

The Process Communication Model

In the world of work, relevant skills and solid experience are prerequisites. However, how can we make sure that we are making the most of all that we and our staff have to offer? And how can we ensure that we work effectively with our customers and peers?

The answer lies in communication.

The way we communicate with others can define the level of success we achieve, and it is also often the single most important factor in our business dealings.

Whether your role involves managing staff, clinching sales deals, delivering training, working with or building a project team, or any other area of business, you could achieve your full potential by raising your game in the art of effective communication.

Effective communication skills

The Process Communication Model® (PCM) is a key business tool that no serious professional can afford to be without.

Developed by Dr Taibi Kahler Ph.D, an award winning clinical psychologist, PCM uses personality assessment and communication management tools to help you understand the different personality types so that you can:

- deliver your messages more effectively, and
- develop positive communication skills.

How does it work?

We deliver PCM through a series of seminars. Before attending a PCM seminar you will be asked to complete a confidential personality profile which will be used to define how your personality is 'structured' and to establish your psychological needs.

During the seminar, we will help you to understand your own dynamic as well as that of your staff and other business contacts. You will discover how the six personality types are 'structured' in you and how to play to the strengths and weaknesses of these types.

At Process Communication we think in terms of 'types *in* people' rather than 'types *of* people' when studying personality, and can decipher how we all make use of the six different personality types in our own unique ways.

The six personality types are:

- workaholic
- persister
- harmoniser
- dreamer
- rebel
- promoter

Our seminars can be tailored to your business needs, for example, as a manager, you will have very different requirements to other professionals; you may be dealing with specific issues such as how to: boost staff or team morale, manage conflict or stress, or facilitate effective meetings. If you are a salesperson, you may be seeking to increase customer loyalty or take a leading role in commercial negotiations.

Our teaching methods are highly interactive and will cover:

- self-awareness and your impact on the different types of personality;
- working in groups and group dynamics;
- theory based on real-life situations;
- practical exercises supported by case studies, role playing and audiovisual materials.

Enrol for PCM today

To perfect your communication skills, register for a PCM seminar today! We run seminars throughout the year and also deliver PCM workshops and breakfast meetings.

Numerous organisations have taken part in our seminar and workshop programme including:

• Alcatel Lucent	• Sandoz	• Trust Company Bank
• Coca Cola Hellenic Bottling Company	• Saint-Gobain PAM	• UCB Pharma
• Coca Cola Company • PSA Peugeot Citroen	• Sanofi-Synthelabo	• Unilever
• Réseau Périnatal de Bourgogne	• S.N.E.C.M.A	• Unilog
• Rhodia	• Smithkline Beecham	• WIFI
• Robert Bosch	• Technip	• Zanussi
• Romtelecom	• Toshiba	

To find out more, send an email to: johnparr@psdci.co.uk



Dr Taibi Kahler Ph.D, award-winning clinical psychologist and creator of PCM.