

# how to become a pcm certified provider or pcm licensee

## what is pcm?

The Process Communication Model® (PCM) helps businesses and individuals to improve their communication and stress management skills.

PCM is the key to understanding yourself and unlocking access to understanding others. It is the missing link between the skills, behaviours and dynamics of our personality. The structures of our personality manifest themselves in the way we communicate, in the way we interact with others, in what our needs are and in how we (re)act under pressure. PCM is the key to analysing these behavioural and communication patterns. It allows us to understand and accept the way we and others are. Equipped with this key, we can improve the quality of our interactions and our relationships. We can also improve the quality of the decisions we make.

With the knowledge gained from PCM, managers and leaders can achieve better communication, improved performance of individual staff members and of teams, more effective customer contacts, safer operations and considerably reduced stress levels across an organisation.

PCM is an effective tool to use with all staff members, as well as with senior management.

PCM has also shown excellent results in the education sector by significantly improving student performance or lowering drop-out rates.

You can use PCM in your private life, too, whether it's in relationships or parenting.

## your opportunity

Based on data and experience gathered in the US, Europe and Japan over the past 25 years, the market for PCM-based training and consulting in Australia and New Zealand is significant. Early signs in Australia and New Zealand clearly point towards a substantial interest in PCM across a wide range of sectors.

To take advantage of this opportunity, KCO is looking for PCM Providers and Licensees to work with us in delivering PCM to New Zealanders and Australians. Whilst previous psychological training is not a prerequisite, PCM Providers should have relevant experience.

## pcm providers and licensees

We call trainers, consultants and other professionals using the model PCM Certified Providers, or PCM Providers for short. By using this 'label' we want to avoid introducing a bias towards a particular way of applying PCM.

Using PCM also means using someone else's intellectual property (IP), which is why we have adopted a licensing approach. The Licence Agreement regulates the use and protection of the IP plus the administration and management of PCM Providers.

Where one person is responsible for all aspects of the delivery of the PCM service including the use of the IP – for example by producing marketing material – that person will at the same time be a Licensee and a PCM Provider. In larger organisations, roles and responsibilities are spread across different people. This means the License Agreement will be entered into by the organisation, while each individual PCM Provider will sign the PCM Certified Provider's Undertaking.

## who is kco?

PCM stands for a range of products and related intellectual property (IP) owned by Taibi Kahler Associates, Inc. The New Zealand registered company KCO Group Ltd holds the exclusive rights to PCM in Australia and New Zealand. This means KCO is legally entitled to grant others the use of the intellectual property underpinning the model.

These rights have been sublicensed to Kahler Communications Oceania Ltd (KCO), which is a New Zealand and Australian registered company and which will be the licensing partner.

In Australia, any arrangement that allows the use of IP is considered to be a franchise system, and must comply with the Australian Franchising Code of Conduct.

Although in New Zealand compliance with an identical franchising code is not yet mandatory, KCO has chosen to apply the code to its business in both countries. The main aim of the Franchising Code is to protect the Licensees. KCO welcomes this approach and embraces the concept of fair business with a strong focus on transparency and win-win outcomes.

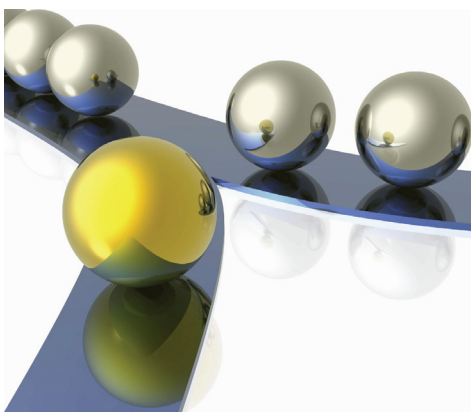
KCO and Kahler Communications Oceania are managed by Werner and Andrea Naef, who have extensive international experience in training and consulting.

## how to become a pcm provider

To achieve PCM certification, you need to have participated in:

- an Introductory PCM Course
- an Advanced PCM Course
- a PCM Certification Course.

A PCM Provider receives a Certificate and signs a PCM Certified Provider's Undertaking which allows them to provide PCM services on behalf of a Licensee.



## **maintaining pcm certification**

Every PCM Provider is under the obligation to continuously develop his or her understanding, knowledge and experience of PCM and related topics, which means Providers must renew their certification every two years. After two years, your Certificate will be renewed if:

- you are compliant with the PCM License Agreement, your PCM Certified Provider's Undertaking and the Operations and Marketing Manuals;
- you have participated in the professional development programme as applicable;
- you have fulfilled the requirements of the KCO Quality Assurance Programme.

### **If you are interested in becoming a PCM provider, here's what you need to do.**

Contact KCO. We can tell you a bit more about PCM and what is involved in becoming a PCM Provider. You will need to sign a Confidentiality Agreement and we will give you a Disclosure Document to take away with you.

The Disclosure Document includes contact details of other trainers and allows you to carry out any due diligence (eg, Internet searches of the Companies Register and directors/shareholders, making contact with other trainers to get further information you may need).

Then you successfully complete the required PCM courses and receive your Certificate.

After signing the PCM Certified Provider's Undertaking and License Agreement, you are ready to go!

## **kco support**

### **Professional Development Programme**

KCO's aim is to maintain a high professional standard across all PCM Providers. To achieve this, we run a number of professional development events throughout the year. These include:

- annual conferences
- regular workshops
- additional training
- International PCM Congress (organised by Taibi Kahler Associates, Inc.)
- PCM networking.

To maintain their certification, PCM Providers are expected to invest at least three days every two years participating in a conference, international congress, workshop or additional training. The cost of the three-day Professional Development Programme is covered by the monthly professional development fees, which are paid by the Licensee for each PCM Provider.

The fee for all PCM Providers will be reviewed, discussed and set annually at the Advisory Council Meeting. The aim is to cover all costs of professional development with this fee to ensure PCM Providers can attend professional development events without any costs other than travel and accommodation.

### **Quality Assurance**

To ensure all PCM Providers across the network maintain a minimum standard, KCO operates a Quality Assurance Programme. It is the responsibility of the Licensee to ensure all aspects of the Quality Assurance Programme are met.

There are a number of components in the Quality Assurance Programme, including seminar evaluation, client satisfaction surveys, compliance monitoring and complaints management, both externally and internally.

As well as providing PCM material and training, KCO supports the network of PCM Providers and Licensees through:

- the Professional Development Programme
- the Quality Assurance Programme
- the Marketing Programme
- trouble shooting and assistance.

### **Marketing Programme**

To protect the global brands "Kahler Communications" and PCM, KCO and all PCM Providers and Licensees have to follow marketing standards set by the holder of the worldwide intellectual property, Taibi Kahler Associates, Inc.

To support the PCM network, KCO raises general awareness and knowledge of PCM in the marketplace and will make marketing materials available, such as:

- generic marketing material, including brochures and pamphlets
- newsletters
- your own PCM website
- presentations and workshops at conferences and similar events
- direct marketing campaigns
- press releases and other public relations activities
- public courses
- research and case studies.

Marketing can be based on templates provided by KCO or can be custom-designed. Any custom-designed marketing material has to be authorised by KCO.

On an annual basis, KCO develops a marketing plan which sets out the marketing activities for the year and establishes a corresponding marketing budget.

## costs

### One-off cost

#### PCM Certification

The Introductory and Advanced Course are both pre-requisites for participation in the Certification Course.

Please see our website [www.kahlercom.co.nz](http://www.kahlercom.co.nz) or [www.kahlercom.com.au](http://www.kahlercom.com.au) for up-to date course schedules, venues and costings.

The PCM Certification Course package is delivered at cost. This price includes all course materials, venue and catering, for the duration of the PCM Certification Course. The PCM Starter-kit will be handed over on the signing of the Licence Agreement.

### Ongoing costs

#### Seminar and Consulting Material

We will charge you wholesale prices for profile reports, seminar materials and promotional materials. We have also set recommended retail prices. More details will be disclosed after signing the Confidentiality Agreement.

#### Professional Development Fee

You will need to pay a monthly fee, which will pay for your bi-annual 3 days' professional development. More details will be disclosed after signing the Confidentiality Agreement.

## how to participate in kco

PCM Providers and Licensees can participate in KCO through the Advisory Council. The Council consists of a representation of PCM Providers, Licensees, specialist advisors and the KCO Board. It provides input into the business and marketing planning processes, and establishes a budget for the Professional Development and Marketing Programmes. The Council is also an integral part of the Quality Assurance Programme.



## do you have questions?

**If you have any questions please contact us anytime:**

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We are excited by the expansion opportunities that exist in New Zealand and Australia for PCM courses. We are only scratching the surface at present. As the quality of the PCM course offering becomes better known, there will be increased opportunities for Providers to maximise their position within the market.

PCM is at the forefront of developing management and leadership skills. As business management in New Zealand and Australia broadens its horizons, PCM will support the 'investment in people' concept, which is now becoming recognised as a key to improved productivity. This is an exciting time for us all, and PCM promises an exciting future for our Licensees and Providers.

We're looking forward to talking to you!

**Andrea & Werner Naef**