

about us...

Werner and Andrea Naef were both born in Switzerland. Werner studied engineering at the Swiss Federal Institute of Technology in Zürich and had a career covering thirty-two years as an airline pilot with Swissair. During his time at Swissair, Werner was a pilot, instructor, fleet and training manager.

Werner was also in the Swiss Air Force. His air force career took him through the ranks of a fighter pilot to squadron commander for eleven years, completing his service as a colonel in 2000.



With the growing awareness of communication and stress management in the aviation industry, Werner decided to complete a postgraduate degree in psychotherapy. He introduced human factors into Swissair and from there into the wider aviation industry and beyond. He became involved in international scientific associations and research projects and served as an expert with the Swiss and European aviation regulatory authorities.

Andrea worked as a scientist after graduating from Zürich University with a Master's degree in psychology and computer sciences. She became the Deputy General Manager of the Human Factors Design and Training Department of Swissair.

After the collapse of Swissair in 2001, Werner and Andrea ran their own company. They specialised in the area of behaviour and team skills training in high risk environments such as the aviation and rail industries, as well as in medicine and management in Europe. They have tailored their training programmes to people and teams working under stress and supported companies and their representatives with consulting, training and coaching.

In 2003, Werner joined Air New Zealand in the field of human factors at the time the Airbus A320 was introduced. Soon after Werner and Andrea decided to stay in New Zealand and in 2007 they bought the exclusive rights for the Process Communication Model® in Australia and New Zealand.

Based on his extensive background, Werner is responsible for market development, customer relations, the training of new PCM Providers and course delivery.

Andrea is focusing on business development and management, contract issues, liaison with the US-based licensor, development and management of training materials, and on PCM certification examination.

