



Process Communication Model[®]

**Coach Training Course and
International Certification**

TRAINING COURSE AND INTERNATIONAL CERTIFICATION FOR PROFESSIONAL COACHES

The Process Communication Model® is a powerful model of personal dynamics, effectively used in individual coaching. It allows the coach to help the client to:

- Form an understanding of the client's personal dynamics,
- Improve mindfulness,
- Understand the mechanisms of the client's negative behavior under the influence of stress, find the tools to prevent and reduce it,
- Develop the ability to analyze situations and skills to build strategies for constructive interaction with others,
- Develop competencies for managing work and life situations.



The understanding of personal dynamics is achieved by the client with the help of an individual PCM® Key To MeTM personality profile. Over 1 million people in the world have been profiled by the model.



The PCM® will help the coach in choosing the optimal strategy of interaction with the client, in the analysis of difficulties faced by the client, in choosing an action plan to help the client to solve the situations that are problematic for him.

The PCM® has gained worldwide recognition and found its application in the business environment as it became a part of the management tools of such effective leaders as Bill and Hillary Clinton.

The development of the model began in the late '70's, when the U.S. psychologist Taibi Kahler, in close cooperation with NASA, carried out a huge number of tests as part of a program to prepare human space flights. The task of Kahler's team was to develop a method for selection and optimal formation of highly reliable astronaut crews. In particular, it was tasked with predicting the behavior of astronauts under minor and major stress, in critical situations.

Later the model was adapted for use in business: for team building, recruitment, coaching, negotiation, sales, advertising... In the USA, the model was immediately adopted by political scientists, government and federal agencies.

In Europe the model has been developed since 1987. Training and coaching on and with the use of the model is provided exclusively by certified specialists. In total there are more than 3500 certified psychotherapists, coaches, trainers, recruiters and image makers in the world. Certification of coaches is conducted by a Master Coach of Kahler Communication Europe.

The program is accredited by the International Coaching Federation (ICF).

ABOUT THE PROCESS COMMUNICATION MODEL®

Communication

The Process Communication Model® (or PCM®) identifies six different personality types, each with its own positive qualities as well as a certain stereotype of stress behavior.

Each person is characterized by a base personality type, which sets out his or her basic character traits for life. The other 5 types are less characteristic of a person and define his or her secondary traits.

The personal dynamics of each individual predetermines the changes of his or her character in the course of life. This is the key concept of PCM® which is called “the Phase”, which can change during life, each change of the phase immediately entails a change in the sources of motivation, behavior and style of communication.

In a situation of normal communication, signs (physical, verbal, behavioral...) are observed in a person’s behavior, indicating their dominant personality type. Knowledge of the dominant type of personality allows us to adjust our communication using a channel and style that is suitable for the person’s perception. Whatever the content of your message is, the form of your message will then be pleasant to both parties of communication, allowing you to build and/or maintain a constructive and motivating relationship.

Constructive communication is an unconditional factor of collective and personal effectiveness.

MISCOMMUNICATION

If our psychological needs are not sufficiently met, we unconsciously begin to behave in a non-constructive manner to compensate for negative stress (“distress”), contrary to common sense. Non-constructive behavior brings us to conflicts of varying degrees with others, up to and including breaking up relationships.

Those of us who are familiar with our personality type and their secondary characteristics can consciously and timely detect the first signs of negative stress and prevent its escalation. This makes it possible to avoid the destruction of constructive and good relationship with others.

When stress increases, people “put on role masks” that cover their real identities. The type of mask indicates what state they are in.

Understanding the role played by a mask allows us to adapt our behavior towards the partner in conversation in order to return the dialogue to a constructive direction and to reduce stress.



TRAINING CERTIFICATION COURSE OBJECTIVES AND REQUIREMENTS FOR PARTICIPANTS

The objectives of the seminar:

Course objectives:

To increase the coaching efficiency by using the individual personal dynamics profile of the Primary Communication® Key To MeTM in coaching.

This course is designed:

For professional coaches or trainees wishing to use the PCM® method in their work.

Preliminary requirements for participants:

To have a professional coach certificate or to be in training. The program is designed to use the model in individual coaching.

A PCM® coach will be able to:

- Forge an alliance with the client
- Mentally prepare for sessions, taking into account the personality structure of the client
- Adjust the customer relationship strategy and tactics
- Anticipate customer behavior
- Communicate effectively with the customer

Upon completion of the course the participants receive an international certificate and 22.25 CCE ICF credits.



COURSE PROGRAM

6 personality types

- Characteristics of each of the 6 personality types
- Existential questions of each personality type
- The most frequent coaching requests for each personality type
- Coaching strategy based on the personality type

The Base

- Identifying the base : identification matrix
- Client coordinate system : how to adapt the client support strategy depending on the base

The Phase

- Identifying the current phase of the client
- Reasons for phase change
- Influence of the current phase and past phases

The Management Styles

- 4 management styles
- Individualized management

The Elevator

- Development of the coach's communication abilities and adaptation of communication style to the customer
- Using resources of all floors for yourself and the client.

Parts of personality and communication channels

- Parts of the personality and their 5 indicators
- 5 communication channels, practice of their use in coaching situations

Zones of perception

- 6 perception zones and their use in coaching situations

Psychological needs

- 8 psychological needs
- Positive satisfaction of the client's psychological needs in a coaching situation
- Detection of negative manifestation of psychological needs.

Drivers

- 5 drivers : know them and be able to detect them
- Driver management through channel and zone of perception

COURSE PROGRAM

Failure mechanism (2nd degree stress and miscommunication)

- 6 failure mechanisms and managing them in a coaching situation
- Karpman Drama Triangle
- Authentic emotions and their substitutes

Failure scenarios

- 6 failure scenarios
- Manifestations of failure scenarios
- Developing the coach's ability to analyze scenarios and prevent negative consequences for the client

Emotional problems and stages of development

- The process of phase change and 6 emotional problems
- Coaching session problem management
- Mini-problems and problem reactivation
- Stages of development

PCM practice in coaching and without supervision



DURATION AND STRUCTURE OF THE CERTIFICATION COURSE FOR COACHES

7 days and 3 hours of supervision

The training course consists of the following modules:

1. Basic course in Process Communication Model® “Understand Yourself and Find Your Key to Everyone with PCM®”

A 3-day overview course, necessary to be admitted to the advanced course.

2. Advanced course “Conflict and Stress Management with PCM®”

2 day module on using the model in conflict and stress management.

3. One-day module dedicated to using PCM® in coaching

At the end of the third module, each participant must conduct 3 coaching sessions using the model on their own.

For these sessions you will be provided with all necessary materials and individual personality profiles for each client.

4. Certification

Master Coach certified by Taibi Kahler will conduct your exam within one day, which consists of two parts:

- a written test of the knowledge and understanding of the Process Communication® theory,
- coaching practice using Process Communication®.

Based on the examination results, each participant who successfully completes the course is awarded an International Kahler Communication Certificate.

COURSE TRAINER



Victoria Mikhailova

**PCM® Executive coach HEC-Paris
certified master trainer, ICF**

MBA HEC - Paris and Arabist (St. Petersburg State University), Victoria has 12 years of experience in management positions in international corporations in France, Russia and Poland. Since 2002, Victoria has been creating and developing a group of companies specializing in B2B services.

Victoria provides training and counsels managers of companies and organizations in development and transformation projects.

Victoria is a certified specialist for DNLA, ETaC & ESaC models, Karpman Drama Triangle. Master coach of the Emotional Assertiveness Model.

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