and validated method of identifying and understanding personality structures, the impact of live events, and communication dynamics
- It is based on a scientific, award-winning clinical discovery

PCM is the only such model that originated from behavioral observation

### Procedure – how does one take the PCM Personality Profile?

- Participants are given access to the online Personality Pattern Inventory (PPI) that takes approximately 45minutes to complete.
- The data collected is analyzed and can be assimilated into different profiles, depending on the requirements.

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#### **Katherine Sarafian, Producer, PIXAR ANIMATION STUDIOS**

*“My PCM experience was hugely useful in helping me manage the film making journey over six years.  
It’s been such a valuable tool!”*

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#### **Dr. Terry McGuire, retired Lead Psychiatrist for Manned Space Flight, NASA**

*“PCM, both within NASA and within daily activities, has become for me like McGyver’s Swiss army knife, always with me and endlessly useful.”*

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