

Connect to the best in everyone

Build
better relationships
within your team and organization



The tool to make a daily difference



PCM is the tool to make a daily difference

You have meetings, take calls, and you stay up-to-speed with e-mails and apps. But how can you truly connect in a world that's always on? And how can you create an environment in which your team will thrive and build on each other's strengths? The Process Communication Model® (PCM) is the premier tool for decoding human interactions. As leaders and colleagues, you can learn to speak each other's language and contribute to a workplace that leverages differences for the better.

Practical results,
every day

PCM is practiced in 54 countries by leading organizations, such as NASA, L'Oréal, Pixar, and BMW, serviced by our network of over 4,000 certified trainers and coaches. Here's what PCM can do for your organization:

Inclusive, individual leadership

If you know each of your team members' unique set of needs, you'll know how to connect to and motivate everyone in their own way.

Less stress, more energy

Practicing PCM will help your employees turn potentially negative conversations, situations, or actions into positive, productive work.

Increased operational effectiveness

Reducing miscommunication leads to more efficient teams. Less confusion, more clarity. Less talk, more action.

Discover the art and science of adaptive communication

Practice PCM in four steps:

1. Be aware of your personality

Understanding your preferences means knowing what you need to be in a good place and how to fulfill those needs. In doing so, you can manage your stress and take care of yourself.



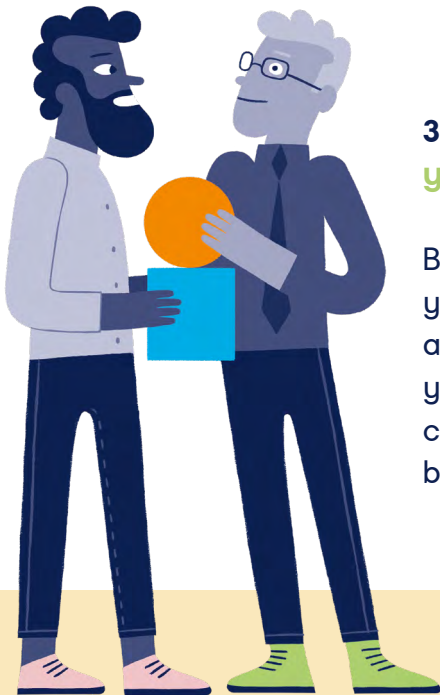
2. Recognize what other people do, say, and show

Observing other people's recognizable behavior reveals their preferences and the best way to approach them.



PCM was developed by world-renowned clinical psychologist Dr. Taibi Kahler, who discovered that stress behavior can be predicted and turned around. Working with NASA, he developed a validated inventory, which became the Process Communication Model.

PCM differentiates among six personality types, which we all have within us: Thinker, Persister, Rebel, Promoter, Harmonizer, and Imaginer. Each type has its own strengths and preferences. A different combination of the six types takes center stage in every one of us.



3. Adapt your communication style

Based on what you observe, you will know what to do, say, and show in response so that you can make a genuine connection that works for you both.

4. Build stronger relationships

Enjoy the benefits of positive daily interactions at work, in meetings, video calls, presentations, social situations – and at home, too.



Connect to the best in yourself and others



Use PCM to identify and leverage our differences.
And make a difference for yourself, and others.
Big and small. Every day.

People with a lot of **Harmonizer** energy are warm and compassionate. They want you to feel good and they need to be appreciated for who they are.

Here's how to connect:

- › Create a pleasant atmosphere
- › Show that you appreciate him or her
- › Invite collaboration in a caring setting

People with a lot of **Promoter** energy are direct and charming. They always find a way to make things happen.

Here's how to connect:

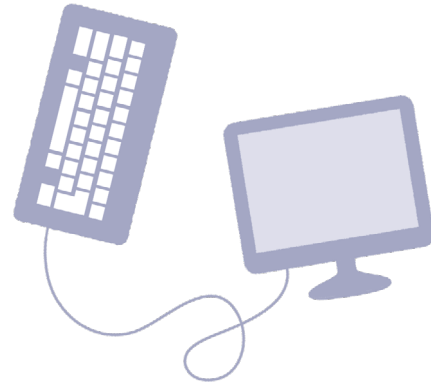
- › Skip the small talk and get straight to business
- › Challenge them with promising initiatives
- › Offer them the opportunity to shine

People with a lot of **Rebel** energy are spontaneous and creative. They bring energy and like to try something new.

Here's how to connect:

- › Keep it playful and use humor
- › Allow room for new ideas and experiences
- › Be open to spontaneous reactions





People with a lot of **Imaginer** energy are imaginative and calm. They need to take their time to reflect and to ponder concepts.

Here's how to connect:

- › Provide them time and space
- › Give clear instructions
- › Appeal to their imagination

People with a lot of **Persister** energy are dedicated and attentive. They need to be respected for their conviction.

Here's how to connect:

- › Ask for their opinions
- › Invest in mutual respect
- › Show them you appreciate their valuable contributions



People with a lot of **Thinker** energy are responsible and logical. They look for facts and data.

Here's how to connect:

- › Provide thorough information
- › Show them you value their work and time
- › Ask for their ideas

Let's plan your PCM journey

A certified trainer or coach will be happy to create a custom plan for your team or organization.

Discover your personality with the PCM Profile

Get to know your individual strengths, needs, and warning signals by completing our validated questionnaire.

Build your skills with PCM training

Learn how to decode yourself and others. Speak everyone's language and build better relationships. Train individually or with your team.

Experience personal PCM coaching

Learn how to use and expand your strengths, turn negative situations around and build better relationships.

Strengthen your PCM skills

Strengthen your skills with follow-up training and coaching, digital products, and books. Incorporate PCM into your daily life and reap the rewards, every day.

