

Process Communication Model (PCM) Training

IF YOU DON'T
SPEAK ^{their} language



they'll NEVER hear you

We all know high performing individuals and teams mean greater motivation, increased productivity and higher revenue. It also leads to reduced failure or accident rates, less sick days and reduced staff turnover.

So what's the secret to
achieving high PERFORMANCE ?

4-Day Residential Courses in
Keswick, Cumbria

From the Results Driven Group

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Introduction – Process Communication Model (PCM)

Do these sound familiar?

Your teams spend more time competing with each other than working together.

Your teams feel undervalued which impacts on their morale, work and client's/patient safety.

Your team members are disengaged, bored and not taking responsibility.

These are all symptoms of miscommunication. Communication underpins teamwork, leadership & followership and effective decision making. Without effective communication, your performance will not excel.

Discover new tools to:

- Develop an understanding of how you and others communicate
- Accurately predict behaviours of customers and staff
- Achieve business goals
- Establish and maintain effective business relationships
- Build synergistic teams
- Motivate people and reduce stress

PCM directly impacts:

- Communication skills
- Sales training
- Conflict management
- Team coaching
- Negotiating and Motivating
- Personality profiling
- People management
- Managing distress behaviour



PCM will help you to:

- Boost effectiveness
- Develop presentation skills and motivational skills
- Boost profitability and improve quality
- Enhance communications
- Reduce stress in self and others
- Increase customer satisfaction
- Raise staff morale

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Who's it for:

This 4-day workshop is for those seeking personal or professional skill-development in effective communication, conflict management, and leadership skills.

Going beyond just theory, the 4-day PCM Core Competency Training is designed to give participants the confidence to apply new learning to real-life communication challenges, through role playing, simulations and real-life case studies.

PCM training is learning to simplify and scientifically predict each person's individual personality through communication styles, psychological needs, behaviours and other characteristics.



Developing your most valuable asset

How do we gain the edge?

Technological progress has changed the face of organisations by providing immediate access to information. Yet this technology is available for all. Our products may be exceptional, but our competitors can soon catch-up and even gain a march on us. How do we achieve an edge? The most valuable asset of any organisation is the people who work within it. High performing people can be built into high performing teams; growing our talent is by default growing the business.

The most frequent issue organisations bring to consultants is the old chestnut 'We have a communication problem'. But when asked what is meant by this executives are often uncertain.

Uncertain or not, they are correct in identifying communication as a key issue that leads to reduced efficiency, reduced motivation and consequently, reduced productivity and profit margins. The effectiveness of an organisation is often measured by the communication between individuals, team managers and executives.

Most people think this means how key data is transferred, how important decisions are made and communicated. However, what the majority are unaware of is that it is not what we say that is important, rather it is how we say what we say.

The message contains two parts: firstly, the content which is naturally the essence of what we want to get across, and secondly, the how we say what we want to say is the process. Crucially, if we get the process wrong, the full impact of the message is distorted or even lost completely leading to frustration, conflict or lost business.

Therefore, the process is the HOW WE SAY IT, and it is the key to effective and efficient communications.



Why Process is so important

The psychologist who discovered the importance of process in communication was Dr Taibi Kahler. He noticed that there were 'clusters' of behaviours that indicated how different people communicated.

He also observed that by following the second-by-second behavioural interactions, he could identify six basic key personality types, all of whom used different patterns when connecting in communication.

Over time he recognised that we each have our own preferred style of opening the communication and then we have our own unique way of hearing what is being said.

He had discovered the keys that unlock the how to communicate effectively; when we adapt our style to that of the other, we make a good connection and our content is heard more clearly.

As he developed the model, he recognised that whilst we all have a basic type of personality, which he called the Base type, we also had elements of all the six types within us. Hence in the Process Communication Model® (PCM®) we don't speak of types of people, but rather 'types in people'.

As we have all the types within us, we also have the capacity to use all six-different means of communication authentically.

This increases the probability that when we open communication, the other will not only hear words, but will become open to receiving the important content. Learning this simple but effective method will dramatically improve our success rate for getting our message across.

The benefits of PCM

The benefit of the model does not end there. Kahler discovered a range of important aspects unique to each personality, for example every personality has a different perception of how they see their environment, how they speak about their environment and how they want others to speak to them about the environment. Each type requires us to 'tune' to a different frequency by using individual styles conveyed by changes in the words selected, the tone of voice, the gestures, posture and facial expression. Each type is motivated differently, each type enters distress in clearly recognisable patterns and all of this is highly predictable once you know the method.



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What are the perception types within people?

PCM® does not pigeon-hole people. We have all six perceptions available to us, just that some are more accessible than others depending on whether we are getting our psychological needs met. The six personality types which reside in us all are:

Thinker: They are responsible, logical & organised, preferring to deal in logic.

Persister: They are dedicated, observant & conscientious, preferring to deal in values

Harmoniser: They are compassionate, sensitive & warm, preferring to deal in compassion

Rebel: They are spontaneous, creative & playful, preferring to deal in humour

Imaginer: They are imaginative, reflective & calm, preferring to deal in imagination

Promoter: They are adaptable, persuasive & charming, preferring to deal in charm

A tool for understanding one's own and other's personalities

The 4-day residential programme

On each day of the programme we will be taking you outside whilst in the Lakes to practice PCM (we use the outdoors as a classroom...☺)

The Personality Inventory – this is undertaken online pre-course

People who wish to use the Process Communication Model® will first complete a questionnaire which, once processed, will enable them to discover their personality structure. The teaching metaphor of a condominium (in the USA a name for an apartment building) helps us to visualise the composition of each unique personality structure. Each of the six personality types is located on single floor with the size of the bar within the floor indicating the level of energy available when the person wants to use the corresponding personality type. The metaphor of an 'elevator' illustrates the person's ability to reach all of the floors and use all of their resources.

The Base

The ground floor, called the Base, indicates the dominant, most highly developed personality type. Being able to identify another's Base helps us to use the most effective communication channel and perception to connect with that person.

The Phase

The concept of Phase provides keys to understanding what motivates people. Satisfying the psychological needs of the Phase affects our motivation on a day-to-day basis and so guides us on how to motivate self and others to interact with the communicator; that might be sales, project management, HR or just social interactions.



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The Process Communication Model® Profile

This personalised document of about forty pages contains valuable information for Process Communication Model® users. Each section provides keys and suggestions for optimising our everyday management by showing us what personality strengths and indicators to monitor and account for and what psychological needs we need to attend to in order to avoid being overcome by stress.

The following headings given an insight to the depth of the Process Communication Model® Profile

- Base and Phase character strengths
- Base and Phase perceptions
- Preferred communication channels
- Perceptual frames of reference
- Interactive preferences, including preferred leadership styles for managing and being managed
- Psychological needs, to ensure optimal performance when communicating
- Stress warning signs and signals of distress
- Action plan for interactions with others

Workshop Objectives

- Understanding our own personality structure in order to use all of our strengths to enable effective and high performing communication.
- Enhanced self-management in difficult situations and during inevitable periods of distress
- Accepting the personalities of others and adapting to them in order to form strong and durable working relationships as individuals and in teams

Workshop content

- Introduction to Process Communication and exercise
- Begin a Personal Intervention Plan
- The Six Perceptual modes and exercises
- Dramatization of the Six Personality Types and discussion
- Strengths of the Six Personality Types
- Demographics of the Six Personality Types
- The Six floor personality structure condominium
- The Personality Structure of each participant
- Introduction to Management Styles
- Preferred Management Styles of each Personality Type



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- Personality Parts and their use in Communication
- Personality Parts exercises
- Introduction to Channels of Communication
- Transference
- Channels of Communication exercises
- Introduction to Motivational Needs
- Motivational Needs of each Personality Type
- Motivational Needs exercises
- Phases in individual personality development
- Scientific Research Results
- Work Environment Preferences of each Personality Type
- Relationship Compatibility
- The Six Management Planning Questions
- Individual Interaction Strategies
- Joe Rebel demonstration
- Homework Assignments for Motivational Needs
- Getting Needs Met exercise and discussion
- Getting Needs Met negatively exercise and discussion
- Introduction to Distress
- Behaviours in mild Distress of Six Personality Types
- Managing Employees in distress exercise
- Serious distress Behaviours of the Six Personality Types
- Distress Sequences of the Six Personality Types
- Connecting Exercise
- Executive Simulation: Achieving Consensus using Process Communication concepts
- Development of Management Plans
- Planning for the future
- Closure and Evaluation



Testimonial

'Learnt not to get myself worked up about things i cannot not control am now more reflective and if I find myself getting stressed or anxious I take 5 minutes to "talk to myself" (not literally!!) to stop and analyse my workload more effectively'

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The Team

Keith Watkins is an accredited PCM trainer and has been delivering the programme for the last 5 years across all sectors in the UK

Next steps

If you want to enrol on the course or have any queries then please call us on 0044 (0)845 094 0587 or fill in a registration form online or email us at info@resultsdrivengroup.co.uk or www.resultsdrivengroup.co.uk/home.aspx

The cost in the UK

The programme cost includes, (accommodation and all meals), leadership development modules, mindfulness activities, online reading, leadership assessments and RDG certification is £1495 + VAT per delegate.

Programme dates

****4 Day Residential Course in the Lake District****

Programme one – From 11:00 on 17 September to 16:00 on 20 September 2018

Programme two – From 11:00 on 21 January to 16:00 on 24 January 2019

In house delivery options

We can deliver this program in house for a minimum of 8 delegates, contact us for further details

Flexible payment terms

It is possible to set up a 6 month payment plan for delegates who are self-funded with a 30% deposit payable on booking

Open residential courses in the Lake District with Results Driven Group

What makes the results driven experience different from any other residential course?

Firstly we will start with the location...

The northern Lake District around Keswick and Derwent Water is arguably one of the most beautiful areas in the UK, it does not matter which time of year you are there, the panorama is always changing and the views are always stunning...



Secondly we use nature as a metaphor for learning...

We believe that you think and work differently according to the environment you are exposed to and work in, we use all of the elements of nature to enhance the learning experience and take you out on each day of the programme to experience learning outdoors...😊

“All of the activities we use are safe and are tailored to the capabilities of each group”

Earth – the landscape around us, the Mountains, Valleys and different vistas according to the seasons

Air – the different forces that the wind can create and the effect on the landscape that it has is awe inspiring!!

Fire – the strength of the sun and difference it can make to a view or an experience or how you feel allows you to reflect and look at things from different perspectives

Water – the lakes and the rain, the background vistas that you can embrace in the different seasons make this a stunning place to learn

Client testimonial

Fantastic way to learn and improve your skills. Environment unbelievable, enthusiastic trainer and the chance to meet an interesting group of people to exchange views and theories.

Debbie Frisker

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Thirdly, the delegate experience is completely different...

Normally on a residential course you would just turn up at 0930 in the morning and then go home at 1600 back to your Hotel, as part of the programme we spend time learning together, undertaking activities together, eating together and most of all having FUN, one delegate recently described this as Homeliness, and that he has never come across this type of experience before on a training course...

Client testimonial

A fast moving inspirational course which utilises a range of teaching methods in beautiful surroundings...

Lisa Aitken

And finally the networking aspect...

This is something you can never recreate on a closed course programme, when you mix up clients who come from the public, private and third sectors, who have had completely different life experiences, different perspectives of how things work and job roles – then anything can happen!!, it is usually pretty special and we have seen long lasting friendships developed over the time that they spend with us in the Lakes...

Your accommodation whilst in Keswick...

We have 3 beautiful Houses in Keswick where you will stay whilst on your residential course in the Lakes, you will have your own bedroom and you will be fully catered for as well over the period of your stay...

If you would like to see the properties, then please visit; www.newlandshousekeswick.co.uk for further information

Hopefully this will give you an insight to why the results driven learning experience is different...

Regards

Chris Goodwin – MD – Results Driven Group