

# The Process Communication Model®

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Facilitation Partner:



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## **What is PCM?**

**Process Communication Model** ® (PCM) is the world's premier tool that's based on human behaviour. It enables the user of PCM to understand **how** and **why** people communicate, based on the strongest perceptions people use when they communicate.

Simply put, Process Communication makes it easy to:

- ✓ Observe and understand one's own behaviour in all communication
- ✓ Observe and understand other people's behaviour and know how to communicate with them appropriately in various situations
- ✓ Observe, analyze and understand conflict and miscommunication that leads to distress; and know how to deal with such situations and return to effective communication
- ✓ Understand how people demonstrate behaviors when in a state of distress; and, use this information and awareness to bring people out of distress quickly and effectively

## **History, Reliability and Validity of PCM**

- ✓ Developed in 1982 by Dr. Taibi Kahler, a Clinical Psychologist
- ✓ Dr. Kahler was awarded the 1977 Eric Berne Award by 10,000 of his peers for his discovery and creation of the Process Therapy Model (for the Medical world) and the Process Communication Model
- ✓ Over a million people have taken the Personality Profile Inventory (PPI) across 33 countries in the world, in more than 30 languages
- ✓ More than 1500 Trainers and Coaches have been certified in the PCM Methodology
- ✓ In 2013 and 2014 alone, more than 100,000 people have been trained or coached in PCM
- ✓ The methodology has been rigorously tested for reliability and validity and has been accepted as the leading methodology that is deeply rooted in the observation of human behaviour
- ✓ PCM provides a reliable and validated method of identifying and understanding personality structures, the impact of live events, and communication dynamics
- ✓ It is based on a scientific, award-winning clinical discovery

### **Procedure – how does one take the PCM Assessment?**

- ✓ Participants take the online Personality Pattern Inventory (PPI) that takes approximately 45 minutes to complete
- ✓ The data collected is analyzed and can be assimilated into different profiles, depending on the requirements

### **What details does the profile report provide?**

As per Dr. Kahler's scientific discovery, there are six distinct personality types in people – Thinker, Persister, Imaginer, Harmonizer, Rebel and Promoter.

- ✓ While everybody has a little bit of all six types in them, there is a predominant type that is the 'base' for every person
- ✓ Each personality 'base' type uses a preferred choice of perception in how they relate to the world. For example, **Thinkers** use *Logic*, **Persisters** use *Opinions*, **Harmonizers** use *Emotions*, **Promoters** use *Action*, **Rebels** use *Fun*, and **Imaginers** use *Reflection* (inaction)
- ✓ We use our 'base' type the most when we communicate with people around us. Also, each of these six base types communicates uniquely and differently. Each type has different motivational needs and relates to others in its own ways
- ✓ Therefore, there is a lot of predictable display of behaviour that can be read and picked up by those trained in PCM. This awareness can help in facilitating communication with all 'types' of people and in 'all' kinds of situations

The profile gives a break up of what the base type is, and in what order of comfort, we prefer using the other five personality types. Knowing our strongest 'base' and becoming aware of all the other types allows us to adapt to the situation and the people we are in communication with.

### **Furthermore,**

Dr. Kahler posited that when our needs are not met, each type displays predictable patterns of 'distress'. PCM trains people to recognize these patterns and use appropriate language – for each specific type – that will get people out of distress immediately.

## **What are the benefits of the Process Communication Model for my Organization?**

The Process Communication Model offers a wealth of wide ranging tools to develop a variety of competencies within your organization. The universal applicability of the model's components allows a keen focus on the objectives of the Organization and the needs of the participants.

- ✓ A few of the Organizational competencies that can be improved, include:
  - Personal Excellence
  - Building Leadership Excellence
  - Conflict Resolution
  - Building Quality Teams
  - Individual and Team Coaching
  - Employee Engagement and Motivation
  - Employee Retention
  - Building a Robust Recruitment System
  - Improving Internal processes and systems
  - Improving Communication at the personal and Organizational level
  - Building Collaboration and Cohesion within the Organization
  - *Other workshops can be customized based on the Organization's needs*

Apart from the above, PCM can also be applied to the following areas:

- ✓ Coaching and Mentoring / Sales and Negotiation / Banking / Volunteer Management / Teaching and Education / Law & Politics / Religion / Parenting / Marriage / Personal Relationships / Any occupation that involves interaction and communication

### **Clients include:**

- ✓ Ex-President Bill Clinton & Hilary Clinton / NASA / Microsoft / Coca Cola / American Express / Fortune 500 Corporations, Universities, Hospitals, Schools and other Organizations from different Industry segments across 5 Continents.

**For more information on PCM, please visit [www.kahlercommunications.com](http://www.kahlercommunications.com)**

## **Facilitator Information**

### ***Ronald Stephen Fernandes, CEO***

- ✓ MBA (UK)
- ✓ ‘The Science of Decision-Making’, Stanford University, California
- ✓ Certified Expert (India’s First) – Process Communication Model (PCM), USA
- ✓ Certified Life, Business and Executive Coach
- ✓ Certified MBTI Practitioner – CPP, USA
- ✓ Certified Expert – ‘Everything DiSC’, WILEY, USA
- ✓ NLP Master Practitioner – Alphastars, Richard Bandler, USA
- ✓ Certified Practitioner – Six Sigma Green Belt
- ✓ Certified Expert of The Thematic Apperception Test; Career Drivers Assessment; Personal Style Inventory – CAMI, USA
- ✓ Principal Coach & Master Trainer, Metamorphosis Leadership School

### ***Currently Pursuing***

- ✓ Ph.D. in Organizational Behaviour / Marriage and Family Therapy Certification

### ***Imminent Plans***

- ✓ The ICF Accreditation for the Metamorphosis Coaching Program
- ✓ Constructing a Metamorphosis Leadership Suite that includes the 360 Feedback, Traits, Behavior and Personality Assessments, and other needs-based Tools

## ***Contact Details***

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