

# it's time to switch our mindset

## Process Communication Model® seminar 1 – Core Concepts (3 days)

According to Howard Gardner at Harvard University, the most important and highest paid intelligence is social intelligence. This refers to our ability to negotiate, communicate and persuade.

Yet our so called 'soft skills' are declining globally year after year. Research shows a decrease in empathy, in navigating emotions and inner motivation.

Could this be tied to dramatic increases in stress we see? 75% of employees want a new job, and research studies show that annual productivity losses resulting from poor communication are more than US\$26,000 per employee.

Individuals and organisations are reluctant to invest time and money into their biggest asset - themselves. We often hear: "Managers can't get away from their job for three days.", "Can we do this online?", "Aren't two days enough?"...

It's time to modify our mindset and start treating 'soft skills' as any other skill - something that needs hard work and dedication, and once mastered will reward us beyond our expectation.

The Process Communication Model® – or PCM for short – is a behaviour-based method that allows us to be more self-aware, to have better self-management skills and to manage others more efficiently.

Developed in the 1970s, the Process Communication Model® is an evidenced-based tool so powerful it has been used by NASA in the selection and training of astronauts, and is applied today through many industries and social environments.

### After the seminar you'll have the skills to:

- Be more self-aware and manage yourself better because you know what inspires you
- Achieve higher productivity by knowing how to motivate yourself and others
- Observe and decode behaviour objectively and not through your own filters
- Detect and correct miscommunication before it creates a problem
- Predict and identify the onset of disruptive and unproductive behaviour
- Respond quickly to defuse tricky situations
- You will instantly be able to start applying what you learn. While it may take some time to master all aspects of PCM and be confident to implement it on a daily basis, excellence will come with perseverance.

*"In all the years I've been researching personal and leadership development, I haven't come across a technique as powerful as PCM in its ability to teach people how to better influence others to achieve an outcome. It helps us identify motivation and communication triggers in order to more effectively engage others. This is particularly useful for anyone seeking to deliver outcomes in leadership, customer service, sales or safety space. The training has been successful in enabling this team to become harmonious, more productive and to provide better leadership while retaining an enjoyable atmosphere."*

Wayne Pearce, Member of the Australian Rugby League Commission, PCM Licensee