

**You do not need to change
how you think.
You need to change what you
do
*when a situation fires.***

PRC is a 90-day protocol delivered entirely by email. It identifies the automatic behaviours reducing your output, replaces them with better ones, and installs those replacements until they run without effort.

No sessions. No disclosure. No clinical record.

What the protocol does — at work and at home.

THE CORE IDEA

Most of what you do is automatic.

You do not decide how to react when a difficult conversation is required. You do not decide what happens when pressure builds, a deadline shifts, or a situation at home follows you into the morning. A pattern fires. It happened before you made a choice.

Most of the time, automatic behaviour is efficient. The problem is specific: some patterns are running at a cost. They were useful once, or they were never useful — either way, they are now reducing what you produce, how consistently you perform, and how much capacity you actually have.

PRC works on those patterns and nothing else. Not your personality. Not your history. Not your attitude. The pattern that fires on a specific trigger. That is the only target.

BEFORE PRC — default pattern running

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| TRIGGER A specific situation occurs | DEFAULT BEHAVIOUR Pattern fires automatically — no decision made | OUTPUT COST Reduced performance, capacity, or consistency |
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AFTER PRC — replacement pattern installed

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| SAME TRIGGER The same situation occurs | NEW BEHAVIOUR Replacement fires instead — still automatic | OUTPUT GAIN Higher performance, capacity, consistency |
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What changed? Only the behaviour that fires on the trigger. The trigger is identical. The replacement was practised under the same conditions until it ran faster than the old one. The old pattern was not removed — it was **outcompeted**. You do not need to understand why it existed. You do not need to want to change. You need to complete the inputs.

The pattern does not know whether you are at work or at home.

A trigger is a context — a specific type of situation that fires a specific automatic behaviour. That context does not respect the boundary between your professional and personal life. The same pattern that costs you at work is often running at home too, and the drain from one directly reduces what you bring to the other.

AT WORK

Patterns that reduce professional output

Defaults that fire when performance pressure, difficult decisions, or interpersonal friction appears. They are not character flaws. They are patterns — and patterns can be replaced.

Example: A difficult conversation is required. The default fires: delay or redirect. The conversation does not happen. Decisions stall. The cost compounds.

Example: Uncertainty arises. The default fires: gather more information before acting. Velocity drops. The window closes.

AT HOME

The same patterns in a different context

PRC does not target domestic circumstances or relationships. But the patterns running at work do not switch off at the front door. The cost at home reduces what is available at work the following morning.

Example: Tension arises at home. The same avoidance pattern fires — the one that runs at work on difficult conversations. Same pattern, different setting.

Example: The workday ends but the load has not cleared. The default fires: stay on, keep processing. Recovery does not happen. The following day starts already depleted.

THE CONNECTION

Capacity is a single resource. It does not have a work version and a home version.

When a default pattern runs at a cost at home — avoidance of a difficult situation, over-processing a decision, not disengaging from work at the end of the day — it draws on the same reserve that professional performance requires.

A depleted person arrives at work the following morning with less available than a person who is not. This is not a clinical observation. It is an operational one.

Replace the pattern once. It stops running in both places. Because the replacement is built on the trigger — not the setting — when the trigger fires at home, the new behaviour runs there too. The participant does not need to do the work twice.

Three phases. Each one builds on the last.

The protocol cannot be shortcut. Phase 2 requires the outputs of Phase 1. Phase 3 requires the outputs of Phase 2. The sequence is structural, not administrative.

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| <p>Days 1–30 Mapping</p> | <p>Identifies the specific triggers and default patterns running at a cost. The participant is not asked to change anything at this stage. They are asked to observe accurately. The pattern, the trigger, and the cost are named with specificity.</p> <p>Baseline PRC Index established across 7 self-report measures.</p> |
| <p>Days 31–60 Redesign</p> | <p>Builds the replacement patterns. Each one is anchored to the same trigger as the default it replaces. The replacement must be specific — not a general intention, but a precise behaviour that fires when the trigger appears.</p> <p>General statements like “I will handle this better” do not produce change. They are not anchored to a trigger. Effort runs out. Automaticity does not.</p> |
| <p>Days 61–90 Installation</p> | <p>Repeats the replacement patterns under the same trigger conditions until they run automatically. Repetition under context is what produces automaticity — not insight, not motivation, not time alone.</p> <p>At day 90 the PRC Index is measured for the final time. You hold that data. Your employer sees only aggregate movement across the cohort. No names. No individual records.</p> |

ANONYMITY

Your name is never in the data your employer receives.

Anonymity in PRC is not a promise. It is structural — built into how the product works. The employer cannot see individual participant data because it does not exist in that form in the system.

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| <p><i>What the employer sees</i></p> <p>Seat numbers, completion rates, and aggregate PRC Index movement across the cohort.</p> | <p><i>What the employer does not see</i></p> <p>Names, individual scores, pattern content, or any data that identifies a specific person.</p> |
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What HR receives

No case notes, no referral pathway, no clinical record.
There is no HR pathway in this product.

What you control

Your own data, your own protocol, your own outputs.
The employer funded the seat. That is the limit of their access.

This is why it reaches people other products do not. The professionals who most need this protocol are precisely the ones who will not engage with anything that creates a record, opens an HR pathway, or requires disclosure. Structural anonymity removes that barrier entirely.

PRC does not diagnose, treat, refer, or create a clinical record. It is not support. It is a performance protocol. It does not address structural problems, under-resourcing, poorly designed roles, or management decisions outside of what the individual can change: the automatic behaviours that are claimed.

For senior professionals ready to close the gap between what they are capable of and what their current defaults allow them to produce. Work and home.

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Book a 30-minute call: calendly.com/joncull1/30min

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