

**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**

April 2024



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 and share 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

Our Vision - PCM. Transforming Mindsets and Lives.

At PCM Oceania, we empower individuals to explore new perspectives and enhance their interactions. Through self-awareness, communication, resilience, healthy conflict, and compassion, we help you create an optimistic and thriving life, both at work and at home..

Our Mission - PCM. Making a Daily Difference.

Our mission at PCM Oceania is to provide the tools to make a positive impact every day. We teach how to decode behaviours, speak each other's language, and build better relationships. By integrating PCM into daily life, we empower individuals to choose to make a difference for themselves 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.

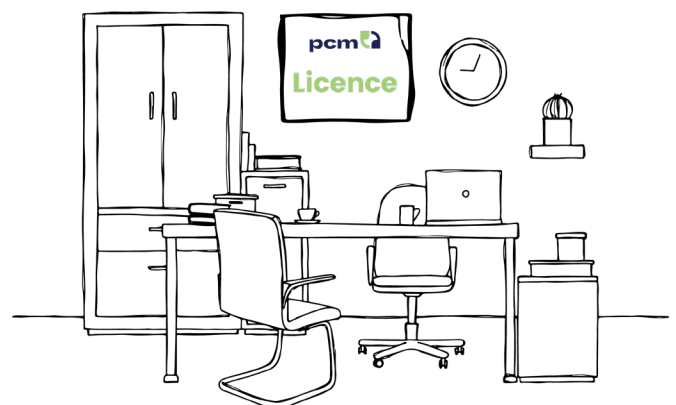
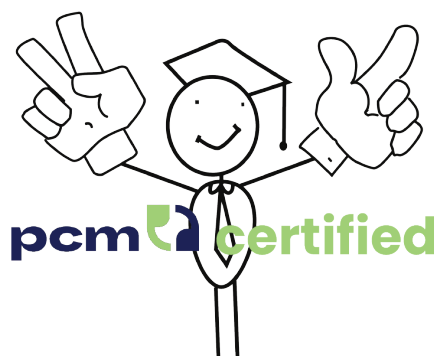
In Australia and New Zealand, PCM distribution is structured as a licensing system. For credibility and professionalism, we follow the AUS Franchising Code of Conduct and the NZ Franchising Code of Practice. For internal quality assurance, we operate our business according to ISO 9001 standards.

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 into 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

PCM Seminar 1 - Core Topics*

PCM Seminar 2 -Conflict Resolution and Motivation*

*PCM Seminar 1 and 2 can be completed with any of our CPs within Australia and New Zealand

We offer 3 different Certifications:

- Facilitator/Trainer Certification
- Coach Certification
- Recruitment Certification

Register Interest to become certified and licensed

Zoom to get to know each other

Sign **Confidentiality Agreement**

You will then receive a copy of the **Licence Agreement** and **Licence Manual** for your **Due Diligence**

If we are both happy to go ahead, you attend a **PCM Certification Course** (7-9 days) and **pass the written and oral 'exam'**.

Sign **Licence Agreement**

Individual Induction Training via Zoom

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**.

PCM Services can be delivered either in-person or virtual/online. Materials can either be printed or distributed digitally. You also have the option to purchase pre-printed materials from us directly.

Apart from certain 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 recommend **to attend an equivalent of 14 hours** of ongoing learning opportunities (PD) yearly - 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 - the annual Intellectual Property Fee, plus the cost for purchasing PCM Materials (called PPIs).



Intellectual property fee and PCM Materials

This annual fee allows us to use the PCM IP, continuously **develop and update products**, to offer **support to you**, provide **free profiles** and **incentives for referring new CPs**.

There are two fee options available: One for those who expect to train/consult/coach a high volume of people (50+), and one for those who expect lower volumes.

High volume

- 10 free PPIs for Promotion/Acquisition
- Discounted PPI price
- Extended support from all KCO staff (new products, support with client questions, marketing, customisation, etc.)
- All Professional Development included (online and face-to-face)
- Discounts on pre-printed materials
- Discounts on book

Low volume

- 5 free PPIs for Promotion/Acquisition
- Admin support, PCM questions
- Online Professional Development
- Extended support and face-to-face Professional Development charged additionally

Please contact us to receive the annual price list with detailed information on the IP fee and materials costs.

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