

Profiting from People Skills

People are at the heart of all business success.

Whether it is the management and staff within our own organisation or the management and staff of our customers, suppliers and partners, we must be able to understand, manage, motivate and communicate successfully and positively with people of all personality types.

We must start by understanding our own personality, our character strengths, our behaviour patterns, what motivates and de-motivates us.

The real challenge lies in understanding others well enough to be able to motivate them and to communicate with them effectively and positively.

Positive communication is the basis for strong and lasting personal relationships and a sound base for sustainable business relationships.

Think about the amount of stress that can arise in tense negotiations, exacerbated by ineffective or negative communications.

Stress in such situations can often lead to lost business.

How much energy and time is wasted internally trying to encourage or persuade colleagues to support you in what you are trying to achieve?

When feelings are hurt people are not motivated to co-operate.

Process Communication Model[®] solves all these issues and shows you how to manage interpersonal relationships to maintain positive communications.

I have always struggled to understand the various models explaining character types and personalities. I have been disappointed and frustrated also that these models do not go so far as to tell me how to deal with the different personalities I encounter in a way that I could implement practically.

All of that is behind me since I discovered PCM – Process Communication Model[®] and I would like to share this discovery with you.

PCM is a relatively new model and has some exciting elements.

PCM is the product of modern psychology and psychotherapeutic research and has its roots in Transactional Analysis.

PCM was developed as a model by Taibi Kahler in the 1980's and has only found its way into the business world in the past decade or so in any significant way.

PCM offers a very simple model to understand, motivate and communicate effectively and positively with all types of personalities.

PCM is simple to understand and you can start using it immediately, as you practice, learn and develop your skills in its deployment.

PCM has an immediate and positive impact on your relationships with others.

[®]Process Communication Model is a registered trademark of Taibi Kahler Associates

In the business environment, PCM can be used as a leadership model and in conjunction with other models to effect change management.

PCM can exacerbate team-building and accelerate co-operative and collaborative project management, by enabling people to work and communicate more effectively together.

PCM has a powerful application in marketing, sales and key account management, enabling you to communicate more positively with customers, negotiate more effectively and develop a more positive and lasting relationship with key contacts at your customers.

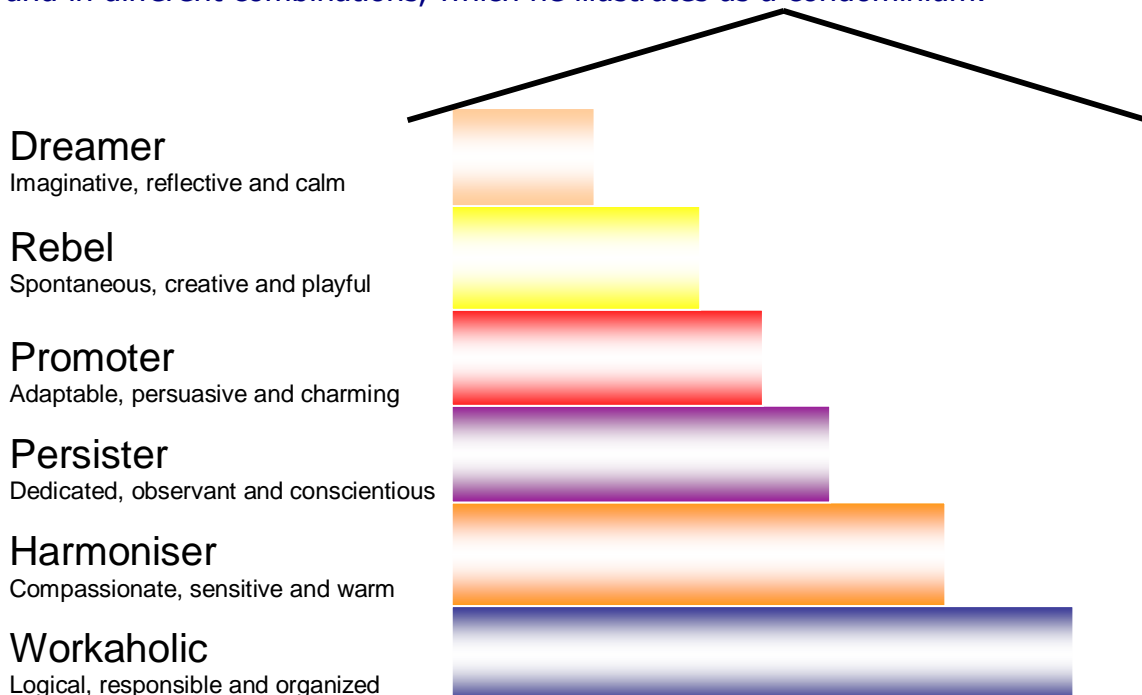
PCM also enables you to motivate others within your own organisation to support your activities at the customer.

Some comments from clients with whom we have deployed PCM:-

“The Purchasing VP had always been difficult; always kept me waiting and our meetings just always seemed to be an argument waiting to happen. My ability to use PCM has transformed this into a positive and pleasurable relationship.” Key Account Manager, Global Chemicals Producer.

“Using PCM to deliver the messages effectively to each member of the purchasing decision-making unit was a major factor in our winning this contract and a key competitive advantage.” Marketing and Sales VP, Global Metals Producer

Taibi Kahler’s groundbreaking research identified six base personality types. These six base personality types are present in us all at different levels of intensity and in different combinations, which he illustrates as a condominium:



The key to PCM and its utility in interpersonal relationships and communications is the predictability of the behaviours of the various personality types, which makes each personality types easy to identify and simple to communicate with.

The fact that we have all six personality types within us means that we can find the correct channel, perceptions and motivators to communicate with any personality, provided we can energize that type.

The fact that the behaviours of each personality type are entirely predictable means that we can learn how to communicate effectively with each type in a short time. Then we just need to practice the channel, the perceptions and the motivators to achieve positive communication.

Ideally PCM should be launched into an organisation at the highest management levels so that the leadership of the organisation can lead by example the behaviour changes that PCM brings about, leading to more effective and more positive communications throughout the organisation.

Two two-day workshops or a single three-day workshop is all that is needed to get the ball rolling. We recommend to reinforce the workshop learnings with individual and team coaching.

PCM can then be cascaded down throughout the organisation in a series of workshops.

Phil Allen, CEO and Value Creator, GEMS Europe GmbH is a certified PCM Trainer.

To help you to judge the power of PCM if you are a decision-maker or influencer within your organisation, GEMS Europe GmbH will offer you **a free-of-charge Personal Profile and 2 hour debriefing of the profile (value € 1500)** by Phil Allen.

To take advantage of this offer, please call Phil on +41 7 9423 1390 or email him at phil.allen@gems-europe.com.