

# the process communication model®

## certification and licencing information

Thank you for your interest to become a certified Provider or Licensee of the Process Communication Model® (PCM). The following document outlines the main points that may support you to decide whether this is something for you.

Kahler Communications, Inc. (KCI), the head office in the USA, owns the Intellectual Property rights to PCM. KCI has organised the promotion and distribution of PCM as a franchise.

Kahler Communications Oceania (KCO) owns the exclusive rights for PCM in Australia and New Zealand. This means that we also are legally a franchisor and are operating under the Franchising Code of Conduct.

Whilst KCO is not structured as a typical franchise, we have adopted a few elements of franchising/licencing systems, which support us to develop a healthy presence of PCM in our market.

### difference between pcm licensees and pcm providers

We call 'PCM Licensee' the entity (operating either as a sole trader, partnership or company) who is responsible for the commercial relationship with KCO.

The Licence Agreement regulates the use and protection of the Process Communication Model®, plus the administration and management of PCM certified individuals (PCM Providers) working for the Licensee.

The Licence is valid for six (6) years, with two additional rights of renewal, each for a further six years.

Sometimes – for example in case of a sole trader or a one-man/woman

company – the Licensee and PCM Provider are represented by the same person, sometimes the Licensee is a larger organisation with one or several PCM Providers under their licence.

A PCM Provider is the person who has undertaken the PCM training and certification and therefore has the skills to provide PCM services.

The PCM Certification is valid for two years and will be renewed if all requirements are met.

## how to become a pcm licensee

1. Contact KCO to express your interest. We might want to discuss your level of skills and experience to promote and sell PCM in your market and network.
2. After signing a confidentiality agreement we will give you a Disclosure Document to take away and to carry out your due diligence.
3. You need to have at least one active PCM Provider under your licence who is certified to provide PCM services on your behalf.
4. After signing the Licence Agreement, you're ready to go.

## how to become a pcm provider

To achieve PCM certification, you need to have successfully completed the following steps:

1. Contact KCO to express your interest. We might want to discuss your level of skills and experience to provide PCM services.
2. A 3-day PCM Seminar One - Core Topics.
3. A 3-day PCM Seminar Two – Conflict Resolution and Motivation.
4. A 5-day PCM Certification Preparation Course.
5. A 2 to 3-day PCM Certification and Induction Training Course.
6. Passing the PCM Certification exams.
7. Sign a PCM Certified Provider's Undertaking, which will allow you to provide PCM services on behalf of a Licensee.

## key elements of the licensing system

### Quality Assurance

One of the most powerful tools to protect the good reputation and value of PCM is Quality Assurance. Not surprisingly Quality Assurance (QA) is one of the key elements in our system. It is the responsibility of the Licensee to ensure all aspects of the QA Programme are met.

There are a number of components in the QA programme and they include the following elements:

### Standardisation

KCI has put standards in place for:

- The certification of PCM Providers
- Desired behaviours of PCM Providers and Licensees
- Delivery of PCM seminars: no matter where in the world, a participant should have the same experience when attending a PCM seminar

KCO is responsible for ensuring that these standards are observed in Australia and New Zealand. To achieve this, we put a lot of emphasis on the training and on-going professional development of PCM Providers.

### Professional Development

Providing PCM services on a regular basis is a key ingredient in maintaining a high professional standard.

Additionally, we run a number of professional development events throughout the year. They focus on various aspects of being a Licensee and/or PCM Provider such as in-depth seminars on a specific PCM topic, marketing workshops or PCM conferences to name a few.

To maintain certification, PCM Providers are expected to fulfil the following minimum performance:

- *PCM facilitation*: 24 days over a period of 24 months

These days can be completed either by (co)facilitation of PCM courses and/or by providing PCM consulting

- *Professional Development*: 2 days per year
- *Witness observation* of a full course every 2 years (2-3 days)

A PCM Master Trainer will attend a PCM course as an observer and provide feedback. We are aware this requirement might not always be possible to complete – especially for those PCM Providers who mainly provide Consulting services. In such cases there will be special PD events put in place where Providers will have the opportunity to demonstrate their PCM skills.

### Regular Feedback and Support

KCO collects and analyses seminar evaluations and peer review reports on a regular basis. An anonymous online system allows PCM Licensees, Providers and clients to provide comments and submit feedback.

These data, together with the witness observation, builds the basis for KCO's regular support and feedback to Licensees and PCM Providers.

## Marketing

To support the PCM network, KCO raises general awareness and knowledge of PCM in the marketplace and assists licensees with their marketing projects on a case by case basis.

To protect the brand of PCM, KCO and all PCM Licensees and Providers have to follow marketing standards set by the holder of the worldwide intellectual property, Kahler Communications, Inc.

We respect that Licensees' primary focus is to develop and promote their own brand and we have no intention of interfering with that.

We believe however it is in everybody's interest to have a strong and consistent brand for all PCM products such as PCM Profiles, Seminar Materials, Binders, PCM website etc.

KCO also provides PCM collaterals like letterheads, business cards, certificates etc. for those of you who wish to adopt the PCM branding more extensively.

## research and development

KCO's mission is to establish PCM as the 'next practice in people management'. To achieve this goal we are committed to continuously improve our products and services.

We are working on the modernisation of current and the development of new products with the aim of enhancing the learning experience and to maintain skills after the initial training.

KCO also supports academic research.

## costs

### One-off cost

#### PCM Certification

Please contact KCO for up-to date course schedules, venues and prices. All prices are exclusive of GST.

*PCM Certification and Induction Training: \$4,900*

*PCM Certification Fee: \$1,700*

### On-going costs

#### Annual Licence Fee

The licence fee is based on the number of PCM Providers a Licensee has under their licence. It is a fee to cover the costs that are incurred to KCO irrespective of whether you are actively providing PCM services or not. They include for example:

- Facilitator's Guides
- QwikPCM (PCM reference application)
- 2 days PD per year
- Witness Observation (biennial)
- Marketing
- KCO Support and Administration
- Research and Development
- KCO Marketing activities and Business Development
- Seminar and Consulting Materials

*Standard Licence Fee: \$6750 p.a.*

*CPD Licence Fee: \$3950 plus \$800 per each PD/Witness Observation day.*

More details will be disclosed after signing a Confidentiality Agreement. Please contact KCO for more information.

## PPI Applications

When ever you are providing PCM services you will have to do that with the applicable seminar materials or profile reports.

KCO is charging for every completed online questionnaire but not for multiple use of the PPI.

*Per PPI Application: \$250*

More details will be disclosed after signing a Confidentiality Agreement. Please contact KCO for more information.

## do you have questions?

**If you have any questions please contact us anytime:**

### New Zealand

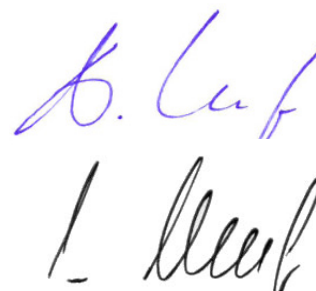
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Thank you again for your interest and we are looking forward to hearing from you.



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