



# KCE News # 11

Regarding December 2016

## Welcome to Gaye



Gaye Özcan from Human Group in Turkey is our new non-exclusive Partner distributor for Turkey. She was found by Carol and brilliantly certified by John. We wish Gaye a lot of PCM success.

## Official logo reminder

We have one and only official Process Communication logo which is:



PROCESS COMMUNICATION MODEL®

Why Process Communication Model®? The meaning lays in these words; the process of communication and Model means every field. This logo is available in High Definition.

## New name

Train the Coach & Train the Trainers becomes: **PCM coach certification and PCM trainer certification.**

## Argument of the month

Other models don't explain how to manage and communicate. They focus on self-awareness.

Process communication Model® provides it and above all explains how to manage relationships.



## Material



**Translation priorities:** We strongly recommend you to put the translation of Key to me and Discover Manual in your top priorities if not already done. Discover Manual is perfect for people who want practice and more or less information.

### Mickaël's tip

During a 2 +2-day PCM open seminar or a certification seminar, Mickaël asks every participant to come back with a personal anecdote to illustrate PCM.



**New Memo card in US English:** We are happy to share our Process Communication Model® new memo card in US English and US format. It has been redesigned to be more professional. Thank you Edith and Patricia for your sharp eyes 😊 It's now available on our agora platform.

### Cyril's tip

I recommend to offer the debrief to a prospect but not the PPI / Key to me.

UNDERSTAND  
TO BE  
UNDERSTOOD  
*By Using the Process Communication Model®*



GÉRARD COLLESSION, PASCAL LEGRAND  
KARLES COMMUNICATIONS, INC.

**Understand to be understood:** The US version of "Parlez-vous personality" is now available. You can order it on: Amazon or Xlibris and several others platform. It's also available in e-book.

### PCM Discover seminar information

People who have followed a 2/4-day PCM Discover seminar, need a PCM level 2 seminar in 3 days instead of 2, to get the missing information.



## LIST: PCM MATERIAL FOR SEMINAR

In 2016, we have created:

- High Performing Teams manual
- High Performing Team profile
- Discover PCM manual
- *Understand to be understood*, PCM for coach, Gérard's and Pascal's book, ex-*Parlez-vous personality*, in US language.



### At the beginning of 2017, we'll create:

- New PCM level 1 slides at the beginning of the year
- New PCM level 2 slides
- New train the trainers slides
- Discover PCM slides

### Then:

- *How to say... the Process Communication Model*, Gérard's best-seller book
- PCM sales seminar
- PCM health profile
- Welcome booklet for new trainers
- What is PCM for clients
- New KCI website
- New KCE website

## Certifications



**6 new certified trainers in Russia.** Victoria brilliantly certified her first group in Moscow



**6 new certified trainers in USA.** Mickaël brilliantly certified his first US group in Manhattan.



**6 new certified coaches in Czech Republic & Slovakia.** Jacques brilliantly certified his first Czech group of coaches in Prague.



**4 new certified Trainers in Spain.** Trained brilliantly by Aliocha, Pierre and Mickaël, Cyril certified this second group in Madrid.





## Platform for HR managers

Jean-Pierre Lemaître, in Canada has subscribed to a new platform for HR Managers who search trainings: boomrank.ca. We'll give you some news if there are some good results.

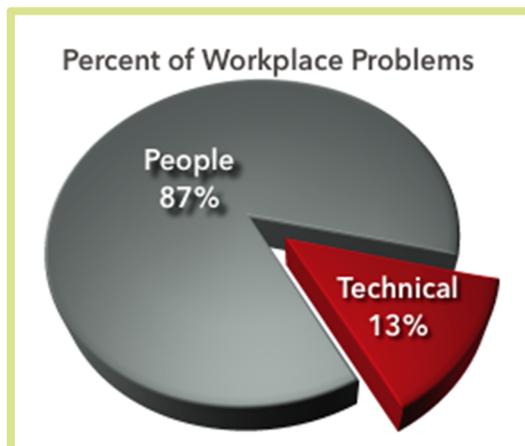
## IT protection news by Eric

IT news from Eric: Nobody can say that their system can't be hacked, but we do have in place a number of protections for the customer PPI data. In addition to standard encryption of stored data, the data is separated in such a way that if it is hacked, very little is useful or makes sense, such as the responses to the PPI. The results of the PPI calculations are not on the same server, but located on an internal server behind a firewall that does not allow incoming connections, only outgoing. The data downloading functionality of the Inventory server is restricted by IP address and geolocation so the data can't be accessed except by our office.

## Dave's tip

### Two Questions

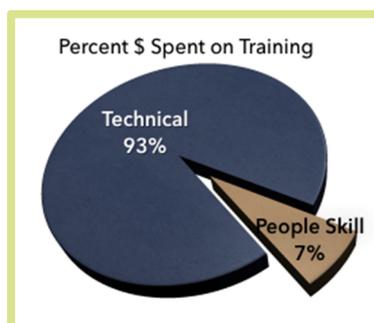
#### 1. Where are most of your problems...Technical or People? End of Async HubSpot Analytics Code



If you are like most industry leaders that were recently polled then

approximately 87% of your problems deal with people issues and only 13% deal with technical issues.

#### 2. Where do you spend your training dollars, technical skills or people skills?



Again, if you are like most industry leaders then 93% of your training has been focused on technical skills. So, if the vast majority of problems are people issues then why is most of your training resources focused on technical skills?



## The Problem

If you look back over the course of your own professional life, you will realize that from first grade to high school, college, grad school, and specialization training has all been focused on technical skills. That's decades of technical training! Now look back over that same time period and evaluate how much time you spent in training on people skills. At best maybe a short seminar or two over the last decade? Yet with little or no training we are expected to master the crucial people skills primarily through trial and error! Most promotions into leadership positions are based upon our technical proficiency and not on how well we connect and motivate others. No wonder most of our problems are associated with people issues!

The solution is to learn the necessary skills to individualize your leadership and communication to get results! Introducing Process Communication Model®

## Reminder on PCM by Rob



Rob has gently accepted to review *How to say...* a book written by Gérard 20 years ago in French.

So between the modifications done by the translator, not PCM certified and the Model which evolved, we are pleased to share their comments.

### Ego states

Personality parts are only indirectly connected to "ego states" and are not based on them. Taibi realized that each of the ego states had both positive and negative sides, and then decided to figure out if there were behavioral cues that were associated with them. The parts are his original discovery of the cues that were associated with the positive ego states. Berne never suggested or described any cues associated with the ego states, just general characteristics.

### Channel

There is no correlation between two peoples' relationship and their receptiveness to a part or channel. That is purely a function of personality structure. Even if you have a long history of using the right channel with someone, once you use the wrong one, the relationship will not make it easier for you to accept the wrong channel.

Base or phase is not relevant to someone's ability to use a channel, unless in distress. Only the strength of the floor(s) associated with that channel matter.

### Authentic feelings

"Authentic feelings like grief, fear, or anger that is not blaming or attacking is also expressed through the Emoter": this is true of every part when used authentically, not just the Emoter. If this is going to be said, it should be said generally, not just in this case

### Soft Attack

"Husband: "Honey, please remember to buy my razor blades."

Please remember" is most likely a soft attack as the recipient has no control over their memory and most likely will be received that way.



## PCM in India, by Malika Viollet, organization development Efficiency Manager, ST Microelectronics



"I'm sending you a picture of the group that attended the seminar. They're all managers in my company. It was so great!! I was barely done with the first personality structure slide that I was asked 3 questions at the same time and before I ended up answering the first one, 4 others came up. They were all speaking at the same time. In brief they were so eager to discover their profile that I gave up and gave them their profile at lunch break. Just like kids opening and comparing their presents on Christmas Day. I enjoyed seeing them so curious and enthusiastic. Once they had stuck their sticky faces on their name tag I understood why I had so many questions and it wasn't over!! It lasted 2 days".

### KCE Vacations

Céline from Dec 22<sup>nd</sup> to January 3<sup>rd</sup>

Office closed from Dec 24<sup>th</sup> to Jan 3<sup>rd</sup>

Cyril from Dec 23<sup>rd</sup> to January 4<sup>th</sup>

**We wish you a Merry Christmas and joy with your dearest ones!!**



## Swiss PCM testimonial by Werner Naef

Swiss International Air Lines Ltd is a world-renowned transport company (aviation) in the service sector. Cabin Crew Management looks after 3,600 cabin crew members who are in constant contact with customers and are the 'face' of our airline in their interactions with passengers. These flight attendants are one of the main points of differentiation between Swiss International Air Lines and our competitors. As such, they deserve particularly attentive management and communication. To lead and manage such a large group of employees in the best way possible, and support them in their work, SWISS Cabin Crew Management decided to run a course in PCM, the Process Communication Model.

Thirty managers from Cabin Crew Management attended the three-day PCM training course. A total of 124 manager days were invested in developing greater cohesion within the management team, planning a consistent approach to implementing the model and establishing and anchoring a mutually understood system of references and clearly defined terminology.

The members of the management team were very motivated by PCM and became convinced of the model's effectiveness. Managers applied what they had learned immediately after the course. They recognised that different types of people communicate differently and have different communication needs that must be met if people are to understand each other. This key learning improved cohesion within the management team and equipped the managers to communicate better with cabin crew members and the various other interfaces. A further benefit was that the entire management team now has a reference system that is practical to apply and a unified, clear set of terminology to refer to.

As a result of the PCM training, managers:

- understand their own and others' needs and ways of communicating,
- understand the different ways of communicating and know how to change their style of communication to match the other person's type,
- can analyse behaviour under stress and know how to respond to it,
- have a better understanding of group processes, and
- have basic and advanced communication skills for dealing with conflict.

**The PCM trainer, Mr Werner Naef, was very effective, thanks to his teaching skill, expertise in applying the model and ability to enthuse others. SWISS cabin crew managers are convinced of the value of PCM and apply this valuable tool in their daily work. For this reason, Swiss International Air Lines Ltd. has decided to run a PCM refresher course for cabin crew managers.**

We recommend a PCM course for all managers and staff who have contact with customers.

  
Swiss International Air Lines Ltd.

Alexander Arafa  
Managing Director / Head of Cabin Crew

March 2012