WISE!PAPERS
AN ON-LINE LEARNING PUBLICATION

COACHING COMMUNICATION
CHANGE CONSULTING COURAGE
REALIZING POTENTIAL

What is the Process Communication Model® (PCM)?

Nearly 40 years ago, Dr. Taibi Kahler discovered a *process*, a sequence by which people interacted with one another both in positive and negative ways. The uniqueness of this discovery was that human behaviour could be identified objectively literally second by second as being either productive (communication) or non-productive (miscommunication). Both patterns were sequential, measurable and predictable.

I.

Focus on the process

With the focus we mean the mechanics of the interaction between 2 or more people. These interactions can be observed, measured, assessed, and taught.

The good news is that you already have the potential for positive and productive communication inside you!

The bad news is, through research, we know that most people do not use their full potential!

With PCM, you become aware of your potential and also of the potential you do not use. During PCM Training, we awaken this potential in you and show you ways to use it.

II.

PCM Skills Set

1. Master verbal and written communications with all types of people - in one-to-one situations or to large audiences

2. Being aware of one's own failure mechanism as a human being, when communication needs to be held under stressful conditions (positive or negative) - and know what to do about it!

3. Understand and master the skills to motivate both individuals and groups

4. Recognizing resistance, and know how to deal with it in a productive way

5. Knowing key principles for interacting in group settings to increase involvement and discussion of key topics

III.

The value of PCM in different applications in your organization:

1. Influential Leadership

When it comes to influential leadership and people management, PCM allows leaders to draw of the creativity in personality differences. We address the communication styles of the leader, the leader's intrinsic motivations (what really drives him/her) and, most importantly, raise awareness of the sabotage mechanisms the leader predictably displays and related prevention techniques.

Leadership communication is only powerful when it is rooted in authenticity, is deliberate, intentional and with awareness of the impact you want to have. Every interaction has the power to drive creativity, motivation and productivity among people in an organization. Effectively-designed interaction and communication provide both the extrinsic reward of results and the intrinsic deeper satisfaction of having enabled people's best contributions to emerge.

2. People Management

Howard Schulz, Chairman & founder of Starbucks Coffee said: "We're not in the coffee business, serving people...we're in the people business, serving coffee." Indeed, whatever we do, regardless of product or service, consumer or industrial market, our daily interactions are with people. Communication is often described as a soft skill; however, interacting with diverse individuals can be a hard nut to crack. Management means constant interaction with others, making new contacts and developing existing ones, motivating colleagues and managing conflicts.

When it comes to people management, or to relationship management, PCM allows managers to draw on the inherent creativity in personality differences. Based on their own personality profile, they gain valuable insights for self-management, making real connections, motivational techniques which work and effective solutions for successful conflict management.

3. Strong Customer Relations & Building Customer Loyalty

When it comes to relationship building and customer loyalty, PCM allows sales people and key account managers (KAM) to build on the creativity of character

5C!Concept

Headquarters
Bönirainstrasse 16
8800 Thalwil
Switzerland

Tel. +41 43 888 5600
Fax +41 43 888 5502
info@5cconcept.com
www.5cconcept.com

distinctions in their different client interfaces. Sales people and KAM are able to really engage their counterpart in the dialogue so that they are heard and their message understood. In addition, they learn to recognize buying signals over the psychological needs and motivate the client in an efficient way. And, most valuable of all, they learn how to deal with objections and creatively turn these into positive and productive communication. Sales people and KAM who practice the PCM Model with their clients, experience stronger relationships, higher customer loyalty and increased sales.

4. Team Excellence
Good teamwork is the key to success. PCM reveals the communication dynamics which are present in a team. The whole communication landscape becomes transparent. Team members understand the (predictable!) process of their misunderstandings. It becomes clear what is blocking the team from reaching its goals, what is in the way of releasing full creativity and potential and what is draining energy. Team members and managers learn to appreciate and embrace each other's differences, potential and strengths and create from them. Co-operation improves significantly as PCM allows everyone to be true to their selves and have transparent and open communication with each other.

IV.
The best tool in the field of social-emotional intelligence development
In our opinion, PCM is the best tool currently available in the field of social-emotional intelligence development and leadership. 99% of the participants in our workshops say that they can actively transform relationships through more considered communication. One of the key reasons for this is that PCM goes beyond insights. PCM heightens your awareness and shows ways, based on your authentic true self, to really connect with other people, to motivate them in an efficient way and to deal with conflict in a creative, productive way.

These skills are strong leadership skills, indispensible management skills, of tremendous value for leaders, managers, key account managers and sales people and many more. The training will have an impact on your whole life, i.e. both professional and private.

V.
PCM & Validity
Ongoing research and data collection on a worldwide basis of people who have been taught PCM show the solidness, reliability and predictability of the model.

On a scale of 1-10, participants have rated the accuracy of the profile at 9.07
On a scale of 1-10, participants have rated the professional significance of the seminar at 9.48
On a scale of 1-10, participants have rated the personal significance of the seminar at 9.25
97% of participants also reported having experienced the frequent and intense phase distress sequences during phase change periods.

A research study funded by NASA in 1990 compared PCM to Myers-Briggs Type Indicator (MBTI) and concluded that the PCM profile is preferable because of its accuracy in predicting individual distress sequences, identifying the "phase" and the correlating psychological need motivators as well as assessing compatibility.

Our clients tell us that PCM has a lasting impact on their whole lives and report to find the model more useful than any other communication or personality type model.
The three major reasons for their preference are that

1. PCM is a communication model and goes far beyond gaining insights which a personality type model will deliver
2. PCM enables a client to actively steer a communication process in an authentic way and make positive changes in relationships
3. Our clients report that they experience much less negative stress themselves which leads to an increased life quality

Author: Nicole Heimann, experienced certified PCM Trainer since 2003

"If you want them to listen to what you say, speak their language." Dr. Taibi Kahler

Sources:
Book The Process Therapy Model, Taibi Kahler Ph.D.

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8800 Thalwil
Switzerland

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Fax +41 43 888 5502
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