



***“My passion for PCM, my passion for guiding others to discover a much broader inside potential than what they have been living with so far, is an ongoing supercharger of my own batteries!”***

***I’m so grateful for having had the privilege to meet and to promote PCM in this part of the world and beyond!”***

# Introducing Werner Naef

## Director & PCM Master Trainer

### **Taking Off: Engineering and Aviation Beginnings**

Born in Switzerland and after initial studies in engineering at the Swiss Federal Institute of Technology in Zürich, I embarked on a 32-year career in civil and military aviation. During my time with Swissair, I was an airline pilot, flight instructor, and fleet manager. I capped off my civil aviation career as General Manager in Human Factors Training. At the same time, I served in the Swiss Air Force as a fighter pilot and flight instructor, commanded a squadron for eleven years, and retired as a Colonel / Group Captain in 2000.

### **Diving into Human Factors and Leadership**

After completing a 5-year postgraduate program (1976–1981) in psychotherapy, I introduced human factors and leadership training at Swissair and throughout the aviation industry. I got involved in international scientific associations and served on the Board of the European Association for Aviation Psychology (EAAP) for eight years. In recognition of my work, I received the 2008 Award for ‘Outstanding International Commitment and Achievement in Aviation Psychology’.

### **Shaping Regulations and Research**

I helped design and implement European regulations for Human Factors training for licensed aviation personnel and served the TAIC (Transport Accident Investigation Commission) as an HF specialist in New Zealand. Between 1999 and 2004, I managed the aviation subproject in the Daimler-Benz Foundation’s research project ‘Group Interaction in High-Risk Environments,’ focusing on NOTECHS (Nontechnical Skills in aviation).

**Werner Naef**  
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### **Building Gemako Ltd and Innovative Training**

Following the collapse of Swissair in 2001, my wife Andrea and I founded Gemako Ltd, specializing in consulting, coaching, and management training in aviation, rail, and medicine in Switzerland and Germany. We developed a team training computer simulation, 'GemaSim' ([www.gemasim.com](http://www.gemasim.com)). In 2003, I designed and implemented the first IOSA (IATA Operational Safety Audit) auditor's training course and became an IOSA (airline) auditor.

### **Global Expansion and New Horizons**

In 2005, we launched our business in New Zealand, focusing on training for auditing, leadership, team development, stress management, and performance enhancement. Our training methodology, supported by GemaSim, expanded to Australia, the USA (United States Air Force), and Europe (including NATO Europe, the Swiss Air Force, and the Swiss Federal Rail Corporation).

### **Mastering PCM and Spreading the Knowledge**

In 2007, we acquired the exclusive rights to Process Communication Model® (PCM) in Australia and New Zealand and became certified PCM Master Trainers in the US. We dedicated ourselves to spreading PCM, delivering training, coaching, and consulting across various industries. Medical organizations such as the Royal Australasian College of Surgeons (RACS), the Australian and New Zealand College of Anaesthetists (ANZCA), and the Royal New Zealand College of General Practitioners (RNZCGP) have accredited PCM for their Continuous Professional Development programs.

### **Reaching New Heights with PCM**

Before COVID, we trained a diverse range of PCM clients across New Zealand, Australia, Europe, the USA, and India, including healthcare, airlines, rail corporations, air traffic control organizations, and insurance companies. Entities like Airservices Australia, AIG in NYC and India, SIEMENS, ZURICH INSURANCE, NSW RailCorp, SFC, Air New Zealand, and SWISS AIRLINES have consistently introduced PCM. Whenever in Europe pre-COVID, I taught PCM at a Swiss Technical University.

### **Focusing on Growth and Training**

As Director of KCO, my focus is on market and business development, marketing, customer relations, and training new PCM-certified providers. I enjoy delivering face-to-face seminars, coaching, and online PCM training for our customers in Oceania and overseas.