

**Are you a trainer, facilitator, coach,
mentor, consultant – or in short an
agent of change?**

**Are you committed to making
a real difference in people's lives?**

**PCM will accelerate the outcomes
you already achieve.**

**PCM Certification and
Licensing Information**

June 2022



Thank you for your interest in PCM

You might have already experienced PCM in action or you might have heard about what others experience applying these skills.

The following information is about how you can utilise PCM in your professional environment. For more context on the model and its applications, please visit our website www.pcmoceania.com.

On the following pages you will get more insight into:

- **Who we are**
- **How to become certified and licensed (including costs)**
- **A few rules and guidelines once you are certified**
- **Financial information / ongoing costs**

Who are we?

How often do you click on the 'about us' link when visiting a website for the first time? If you're anything like us, then this is one of the first pages you visit because you're curious about the people you are engaging with.

Practising a collaborative and rewarding relationship with others is one of our core principles. That's why we want to briefly introduce ourselves, for transparency, and to explain what our organisation stands for.

We also think it's good form to say 'hello' first before we talk shop.

PCM Oceania is part of a global network and has been run by **Werner and Andrea Naef** since 2008. Our team is complemented by **Robyn Mackay**, who looks after all administrative matters and finances.

Together we have the privilege to support a **diverse group of professionals who have become certified to use PCM**. They have brought these human skills into the lives of thousands of people, both professionally and personally - be this in healthcare, professional services, transportation, education, finance or for individual self-development, parenting and working with couples...

What we stand for

Recognising that we are all different, and treating people according to their needs and preferences, are our core values. These are what we stand for, how we run our business, relationships, and what PCM can offer to everyone.

PCM provides the tools to understand the **presence of differences**, and the skills to **focus on individual needs** to **create the possibility of equal outcomes**. These skills are universal, their expression is coloured by the many forms of human societies, demographics and organisations.



We see ourselves as challengers of established thinking and values

1. PCM is an enabler to change mindsets.

Opening up our perceptions and adding new dimensions to the way we interact with the world will enable us to create optimistic and authentic lives by harnessing our full powers of **self-awareness, compassion, communication** and **resilience**, at work and at home.

2. Every conversation ignites change.

PCM is the key to making a daily difference. Whether we focus on ourselves or on interactions with others, we use our PCM skills to **decode behaviours, learn to speak each other's language**, know our **motivators** and recognise our **dark side**. By incorporating PCM into our lives, we choose to make a positive impact for ourselves and others.

How can I start using PCM in my business or organisation?

As mentioned above, we're part of a global team with its own overarching guidelines. But we will come to that later.

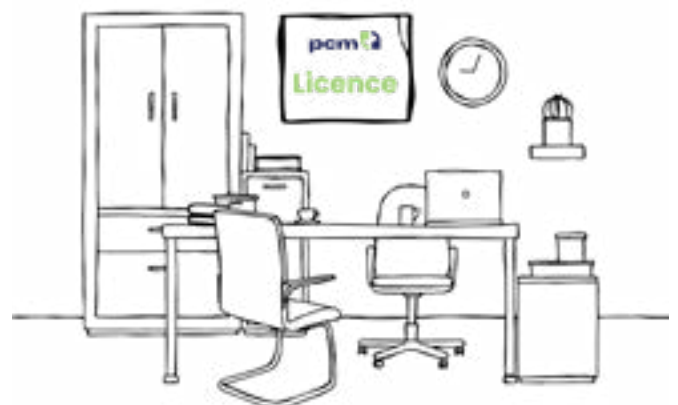
In Australia and New Zealand, PCM distribution is structured as a licensing system. For credibility and professionalism reasons we follow the AUS Franchising Code of Conduct and the NZ Franchising Code of Practice. For internal quality assurance, we run our business according to ISO 9001 standards.

Certification and licence

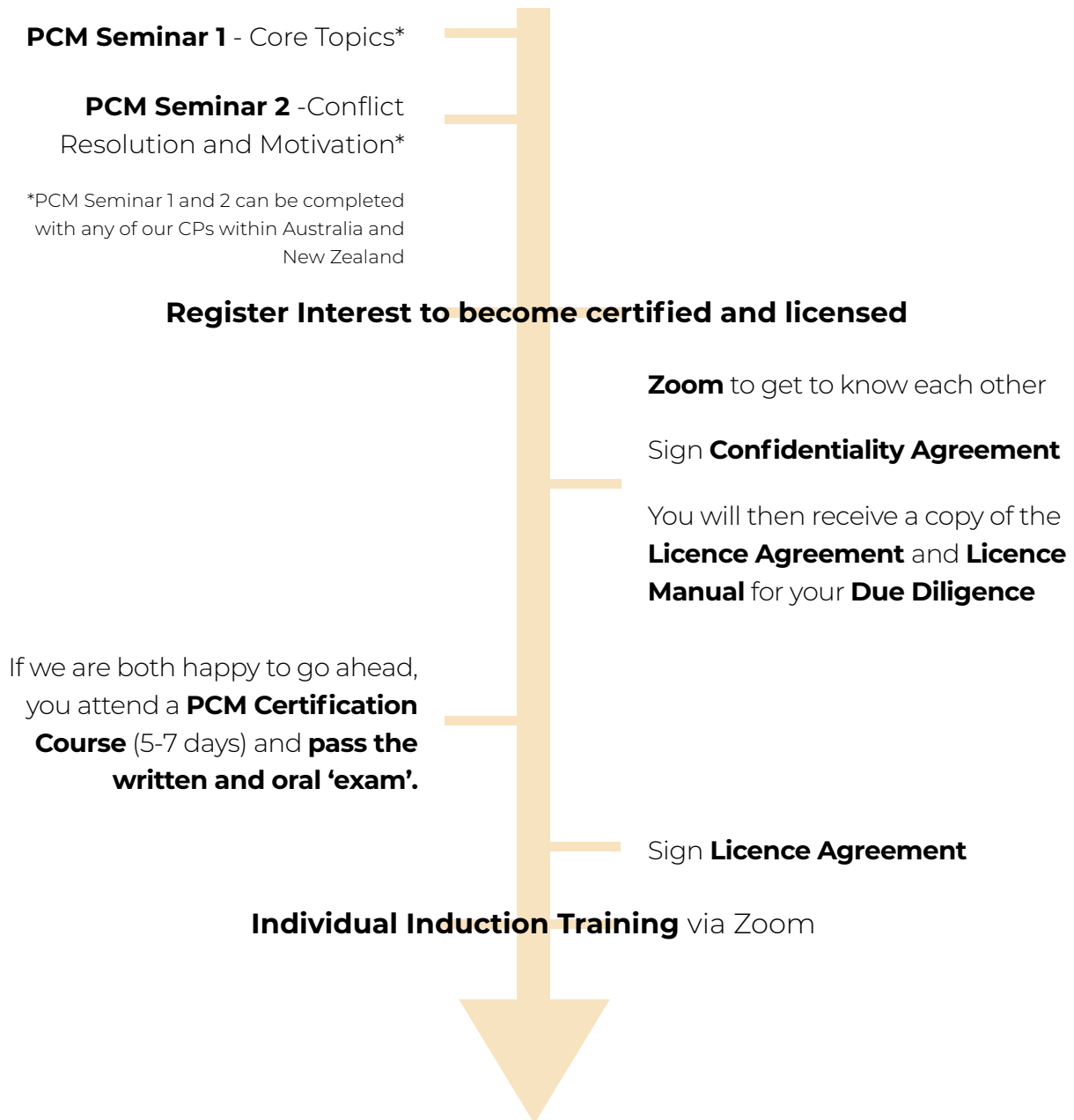
To use PCM in a professional capacity, you must become certified in the method and then hold a licence to practise PCM.

A person undergoes the mandatory training in the teaching and application of the model and **becomes certified to be a PCM Professional** (CP, short for Certified Professional). That's the skill part.

Your **business/organisation** enters a contract with us, which outlines the business arrangements between us. That's the **licence agreement**. One licence can include one or several CPs.



Process



Initial Costs to become certified and licensed:

PCM Seminar 1 & 2: depending on CP. With KCO: **\$3,460** + GST per Seminar

Certification: **\$6,300** Training Fee, **\$2,800** Certification Fee + GST

I'm certified, now what?

Once you're certified and have a signed licence agreement, you can start running PCM courses or use PCM for coaching and consulting activities.

We will show you in detail how to go about planning courses, how to order profiles and other materials from us. Plus we're always here to answer questions.

There are a few **binding policies** in place, which regulate how we work together. Most of them are part of our overarching agreement with the head office in the US, Kahler Communications Inc. (KCI). We'll just outline the most pertinent ones here. The Licence Manual and Agreement outline everything in great detail.

Territory

Our contract with KCI was signed in 2008, a time when online PCM service delivery was non-existent. The global business model is still based on those principles and works with **exclusive territories**. This means you are free to use and market PCM in **Australia and New Zealand**. If you want to practise and promote PCM outside the territory, we will organise a special arrangement with KCI. This is mainly because Licence holders like us pay KCI for the privilege of an exclusive territory.

Standardisation

No matter where in the world, learners should have a similar learning outcome when attending a specific course. This means that **training courses are standardised**, and we provide **pre-printed materials at no additional cost** for all face-to-face events.

For virtual/online events, pre-printed materials are available as well, but you can also obtain digital seminar booklets which can be emailed to learners prior to the event.

Apart from promotional events, all **PCM Service delivery must be accompanied by the appropriate PCM Profile** – i.e., learners have the right to receive their individual profile when they book PCM services with you.

Intellectual property, copyright and trademarks

Standardisation means also that **you must not alter or modify programmes, materials and content** without prior approval from us and ultimately KCI.

CP community and ongoing learning

A collaborative and trusting relationship is really important to us. We regularly host virtual meetings to practise specific skills, discuss how we apply PCM in various situations, share experience, have technical discussions etc. Circumstances permitting, we also meet in person annually for two to three days. Those meetings are often with an external expert or to introduce new products.

We ask each **CP to attend yearly an equivalent of 14 hours** of ongoing learning opportunities (PD) - virtually and/or in person.

Show me the money

If you're successful, we are successful. Over the past 14 years we have adjusted and adapted our business model to create win-win situations for everyone involved.

PCM is not a 'one-trick pony' because it is a skill set. Skills need to be learned, integrated and eventually consolidated in the client's daily life and work environment. This offers ample opportunities for CPs to continue to add value to their clients using PCM in different ways. This could be an initial training event, followed by targeted coaching and/or refreshers etc.

Apart from the initial training and certification, there are **two on-going costs** for you.



Licence fee

This is an annual fee which allows us to continuously **develop and update products**, to offer **support to you**, provide **free profiles** and **incentives for referring new CPs**.

Profiles and materials

We clip the ticket once – you clip it as often as you want

To encourage CPs to use PCM with their clients on an ongoing basis, we charge you only once for profiles/materials (we will call this 'PPI price' further down). You pay once your client completes the PCM inventory. Included in this price is every single seminar material and profile available in our market.

So, for example, you can use the PCM Leadership Profile and debrief it in a 2-hour coaching session with your client. From there your client may decide that they want to learn the skills in-depth, and book a PCM course for their team. After that you could continue with specific coaching or team development, and maybe ultimately offer the PCM Seminar 2.

In short: the more often you use PCM with one client the more profitable it becomes for you.

To make working with us easy, we have made three different licence plans available to suit your individual needs.

Starter

This option has no fixed costs and is the most flexible. The License fee proportion is calculated in the PPI price.

This plan is ideal for those who want to dip their toes into the water before jumping in.

Pay as you Go

Growth

More services are included into this plan and a licence fee is charged separately, which reduces the PPI price.

This plan is ideal for those who don't mind some fixed costs and enjoy lower PPI prices and other privileges.

Premium

This plan is the **Full Monty**. The licence fee is charged separately, and includes all services at the lowest PPI price.

This plan is ideal for those who don't mind fixed costs and/or have a reasonable volume of PPIs.



Licence plans

Item	Starter	Growth	Premium
PPI	\$265	\$265	\$265
Licence fee component	\$111	\$30	\$0
Total PPI price	\$376	\$295	\$265
Annual licence fee	\$0	\$3,800	\$7,650
Administration	✓	✓	✓
Pre-printed seminar materials	✓	✓	✓
Official PCM materials / seminars	✓	✓	✓
Virtual PD	✓	✓	✓
In-Person PD	\$600 / day	✓	✓
Additional administration	\$65 / hour	✓	✓
Master Trainer support	\$80 / hour	\$80 / hour	✓
Free PPIs for promotions	X	5 / year	10 / year
Commission for new certification	5% for 2 years	5% for 5 years	10% for 5 years
Volume related free PPIs	X	X	5-10
Premium access to KCO products	Wholesale	Discounted	Free

Explanations

PPI price and licence fee

The three Plans have different models for the licence fee. **Starter** has no fixed licence fee. A component is calculated into the overall PPI price. **Premium** has the licence fee separate, and therefore the lowest overall PPI price. **Growth** is a mix. You can easily up- or down-grade your plan according to your needs.

Administration

All standard administration to process PPIs and collaborate together with you to administer your PCM work is included for all plans.

Pre-printed seminar materials

All seminar materials will be mailed to you prior to courses. This means that your own administration will be greatly reduced as you only need to print out individual profiles.

Official PCM materials / seminars

A catalogue of PCM seminars and materials are part of the standard product suite, and this is included for all plans.

Virtual professional development (PD)

We ask that all CPs complete 14 hours of PD annually. This can be done virtually, and/or in-person. Free virtual PDs are included in all plans.

In-person PD

For Starter there is a daily fee of \$600 if you'd like to attend an in-person PD event. For the other plans the costs are included in the licence fee.

Additional administration

You can request additional support from our office, such as the preparation of team profiles or certificates. For Starter there is an hourly cost, for the other two plans it's free.



Master Trainer support

You can request support, mentoring, coaching by one of our Master Trainers. This service is free for the Premium plan.

Free PPIs for promotion

Sometimes it's important to show a potential client the power of PCM before they commit. For this purpose we offer a number of free PPIs for Growth and Premium.

Commission for new Certification

If you introduce us to a person/organisation who then becomes certified, you'll receive a percentage of their PPI related revenue for a number of years. Percentages and number of years vary according to your plan.

Volume related Free PPIs

This is a way for us to acknowledge if you are generating larger volumes of PPIs. The free PPIs are effectively a discount on your next year's PPI costs. This is available for Premium.

Premium access to KCO Products

KCO is constantly developing new products and services, which might not be part of the standard product suite provided by KCI. We're currently working on a new blended learning programme, self-development and self-awareness modules etc. For Premium, these programmes are included.

We hope that the information provided is clear and will help you to decide if PCM and our team is something you'd like to work with.

Please don't hesitate to contact us anytime if you have further questions or if you want to jump on a zoom for a chat.

andrea@pcmoceania.com or werner@pcmoceania.com

We're looking forward to connecting with you!

Werner and Andrea Naef