

Process Communication Management (PCM)

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Dr. Taibi KAHLER

PCM profile

Empathy

Harry Potter

Promoter

James Bond

Dreamer

Martin Luther King

Workaholic

Tony Parker

Perseverant

Dalai Lama

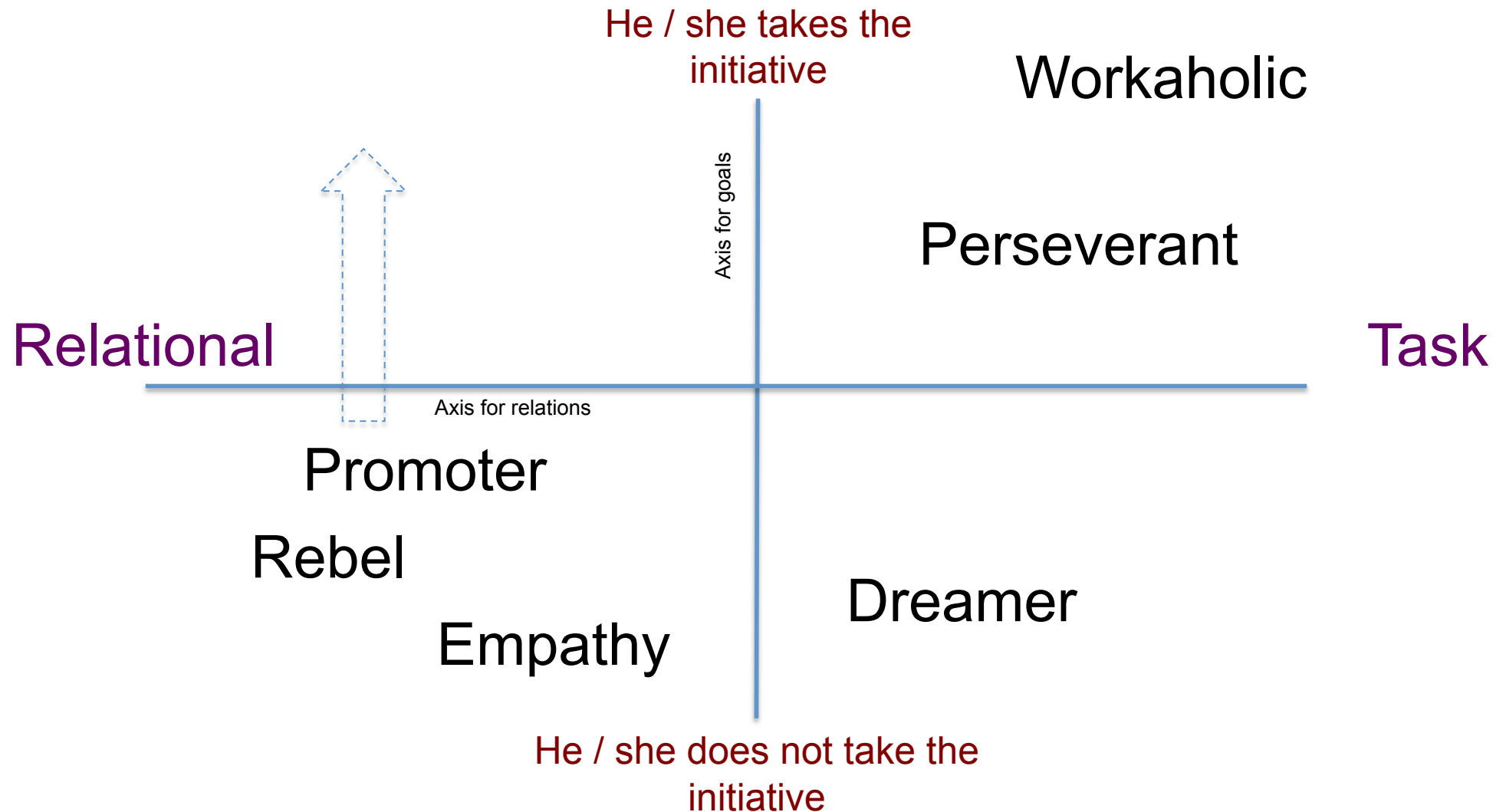
Rebel

John Lennon

What's Process Com?



How can you identify your partner?



Characteristics of these personality types

Behaviors, attitudes, preferred ways of inter-acting with others and his/her environment

A preferred worldview

The optimal communication channel to avoid traps that can turn into conflicts or passive-aggressive behavior

When psychological needs are satisfied, the person expresses his or her motivations dynamically

If not satisfied, the person will undergo stress and attempt to stop a relationship

PCM

Profile examples

Estelle organized her office with plants and photos from her holidays. Assistant to the product manager, she felt well integrated in her team, who appreciated her monthly analysis of the figures.

EMPATHY

Gerald is Director of Purchasing, logic, responsible and well-organized; he provides solutions that reduce costs. He never stops searching for new suppliers.

WORKAHOLIC

Alan has strong convictions. He defends his ideas and his opinions. Reinforcing his look with his pinstripe suit, he is conscientious and meticulous. He can block a project with his unbeatable arguments.

PERSEVERANT

Julian is responsible for his R & D department. He dresses casually. He does not like to be interrupted when he works at his own pace in his laboratory. He can't stand getting pressure from people in marketing who constantly remind him about the approaching deadline.

DREAMER

Christina is always dressed in the latest fashion with her boots and her Bright-colored sweaters. She moves around and gets everyone to laugh about her latest adventures. She considers that the procedures do not really concern her.

REBEL

Nicolas is solely focused on his success. As Sales Manager, he spends a lot of time on his Blackberry to send e-mails to stimulate his Sales Force, organizing his appointments at the same time with his main customers to present his promotional action plan.

PROMOTER

Empathy

Compassionate, warm and sensitive... You prefer to use a “nourishing” mode of communication.

To get you to listen, your colleagues need to be well-intentioned.

To feel aligned with yourself, you need to be recognized by others and in an agreeable environment.

The satisfaction of your sensorial needs is essential for you.

Under stress, you don't assert yourself; you give more importance to what the other is saying.

You accept situations that do not suit you and you are not sure enough about your decisions.

Under extreme pressure, you may make a big mistake that will trigger hostility from your colleagues.

Return to your natural, confident disposition: you are appreciated for your human warmth that allows you to develop close relationships.

When you listen, you identify with what the other person is expressing and feeling. You mobilize all five senses to feel someone else's mood.

Empathy

Highlights	Characteristics
Worldview	Expresses it with the feelings and moods he/she is going through
Strengths	Pays close attention to others; tries to create harmonious relationships
His/Her existential question	Am I loved?
Psychological needs	Being recognized and satisfying his/her sensorial needs
Behavior under stress	Tries too hard to adapt to others, does not know how to say No, makes mistakes
His/her scenario for failure	Worries about what comes next. Loses his/her pleasure in living here and now
The communication to use with him/her	Human warmth, nourishing channel

Promoter

You charm people and you are full of resources for doing it.

To get you to listen, your colleagues need to use a powerful, imperative mode of communication;

You tend to communicate in a directive mode.

To feel effective and aligned with your temperament, you need to feel excited, to have challenges. You enjoy situations that require a high level of energy.

Under stress, you get impatient and think your partner is weaker than you.

If the stress increases, you take risks with your health and business.

You manipulate others to reach your goals.

Find what attracts you to having an exchange with someone to discover your most effective mode of behavior.

Others appreciate you because you are direct and you give compliments.

You are awkward, but your resources are endless for overcoming any hardship, even those you have caused for yourself. You always rebound!

You find ways to face any new situation, even if they are completely different than anything you ever experienced before. You seek change all the time.

Promoter

Highlights	Characteristics
Worldview	He/she needs to act and react to changing environments
Strengths	Enterprising, direct
His/Her existential question	Am I alive?
Psychological needs	Excitement, strong sensations
Behavior under stress	Doesn't care if others have trouble managing difficulties, manipulates them
His/her scenario for failure	Always feel restricted in his / her movements
The communication to use with him/her	Directive channel; propose new projects and challenges with him/her

Dreamer

You are calm, imaginative and introspective.

To get you to listen and be interested, people need to be clear and directive.

You don't really react much; you respond after taking time to think something over and only if someone asks you.

You like it, though, when people attach importance to what you think.

To feel aligned with yourself, you need to be alone, in a quiet place to recharge your batteries. You day-dream during long meetings.

Under stress, you withdraw into yourself. Under extreme stress, you will do your best to leave or even quit.

You are appreciated because you remain calm whatever the circumstances and you always think of different options.

Your introspection make you an excellent observer of yourself. Since you work hard to discover yourself, you have learned not to judge others too fast.

Your imagination allows you to explore many hypothetical solutions. For you the options in a situation are infinite.

Dreamer

Highlights	Characteristics
Worldview	Imagination
Strengths	Calm
His/Her existential question	Do people want me here or not?
Psychological needs	Solitude
Behavior under stress	Withdraws and becomes passive
His/her scenario for failure	I never get what I really want
The communication to use with him/her	Be directive: for example, say, "Think of different options and give me your conclusions tomorrow."

Workaholic

You are very organized, responsible and logical.

To stimulate your interest and to get you to listen, people must choose a factual approach. It is best for them to ask you questions to get your reaction.

For you to feel aligned with yourself, you need to be recognized for the quality of your work. Things must be organized and clearly scheduled.

Under stress, you tend to go into detail and you feel the need to make additional comments. You believe this will help you make your point.

If your stress increases, you shoulder all the tasks you previously delegated because you want to control everything down to the smallest details.

You must re-discover the logic and structure of your thinking processes if you want to be as effective as you normally are.

People appreciate you for your sense of organization, which allows you to plan out in a very complete way every step in a task to be undertaken.

Your logic lets you find the key to an idea and to clarify it quickly for your colleagues. People trust you because of your sense of responsibility, both in your professional and personal life.

The workaholic

Highlights	Characteristics
Worldview	Reflects and classifies what he/she observes
Strengths	Thinks logically, then organizes everything
His/Her existential question	Am I competent?
Psychological needs	Needs to be recognized for his/her hard work; needs to structure his/her time
Behavior under stress	Perfectionist, doesn't delegate, controls too much
His/her scenario for failure	Cannot relax unless everything is done and perfect
The communication to use with him/her	Inform him / her, ask for his/her reaction in terms of logical thinking. For example, "In your opinion, how should we manage this problem?"

Perseverant

You are very conscientious, devoted and you observe others closely.

To stimulate you and to get you to listen, people need to choose a factual approach. They should ask you questions to get you to react.

For you to feel aligned with yourself, you need to be recognized for the quality of your work and your convictions.

Under stress, you search for the weakness in someone else's argument. If your stress increases, you criticize people; you no longer listen and you just try to impose your point of view.

To re-discover your natural confidence in your partners and to be more effective, you need to rely on your sense of observation, which allows you to accurately evaluate a situation, a person or an idea.

Your conscience will help you develop a sense of ethical conduct, to which you remain quite attached and which will be respected by others.

You are tenacious when it comes to respecting an ideal, a principle, a value and a commitment all the way to the end of a project

Perseverant

Highlights	Characteristics
Worldview	Perceives the world by exercising his / her judgment, by formulating opinions
Strengths	Conscientious, a keen observer
His/Her existential question	Am I worthy of the trust the others have in me?
Psychological needs	Being recognized for his / her convictions and the quality of work
Behavior under stress	Does not see what's wrong; rides off into battle without assessing the situation first
His/her scenario for failure	He / she will always try to finish what has been started, whatever the cost. And it must be perfect.
The communication to use with him/her	Interrogative: ask this person, "What do you think about our strategy?"

Rebel

You are spontaneous, creative and playful.

To stimulate you and to get you to listen, your colleagues need to communicate with you in a dynamic way.

You like to communicate in a playfully, with emotions.

For you to be aligned with yourself, you need contact with others; you want them to stimulate you.

Under stress, you struggle and no longer listen to what others say. Everything seems boring and complicated.

You blame others and you often demonstrate bad faith.

You need to re-establish contact with others, usually by playing a game or sharing a joke. Like this you re-discover your natural effectiveness.

Others like your creativity; you find solutions where they see problems. Your sense of playfulness allows you to turn a fastidious task into a game.

Your spontaneity generates a lot of positive energy around you, though sometimes you take people by surprise.

Rebel

Highlights	Characteristics
Worldview	Sees things in the “here and now” mode, with snap-judgments about people and situations
Strengths	Creative, spontaneous, playful
His/Her existential question	Am I accepted by the others?
Psychological needs	High-energy contacts with others, variety of stimulations (never boring or routine), fun-loving
Behavior under stress	Makes an effort, then gets others to think and do the dirty work instead of him / her, then blames them if the result is not good
His/her scenario for failure	Whatever he / she does, he / she always ends up feeling blocked by others.
The communication to use with him/her	Joking, making a game out of solving a problem. Use the emotional channel.

The Drivers, our internal injunctions

Be strong!

Be perfect!

Make an effort!

Hurry up!

Be nice to everybody.

Which driver corresponds
best to you?

4 channels of communication

There is communication when the offer and the acceptance are on the same channel.

1. Directive
2. Interrogative
3. Emotive (or playful)
4. “Nourishing”

Directive

Gives orders solely aimed at his / her colleague's analytical intelligence.

“Give me your results next Tuesday, at noon.”

“Come up with a better way of solving the problem and explain it to me the next time we meet.”

“Give me 15 minutes to finish my plan. Like that I will be able to more easily share new information about the project.”

To be used with the Promoter and Dreamer.

To be avoided with all other profiles

Interrogative

Exchange information, ask questions, aim for your colleague's global intelligence.

“Can you give me your results next Tuesday?”

“Do you want to come up with a better way of solving the problem? Like that, we can talk about it the next time we meet.”

“Do you have 15 minutes to listen to me so that I can share new information about the project?”

To be used as frequently as possible.

To be avoided with the Promoter

The emotive (or playful) channel

Naturally enthusiastic, playful and tonic. It aims for the emotions of other people and calls for their reactions.

“What would you say if I present our study the next time we see each other?”

“How can we solve this problem in an effective, original way? Do you want to work with me on it?”

“In 15 minutes I’ll give you all the information you need about the project, ok?”

To be used with the Rebel

To be avoided with all other Types of Personality

“Nourisher”

You show understanding, comfort others during a hard time, aiming for their emotional state.

“I will be happy to listen to you on Tuesday about your study.”

“I realize we’re both really busy. Can we think about the best way to solve this problem? I’ll make myself available the next time you come.”

“I propose to share information on the project and to answer all of your questions, ok?”

To be used with a person who has the Empathy Profile. Also, in all situations where there is emotional stress.

To be avoided with Rebel and Promoter.