



**PROCESS
COMMUNICATION
MODEL®**



The Art of Adaptive Communication





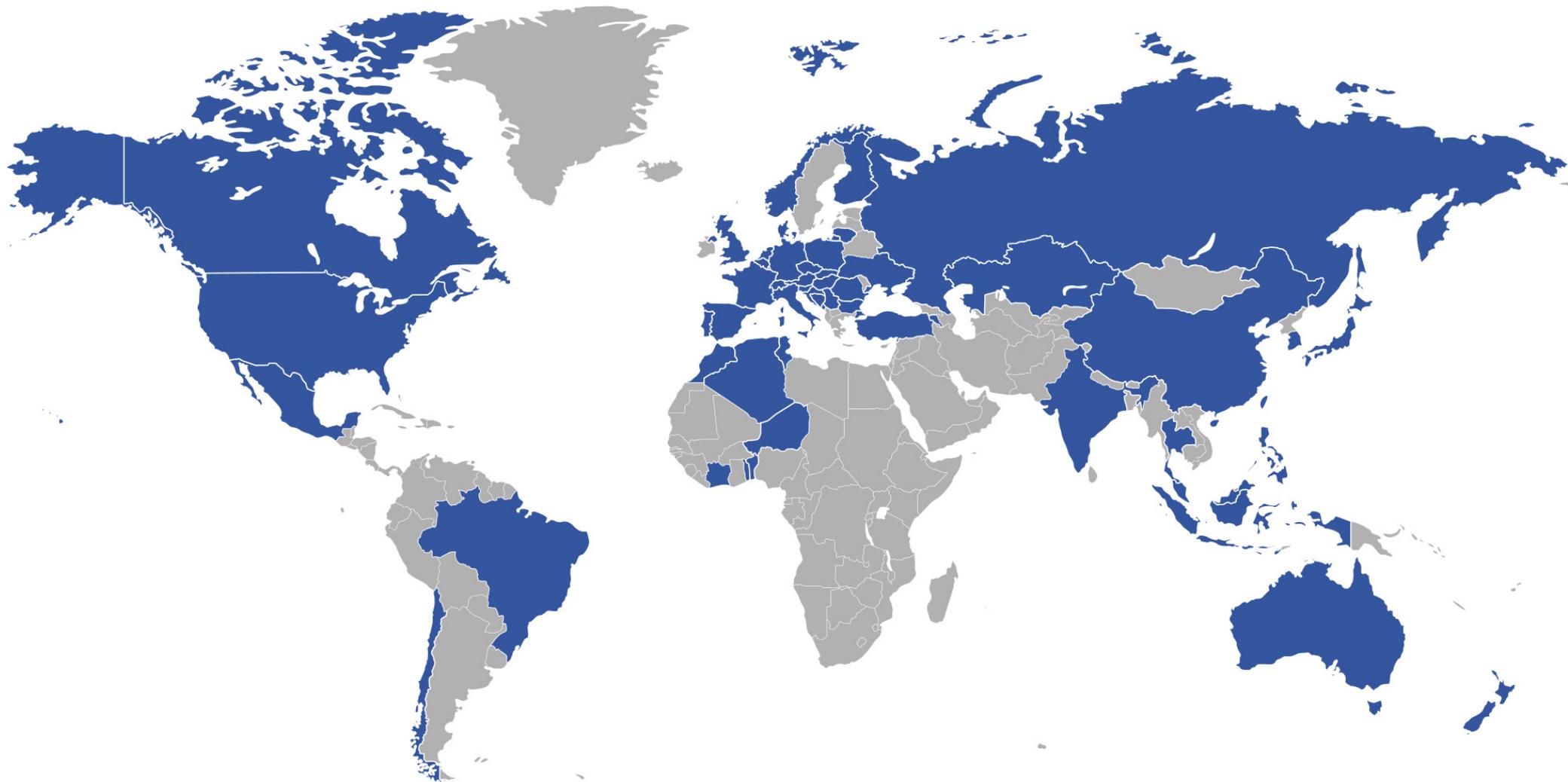
PROCESS COMMUNICATION MODEL®



Created by Dr. Taibi Kahler, Ph.D., The Process Communication Model® (PCM) is the world's premier tool based on human behavior. Based on a scientific, award-winning clinical discovery, it enables the user of PCM to understand how and why people communicate.



The Process Communication Model is highly effective across a multitude of industries. It has been used by NASA, presidential campaigns, and by Fortune 500 companies. We help people strengthen their abilities for adaptive communication. We specialize in providing the keys for people and team engagement.



Our model is being used in 50 countries, in 22 languages, and has been taught to more than ***ONE MILLION PEOPLE.***



1 Observe and understand your own behavior

...Including why your motivation and distress behaviors can change.

2 Understand the behavior of others

...And know how to communicate with them effectively.

3 Analyze conflict and miscommunication

...And know how to find the most effective resolution that will produce effective communication.

The Process Communication Model provides you with a reliable and validated method for decoding human behavior through active observation of those around you.

The Process Communication Model teaches how to assess the styles of others based on their behaviors, word choices, and body language. One learns how to recognize predictable distress patterns in themselves and others, and skillfully diffuse difficult situations before tension escalates.

The Process Communication Model will help you to...

- Identify and understand the unique behavioral structure of each individual.
- Understand the impact of life events on our motivations.
- Spot predictable patterns of distress.
- Uniquely individualize your communication with different people.

PCM PROCESS COMMUNICATION MODEL®





Used by NASA for
astronaut training
and selection

The ability to predict human behavior is a unique and compelling advantage for the Process Communication Model. This predictability is one of the reasons that NASA found PCM effective for the selection, training and placement of their Space Shuttle astronauts.

PCM's Core Set of 5 Adaptive Communication Skills

PCM focuses on the mastery of 5 fundamental communication skills that are required to adapt and connect with all types of people. The 5 sets of adaptive communications skills are:



LEARNING

Learn the 6 core personality types we all possess in different energies, their unique strengths, predictable behaviors, and communication preferences.



ASSESSING

Through active observation and listening techniques, accurately assess other people's preferred communication style and their unique motivational needs.



ADAPTING

Learn to naturally adapt your communication and leadership style to fit the preference of others, resulting in more effective communication and stronger personal connections.



PREDICTING

Using a validated methodology for predicting human behavior, learn how to predict a breakdown in communication & what unmet needs are driving the behavior.



RESOLUTION

Learn the precise techniques to diffuse tension and resolve conflict with all personality types and how to re-engage them in a healthy and productive dialogue.



There are six basic personality types and, during our lives, we experience characteristics of all of them.

We do not speak about types OF people, but types IN people. We all have a dominant personality type, the type that is seen most strongly in us and this remains our 'Base' for life. However, in PCM we also discuss a type which we call a "Phase" personality, the type that the individual is currently experiencing. Two thirds of the population will experience a phase change at least once in their lifetime. Understanding this concept of "Phase" reveals our most probable reactions when we are showing signs of distress.



Miscommunication occurs when people aren't communicating in a way that it is appropriate for one another's personality types. It reduces productivity, it can cost organizations millions of dollars every year, and it drives individuals into varying degrees of distress.

Each personality type has tell-tale signs of distress. PCM will not only help you to recognize these behaviors in others and in yourself, but it will also give you the tools to navigate back to productive, effective communication.

The Value of PCM



Our clients have seen tremendous results by implementing the Process Communication Model



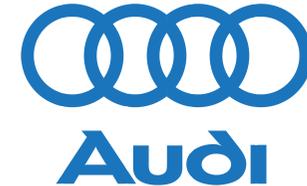
“My PCM experience was hugely useful in helping me manage the film making journey over six years. It’s been such a valuable tool!”

KATHERINE SARAFIAN
 Producer &
 Certified PCM Trainer



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

DR. TERRY MCGUIRE
 Lead Psychiatrist



“With PCM, we have seen improved levels of communication, better understanding of self, and greater employee engagement.”

VAUGHAN BLACKMAN
 General Manager

PCM has been validated over the course of 40 years in Fortune 500 companies, universities, major organizations, as well as among clinicians and psychologists.