

Trainer Certification

The Process Communication Model® (PCM) is an internationally-acclaimed, reliable, behaviorally-based communication model for decoding human interactions and improving communication effectiveness. Next Element is a distributor for PCM in the United States and US Caribbean territories. PCM Trainer Certification provides learning and development professionals with a highly accurate assessment and a comprehensive suite of profiles and training courses to teach adaptive communication skills to their clients.

Is It Right For You?

- I am an independent trainer or part of a training company or organization located in the United States
- PCM supports a need in my company or market.
- I want to teach PCM to others.
- I have a plan for growing PCM as part of our business.

How Your Clients Will Benefit

- Develop awareness of their communication preferences and motivational needs.
- Anticipate and prevent their self-sabotaging distress behavior.
- Learn critical communication skills to connect, motivate, and resolve conflict with all personality types.
- Solve a broad range of leadership and communication challenges.
- Learn better self-care, resilience, and burnout-prevention strategies.

How You Will Benefit

- Offer a more practical, relevant, and useful framework for understanding individual differences.
- Help close a gap between awareness and action for your clients.
- Teach observable behavioral communication skills.
- Use a highly-acclaimed model that 97% of our clients rate as accurate, useful, and relevant.

Certification Path & Pricing

Activate The Mindset

Take our 20-min self-guided e-course on your own time to **activate the Mindset that sets the stage for what's next.**

Complete PCM Seminar 1

Complete our 16-hour (four sessions), virtual, instructor-led pre-requisite course to learn the foundational PCM concepts and skills. Enroll for \$1800 online and find dates that work for you.

Complete PCM Seminar 2

Complete our 12-hour (three sessions), virtual, instructor-led pre-requisite course to learn advanced PCM concepts and skills. Enroll for \$1200 online and find dates that work for you.

Get Certified

Our train-the-trainer process is a **32-hour (eight sessions), virtual, instructor-led certification**, which includes content testing, skills practice and verification, orientation to facilitation guides and practice teaching. Enroll for \$5500 and find dates that work for you. Custom dates and in-person certifications can be arranged for groups of 3 or more from the same organization.

How We Support You

- Unlimited consulting on PCM training questions.
- Technical and business development support.
- Marketing and branding support.
- Virtual product updates.
- Unlimited use of our proprietary outcomes measurement tools, NEOS® and Program Impact.
- Professional development opportunities.

PCM Materials Available to Trainers

This is a sample of the materials available to you. We will help you design and deploy the best combination of materials to serve your client's goals.

PCM Leadership Suite: Profile, Seminar and Workbook: Developed by our CEO, author and PCM Certifying Master Trainer, Dr. Nate Regier, the PCM Leadership Suite is the ultimate resource for developing leadership competency and effectiveness at any level.

Apply PCM to develop 11 critical leadership competencies such as empathy and rapport, inspiring engagement and motivation, managing miscommunication, preventing burnout, and self-care.

Use PCM to tackle common leadership challenges, such as talent development, conducting effective meetings, creating effective incentives, or reversing miscommunication.

- **New leaders** will learn foundational social-emotional and interpersonal communication skills to lead themselves and others.
- **Mid-level managers** will learn tactical communication strategies to build on people's strengths, align teams, motivate different personality types, build a more inclusive culture, anticipate and reduce miscommunication, and align teams.
- **Executive teams** will gain strategic insights to design initiatives, systems, and processes that inspire higher levels of engagement, participation, and productivity.

Process Communication Model Seminar One: Core Concepts - This course teaches the foundation concepts of PCM. Participants will learn the unique perceptual frames of reference, character strengths, communication channels, leadership styles, environmental preferences, motivational needs, detailed distress patterns of the six PCM personality types, and receive a personal and professional action plan.

Process Communication Model Seminar Two: Advanced Conflict Resolution - In this advanced course, participants will gain deeper understanding of the psychological determinants of behavior, how personality can change, and practice communication strategies for dealing positively with distress and miscommunication.

Suggested Reading

Enhance your leadership programs with our book *Seeing People Through*, which fully integrates the PCM Leadership Profile and has its own facilitator's guide.

Questions?

- Contact Jamie Remsberg, Chief Product & Solutions Officer
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