

Every person runs on
automatic.

**Some of those patterns cost
the business.**

PRC is a 90-day behavioural protocol delivered by email. It identifies the specific patterns reducing a person's output, replaces them with better ones, and installs the replacements until they run automatically.

No sessions. No disclosure. No clinical record.

THE MECHANISM

Behaviour runs on triggers, patterns, and cost.

Most of what a person does at work is automatic — it fires in response to a specific situation without deliberate thought. That efficiency becomes a problem when the default pattern is the wrong one. PRC works on three components.

<p>COMPONENT 01</p> <h3>The Trigger</h3> <p>The specific context or condition that fires the automatic behaviour. Identified precisely — not generally.</p>	<p>COMPONENT 02</p> <h3>The Pattern</h3> <p>What the person does automatically when the trigger fires. This is the target. Not the person — the pattern.</p>	<p>COMPONENT 03</p> <h3>The Cost</h3> <p>What that pattern produces in output terms. Quantified across 7 self-report measures at 4 points in the protocol.</p>
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BEFORE PRC — default pattern running

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

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

<p>90 Days. Fixed sequence. No shortcuts.</p>	<p>56 Structured email inputs across the protocol</p>	<p>7 Self-report measures in the PRC Index</p>	<p>0 Names visible to the employer. Ever.</p>
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Three phases. Sequential. Structured.

56 email inputs. 14 worksheets. PRC Index measured at days 1, 30, 60, and 90. The sequence cannot be shortcut — each phase depends on the one before it.

Days 1–30 Mapping	Identifies the specific triggers and default patterns running at a cost. Establishes a baseline across 7 self-report measures. The participant is not asked to change anything. They are asked to observe accurately. The pattern, the trigger, and the cost are named with specificity.
Days 31–60 Redesign	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. General statements do not produce change. They are not anchored to a trigger.
Days 61–90 Installation	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. At day 90 the PRC Index is measured for the final time.

WHY ORGANISATIONS USE PRC

The 90% your EAP never reaches.

Standard EAPs reach under 10% of a workforce — the people willing to self-refer into a clinical pathway. PRC is built for the other 90%: senior professionals and mid-tier leaders who will not raise their hand but are operating below their productive capacity.

Anonymity is structural The employer sees seat numbers, completion rates, and aggregate movement data. No names. No HR pathway. No clinical record. Anonymity is not promised — it is built into how the product works.	No clinical overhead PRC does not diagnose, refer, or treat. There is no clinical contact and no case management. The organisation does not acquire liability by deploying it.
The financial case is direct One £70k senior at 70% capacity for 6 months represents approximately £10,500 in lost output. PRC costs a fraction of that. One restored senior covers the annual licence.	Reaches the unreachable The target participant will not self-refer. PRC is positioned as a performance protocol — which is what it is. That framing removes the barrier to entry.

Delivered without HR involvement

The protocol runs entirely by email direct to the participant. HR sets up the deployment. After that, the system runs. No ongoing management, no case tracking.

Evidence-based mechanism

CBT (Beck), behavioural chain analysis (Linehan), habit and context research (Wood and Neal), implementation intentions (Gollwitzer), and automaticity research (Lally).

PRC does not address structural problems — overload caused by under management decisions. If the primary problem is outside the participant Those are management decisions, not protocol targets. PRC does not record.

For organisations ready to address the performance gap no other product reaches.

www.prcworkforce.com

jon@prcworkforce.com

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

+44 7493 087262