

LONDON | NEW-YORK | TEL-AVIV | MOSCOW | PARIS

Rewarding Change: PCM For Corporations

SENSEMAKERS
PUTTING WISDOM INTO ACTION



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PROBLEMS PLAGUING BUSINESS

CONFLICTS



Rampant **Unhappiness**
Uninspired / Lazy effort
Mistrust of Management
Diminished **Productivity**

STRESS



Employee **Turnover**
Workplace **Accidents**
Absenteeism / Presenteeism
Waste, Fraud & Abuse

DISINTEREST



BILLIONS LOST THROUGH CONFLICTS AND STRESS

- **44% OF EMPLOYEES** indicate that **INEFFECTIVE COMMUNICATION AFFECTS THEIR ABILITY** to complete projects. *The Economist Intelligence Unit, 2018*
- **42% OF A MANAGER'S TIME** is spent **DEALING WITH CONFLICTS.** *Leadership Quarterly*
- **In 2008, U.S. EMPLOYERS WASTED \$359 BILLION** because of **WORKPLACE CONFLICT.**
CPP Inc. Publishers of Myers-Briggs Study on Workplace Conflict, 2008
- **46% OF ISRAELI WORKERS** report that they **SUFFER FROM STRESS AT WORK.**
- **STRESS AT WORK cost U.S. Businesses roughly \$300 BILLION EACH YEAR.**
American Psychological Association

A CHALLENGE FOR **ANY COMPANY**

INSPIRE AND MOTIVATE WITHOUT MANIPULATION

REDUCE STRESS, CONFLICT AND DISINTEREST

LEAD EFFICIENT, STRESS-FREE TEAMS

REDUCE TURNOVER COSTS

THE SOLUTION:



PROCESS
COMMUNICATION
MODEL



The tool to make a daily difference

SENSEMAKERS



WHAT IS **PCM**?



PCM is a **proven system** for **building better personal connections** by decoding human behavior through observation then tailoring specific responses designed to succeed.

PCM teaches **how to analyze oneself and others** by recognizing and understanding the **meanings of exhibited actions, word choices and body language**.

PCM users:

- build **BETTER RELATIONSHIPS**,
- IMPROVE **LEADERSHIP** and **COMMUNICATION SKILLS**,
- Create **COHESIVE, HIGH-PERFORMING TEAMS** with **ENHANCED SATISFACTION AND PERFORMANCE**.

WHO USES PCM?



Some of the companies that routinely use PCM:



PCM CORE TRAINING

Training is delivered **in a small and intimate group** with a lot of **individual attention**.

ONLINE
5 half-days

IN PERSON
3 days

YOUR CORE TRAINING OUTCOMES:

1. Improve your **impact** and **interpersonal communication skills**
Build **positive personal relationships, even in difficult situations.**

3. Better understand yourself and others and **unlock hidden interpersonal skills.**

Understand the **motivation and preferred communication style of other people** to quickly come to an effective interaction

2. Increase personal effectiveness - of yourself, members of your team, and eventually - of the entire organization.

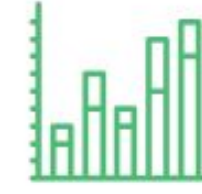
4. Learn how effective communication occurs when you address a person in his or her **native emotional language.**

MULTIPLE APPLICATIONS



Management

Improve efficiency



Sales

Increase sales



Team building

Create high-performance teams



Individual coaching

Motivate movement



Team coaching

Awaken the dormant talents



Conflict management

Interact with pleasure



Selection of personnel

Make an informed choice



Training

Develop competence

A PROVEN HISTORY

PCM today:



Countries



Certified specialists



Languages



People have been profiled

In the early 1970's, **Dr. Taibi Kahler** developed a clinical model for rapid psychological diagnosis. Using it, psychiatrists and psychologists found they could improve communication and significantly reduce treatment time.

In 1978 **in collaboration with NASA**, PCM was born to help build complementary teams of astronauts and predict reactions under stress within these teams.

In the following years, the applications of PCM grew extensively, expanding into Business, Personal, Educational and Relational..

Over the last 40 years, PCM has continued to be enhanced through continued research and is currently used throughout the world by businesses, government agencies and personal and professional coaches. And the work goes on.



SENSEMAKERS

PCM: WHAT MANAGERS ARE SAYING

“

PCM, both within NASA and within my daily activities, has become like McGyver's Swiss army knife – always with me and endlessly .useful

”



Dr. Terry McGuire

Retired Lead Psychiatrist, Manned Space Flight - NASA

“

With PCM, we have seen improved levels of communication, better .understanding of self, and greater employee engagement

”



Vaughn Blackman

General Manager - Audi Europe

“

My PCM experience was hugely useful in helping me manage the !film making journey over six years. It's been such a valuable tool

”



Katherine Sarafian

Producer - PIXAR

SENSEMAKERS

OTHER SENSEMAKERS CONSULTING SOLUTIONS



- **360° audit** of your organization
- Expert **organizational psychologists** and **consultants**
- **Leverage key assets** to propel **development** and **increase prosperity**.

**ORGANIZATIONAL
HEALTHSPAN
DIAGNOSTIC**

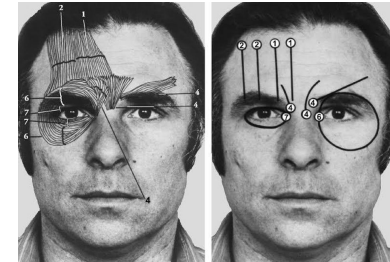


**EMOTIONAL
ASSERTIVENESS**

- **3-day emotional intelligence workshop**
- **Leadership:** **Understand** and **influence** others
- **Sales:** Understand **hidden prospect needs**
- **Well-being:** Manage **stress and uncertainty**

TANDEMOCRACY

- Create the **perfect partnership**
- Designed for **founders and entrepreneurs**
- create a road map for **lasting and successful partnership**



**HIDDEN EMOTION AND
DECEPTION DETECTION**

- A **near-unfair advantage** in **negotiations**
- Learn **how to determine a person's truth and credibility**.
- Based on the methods of **world-renowned emotions and deception expert Dr. Paul Ekman**.

THE DAY AFTER

**THE
DAY
AFTER**

- **Transformational path for leaders**
- Build **resilient organizations in unpredictable times**
- **Design and implement your own scenario for the desirable future**

SENSEMAKERS

SENSEMAKERS FOUNDERS



DR EYAL RONEN

**Sensemakers Co-Founder,
Partner and Director**

Organizational Psychologist of a different breed.

Fascinated by the power of the human-technology interface in organizations.

Executive Coach and Trainer focused on emotions at work, peak performance states, communication, marketing and sales.

Founding President of Entrepreneurs Organization in Israel.

Psychology, Statistics and Research Methods Lecturer at Illinois Institute of Technology, Northeastern Illinois University.

LANGUAGES: English, Hebrew



OXANA RAZUMOVA

**Sensemakers Co-Founder
and Partner**

Communication & strategy trainer, strategy facilitator, philanthropy consultant.

PCM & Emotional Assertiveness trainer.

Head of Board of Friends Charity Foundation.

Member of the Control Commission of the Moscow Polytechnic Museum.

LANGUAGES: English, Russian, French, Italian

SENSEMAKERS FOUNDERS



VICTORIA MIKHAILOVA

**Sensemakers Co-Founder,
Partner and Director**

Strategy, leadership, partnership
coach and consultant.

PCM and Emotional
Assertiveness Master Trainer.

French Foreign Trade Advisor, EO
member.

Lecturer at HEC Paris & Moscow
School of Management Skolkovo.

LANGUAGES: Russian, French,
Polish, English



GOR NAKHAPETYAN

**Sensemakers Co-Founder
and Partner**

Strategy & communication
consultant.

Serial entrepreneur.

Professor Emeritus of Skolkovo
Business School.

Co-Founder of Friends Charity
Foundation.

LANGUAGES: English, Russian,
Armenian

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