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# 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 Conflct, 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:



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# 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.



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# 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

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# OTHER SENSEMAKERS CONSULTING SOLUTIONS



## ORGANIZATIONAL HEALTHSPAN DIAGNOSTIC

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

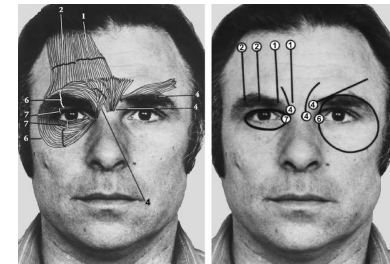


## EMOTIONAL ASSERTIVENESS

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



- 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



- **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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