

*Process Communication  
Model  
helps kids & parents*





## PROCESS COMMUNICATION MODEL®

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Kids are asking for help!!!





Official statistics show that teenage suicide in Russia is the highest in Europe.

It is three times bigger than world average rate.  
1500 children commit a suicide and 4000 make an attempt within a year.

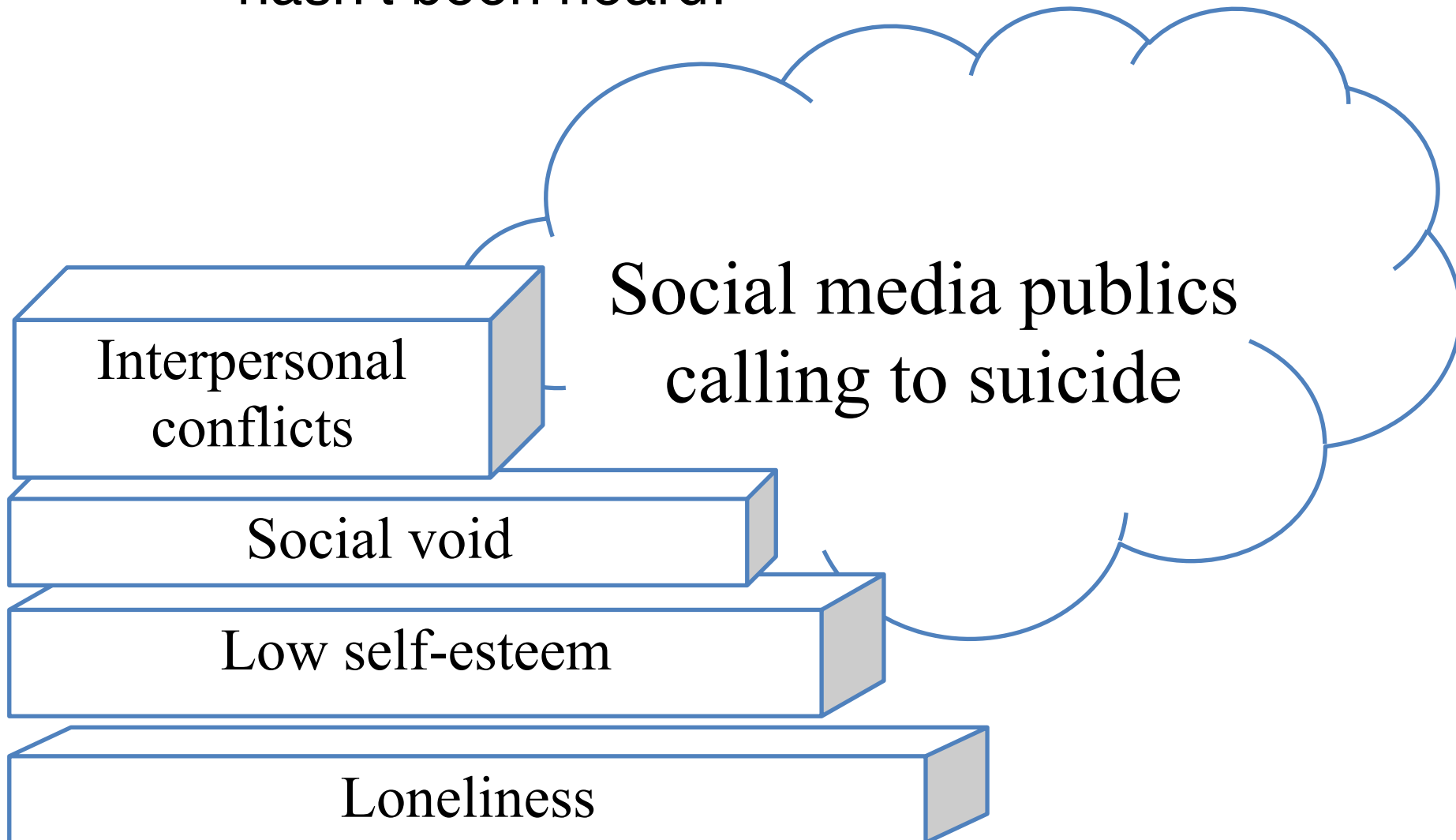
According to UNISEF 27% of Russian boys and 45% of Russian girls thought about suicide at least once.

It is possible that the number of child and teenage suicide will increase by 1,5 times by year 2020.



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Kids and teenage suicide is a call for help that hasn't been heard!





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*We teach our kids to walk and to talk!*

*We can teach our children to understand their environment and communicate effectively!*

*We can teach them with our own example how to handle stress!*





# Do our children trust us? Do we trust our children?

*We trust people who've gained our trust!*

*We trust people who understand us!*





*Our goal*



*We are building a happier world by  
avoiding the distress &  
miscommunication.*



## Specifics of clients' requirements

1. They want exclusive offer.
2. They want to do less, but to gain best result.
3. Interactive offer (recommendations designed to meet client's business needs)





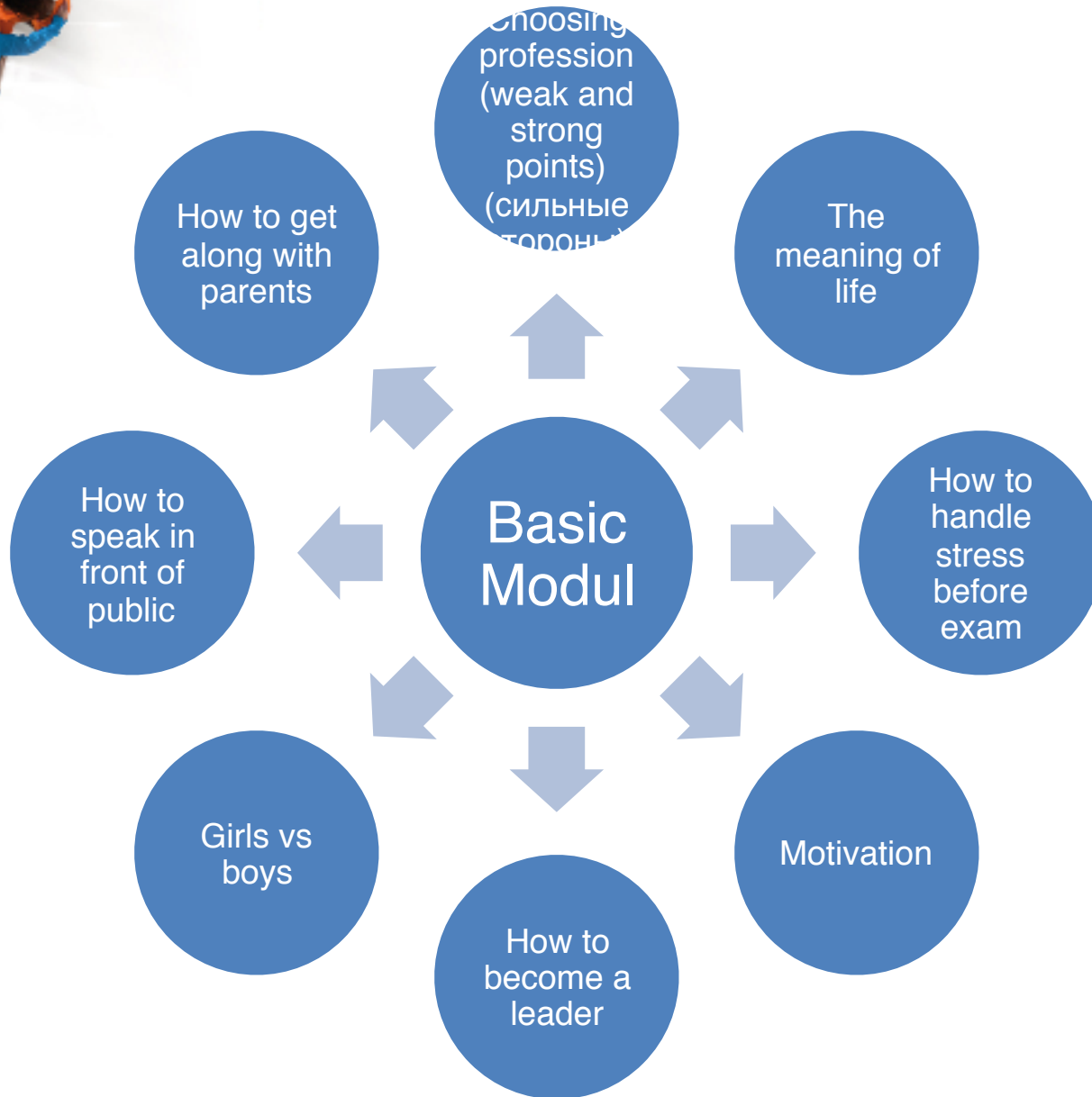
## Work strategy

1. Basic module followed by workshops on different topics.
2. Social networks, groups, monthly meetings to work on important topics.
3. Interactive work - mobile applications, games, prizes, advice, competitions.



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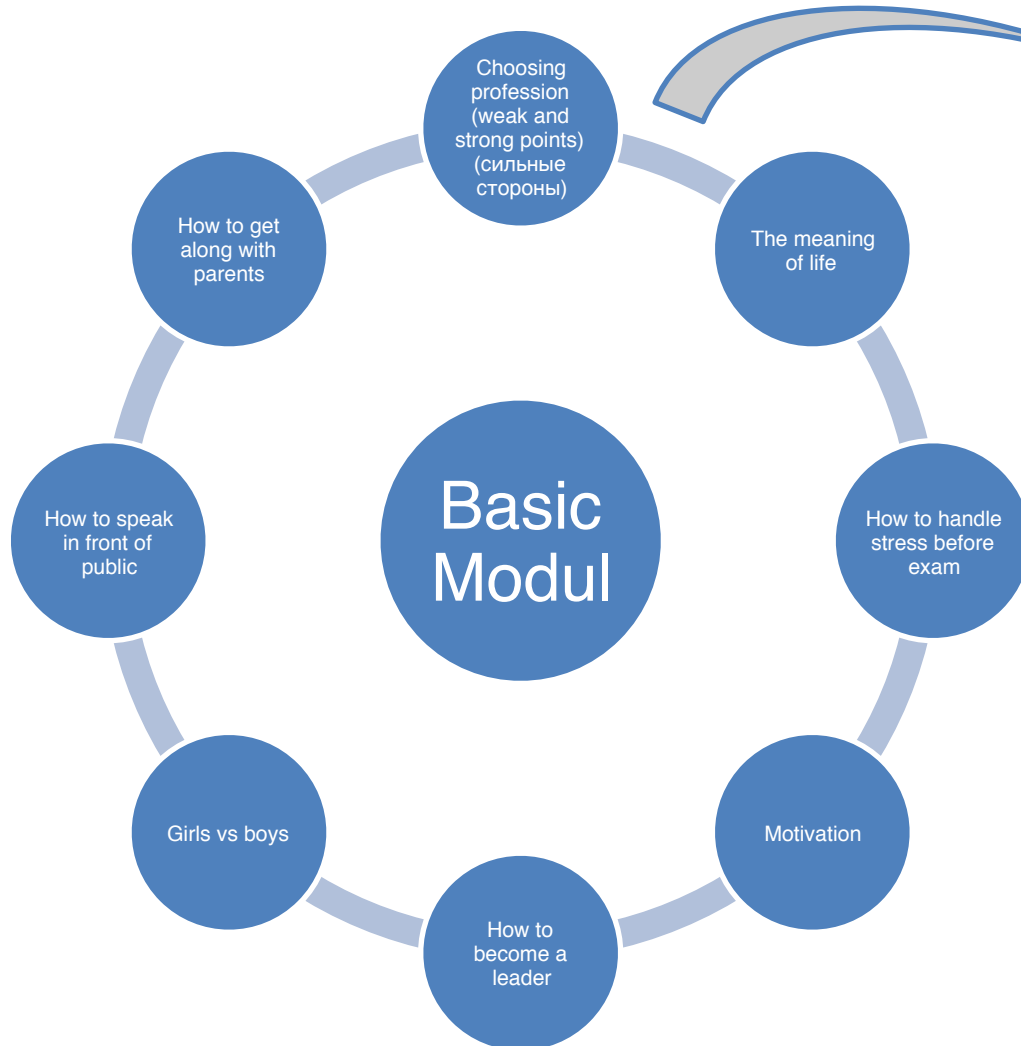
Exclusive





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# Basic module + supplementary workshops





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People can choose what they need in convenient time (development of Internet page)

- Flexible schedule of workshops
- Gives possibility to plan your learning slot
- Advertisement and customer service
- Support groups in social networks
- Possibility to give basic module as 1,5 hour conferences.





# The world has changed

**Digitalisation** is a new life component, not a teenage addiction



**Cultural globalisation** - the borders between countries are disappearing.

**Acceleration** - teenagers are more adult and better socialised than we've been in their age.





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**The world has changed**  
Cultural globalisation - the  
boarders between countries are  
disappearing.





## PROCESS COMMUNICATION MODEL<sup>®</sup>

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**The world has changed**



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### **Study specifics**

#### **Teenagers**

- >50% of time devoted to practical exercises
- Basic module - 1 day-long or split into 1 to 5 mini modules (perception, personality parts, strong points, preferred environment, psychological needs)
- Followed by workshops extending basic module.





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## Study specifics

### Parents

- It is important to learn to control your stress
- Finding best ways of motivating your child
- Studying the model in the same time with your children is more efficient
- Personal example



## Study specifics

### Teachers

- Additional education is needed
- It is important to control their own stress when teaching to children
- Motivating kids is key for successful teaching
- The teacher must know the language of all types
- It is a total change in approach to teaching methods



## **Promotion**

- On business trainings (as an option to make PCM model work non only in business, but also in personal life)
- Summer child camps (international, learning PCM together with foreign language, sports, leadership)
- Private schools
- Kids sports - motivation for goal achievement
- Additional courses in state schools
- Courses for companies



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### International PCM youth union

- Integration of methods and experience from different countries
- Joint courses
- Groups of students from different countries
- International groups in social media
- Communication without boundaries - socialising with peers from all over the world

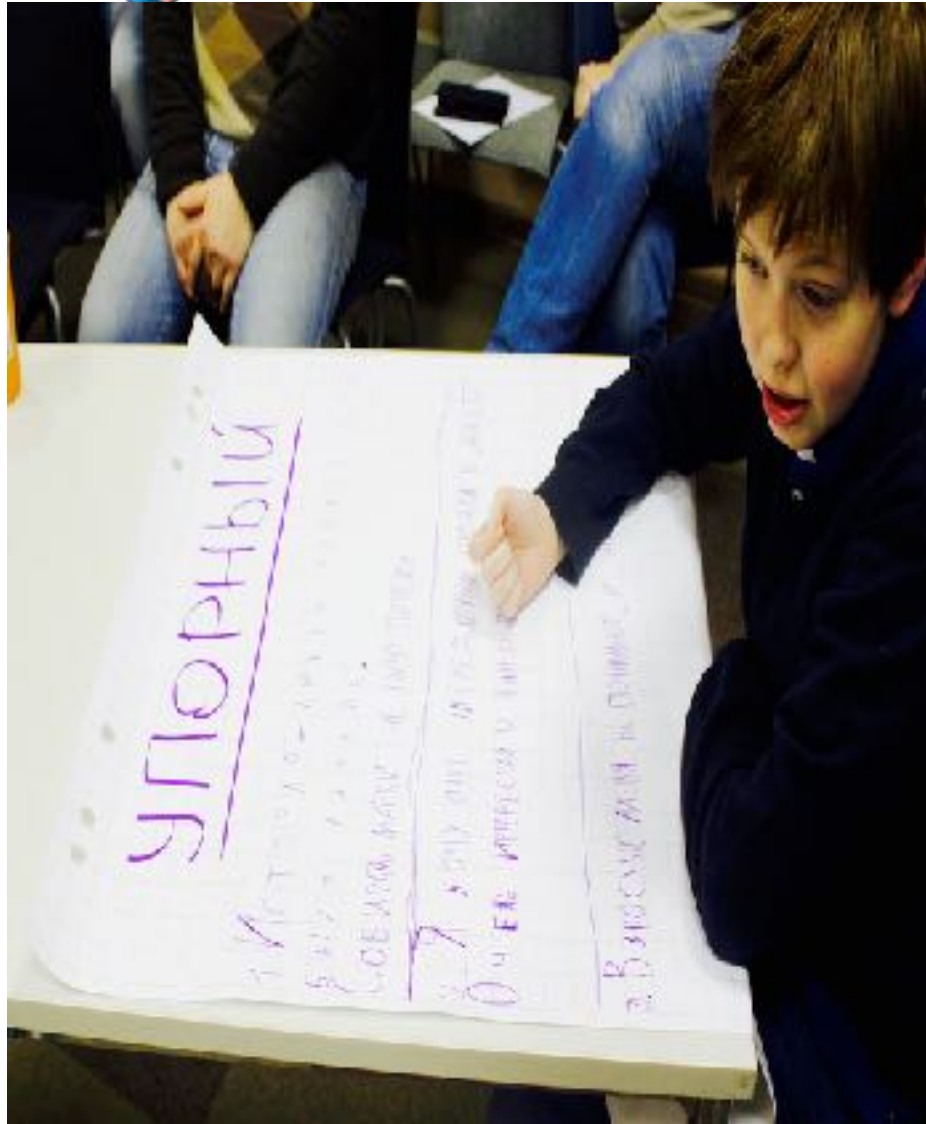


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We are creating the future of our planet

