



# Assertiveness Training for Women in Business



# Programme Details

Get the tools and techniques you need to become more assertive and successful in your management role

## Highlights

- Assess and identify your own assertiveness style preferences
- Get comfortable in your own S.K.I.N - support self-esteem, know self, initiate dialogue, negate negative self-talk
- Explore the 5 step model to express assertive language

## Key Competences

- Assertiveness skills
- Communication skills
- Conflict management
- Learning to say no
- Stress management
- Work-life balance

## The Right Programme for You

You are a woman in an international management role. You want to strengthen your assertiveness techniques, alleviate weaknesses, and improve your overall communication skills.

Middle Managers

Managers



## Learn, Practice and Use

- Recognize the characteristics of the four key assertiveness styles
- Assess your individual assertiveness style and how effective it is
- Develop an action plan to overcome at least two of your personal obstacles to assertiveness
- Learn how to capitalize on the strengths of your leadership style—and minimize weaknesses
- Flex your leadership style preference to interact effectively and assertively with others
- Incorporate assertiveness techniques into everyday tasks and actions
- Learn stress and anger management techniques
- Differentiate between verbal and non-verbal communication styles of men and women
- Explore the 4 special assertiveness techniques: broken record, fogging, negative assertion and negative inquiry
- Share your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**3 days**  
**€2,995**

### Live Online



**4 x 3-hour sessions**  
**€2,295**

### Available In-Company

The programme is available as an In-Company solution for your teams. More information at [mce.eu/inco](https://mce.eu/inco)

### Includes free membership

All participants get free access to MCE's Women's Leadership Centre including special offers, networking events, exclusive content and more.

[mce.eu/wlc](https://mce.eu/wlc) for dates, locations and full programme outline

# Programme Outline

01

## Foundations of Assertiveness

- Distinguishing between passive, assertive, and aggressive behaviors
- Discussing how socialization affects your behavior in the business environment
- Identifying personal work situations and obstacles that challenge assertive behavior

02

## Assessing Your Assertiveness

- Identifying your assertiveness style preferences
- Assessing and identifying strengths and weaknesses of your assertiveness style
- Knowing how value systems impact your assertiveness
- Identifying ways to reduce role conflict

03

## Getting Comfortable in Your Own Skin

- Exploring the assertive components of becoming comfortable in your own S.K.I.N. (Support self-esteem; Know self; Initiate dialogue; Negate negative self-talk)

04

## Assertive Communications Skills

- Understanding the three components of communication and factors that influence their impact
- Differentiating the verbal and nonverbal communication styles of men and women
- Applying active and reflective listening skills to build assertiveness techniques
- Listening and responding assertively to feedback and criticism

05

## Assertiveness Techniques and Practices

- Demonstrating a five-step model to express assertive language
- Exploring four special assertive techniques: broken record, fogging, negative assertion, and negative inquiry
- Saying “no” and surviving
- Responding to common put-down statements
- Videotaping practice sessions

06

## Assertive Case Study Workshop

- Reviewing the uses of strategic tools, models and techniques
- Applying assertiveness techniques to analyze and plan around your own must-solve situations
- Receiving feedback on your plan for addressing your must-solve situations

07

## Assertiveness and Leading

- Assessing leadership styles
- Understanding five dimensions of centered leadership
- Identifying new ways to use assertive leadership in your personal and professional life

08

## Leading a Balanced Life

- Techniques for dealing with anger
- Preventing and coping with stress
- Applying a four-step model to improve personal level of work and life balance
- Discussing the nature and value of women support networks and resources
- Planning for continuing assertiveness growth

Visit  
mce.eu



## Learn

the key business skills and knowledge you need for your management role today and tomorrow



## Practice

the skills you learn and get feedback, recommendations and coaching



## Use

what you learn and practise as soon as you get back to your office



Contact us

info@mce.eu

+32 2 543 21 20