

## **Assertiveness for Maximum Impact a one/two day seminar**

### **Why you should attend this seminar**

In every area of business (and personal) life you're going to have to make requests, deflect anger, deal with conflict or simply say 'no' convincingly. Few people find this easy. But there are specific techniques that can be learned to help you act effectively.

Assertiveness is not aggression: it's the quality that allows you to have the courage of your convictions but not at the expense of others. You don't have to let yourself be sidelined and frustrated.

Spend one day learning how to stand your ground, stake your claim and gain what's owed to you, in all types of situations and in a constructive way. You'll feel better about yourself. Others will think better of you.

### **Major benefits**

Specific assertiveness techniques you will learn on this seminar include:

- How to deal with aggressive, insulting or manipulative behaviour
- Ways of saying 'no' without feeling guilty or causing offense
- How to take charge of the boundaries of each personal relationship
- How to say 'yes' without being taken for granted
- How to stand up for yourself without being aggressive
- How to stay inwardly calm while asserting your position successfully
- How to get things moving forward when colleagues dig their heels in
- How to use key words and body language to convince and persuade even the most awkward of colleagues
- Techniques for other non-verbal signals to gain maximum effect
- How to deal confidently with criticism and how not to feel nervous when challenged
- How to communicate effectively and dynamically even when under the greatest of pressure
- How to negotiate and create 'win/win' situations
- How to recognise and develop your own personality strengths to greatest professional advantage

### **Programme**

## The communication process

- The dynamics of communication
- Verbal and non-verbal behaviour
- Respond, don't react

... and how these factors affect your use of assertiveness techniques

## What is assertiveness?

- The psychology
- The strategy

... and why you need to master assertiveness techniques to reach your potential and improve your personal effectiveness

## Understanding yourself

- Recognising your own behavioural patterns
- Analysing your strengths and weaknesses when dealing with other people
- Developing your self-confidence

... and how to increase your awareness of the messages you project when dealing with others

## Understanding other people

- Analysing different patterns of behaviour
- Recognising how they affect you
- Gauging your response accordingly
- Dealing with difficult people

...and how to select the different assertiveness techniques that will help secure the response you are looking for

## Assertiveness techniques

- The 'broken record technique' and the 'fogging' technique
- Negative assertion technique
- How to say 'no' and still attain compromise

- What impact does your body language make?
- The dos and don'ts of assertive techniques

... and how to select the assertiveness techniques best suited to your personality, playing to your strengths and weaknesses

#### Handling difficult situations

- Confrontation and how to avoid it
- Handle conflict through the objective overview
  - Acknowledgement
  - Discussion
- Think before you speak

... and how to take the initiative in difficult situations and become proactive, not reactive