

# Assertiveness Training for Women in Business



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## Speak out with confidence - Become an Assertive Business Woman.

How often do you walk away from interactions thinking about what you should have said or done? How often do you feel you have undermined your message with verbal and non-verbal cues? Do you have trouble saying no?

You may be surprised to discover assertiveness is not an innate characteristic. Instead, it is a learned skill that you will develop, as you learn how to handle yourself in any situation – without seeming shy or pushy. This 3-day action-packed programme will help you **send the right signals and get the right responses, get things done and earn the respect of others.**

You'll be starting your thoughts in a calm, professional, non-emotional manner. You will learn how to improve your credibility and confidence as you **rehearse, refine and share concerns** with other women in a supportive and informal learning environment.

The effective use of assertiveness techniques is essential for survival and advancement. These skills will help you command respect while being respectful, and handle almost any situation you're likely to encounter without seeming dominating. You'll assess your leadership style and then apply the new skills and tools you learn directly to one of your own challenges, receive feedback, and refine your skills through **videotaped practice**. After programme completion, you will return to work with a complete and flexible plan for achieving the kind of assertiveness your position demands.

## Who should attend?

This women's assertiveness training programme is designed for female business professionals who want to strengthen their assertiveness techniques, alleviate weaknesses, and improve their communication skills as they relate to being assertive in business.

## PMI Certified

This programme has been reviewed and approved by the Project Management Institute® (PMI).

You can build your key leadership, personal and business management skills and acquire PDUs for your PMI Certification at the same time.

More information at [www.mce.eu/pmi](http://www.mce.eu/pmi)



**“Your own words are the bricks and mortar of the dreams you want to realize. Your words are the greatest power you have. The words you choose and their use establish the life you experience.”**

*Sonia Choquette*



# How you will benefit

## How will you benefit?

After taking this programme, you will be able to:

- Recognize the characteristics of the four assertiveness styles
- Assess your individual assertiveness style and its effectiveness
- Demonstrate assertiveness techniques using supportive communication behaviors
- Develop an action plan to overcome at least two 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 most effectively and assertively with others
- Incorporate assertiveness techniques into everyday practices

During this programme you will:

- Network and learn from a diverse group of peers from different functions, industries and countries
- Develop a personal action plan to implement back at work
- Learn and practice using real-world examples over 3 interactive days

## Why is this programme different?

- The programme is facilitated by an experienced female facilitator, who is an expert in business excellence, who knows what it is like for business women to work in an international environment and who understands your challenges.
- Every year, many business ladies from more than 20 different countries join this programme and over 95% recommend it to their colleagues.
- This programme is about you! You will get intensive feedback from your facilitator and a multi-cultural group of participants.
- You will bring your own business challenges to the class and these will be addressed in the programme with solutions and input from the whole group.
- You will leave the programme with a concrete action plan to ensure you are implementing the learnings back at work and become a successful business woman.

**“I thought the course was excellent. Our instructor was fantastic - knowledgeable, interesting and engaging. It honestly could have been 3 really long days, but they flew by and I learned tools to use at work (and at home) to be assertive without being aggressive or overbearing.”**

*Jennifer M*

# What will you learn and practice?

This 3-day programme is highly interactive with exercises and role plays.

## Programme Highlights:

### Foundations of Assertiveness

- Define Assertiveness
- Distinguish Between Passive, Assertive, and Aggressive Behaviors
- Discuss How Socialization Affects Your Behavior in the Business Environment
- Identify Personal Work Situations and Obstacles That Challenge Assertive Behavior

### Assess Your Assertiveness

- Identify Your Assertiveness Style Preferences
- Assess and Identify Strengths and Weaknesses of Your Assertiveness Style
- Discuss How Value Systems Impact Your Assertiveness
- Identify Ways to Reduce Role Conflict

### Get Comfortable in Your Own S. K.I.N.

- Describe the Assertive Components of Becoming "Comfortable in Your Own S.K.I.N."

### Assertive Communication Skills

- Identify the Three Components of Communication and Factors That Influence Their Impact
- Differentiate the Verbal and Nonverbal Communication Styles of Men and Women
- Apply Active and Reflective Listening Skills to Build Assertive Skills
- Listen and Respond Assertively to Feedback and Criticism

### Assertive Techniques and Practices

- Demonstrate a Five-Step Model to Express Assertive Language
- Describe Four Special Assertive Techniques: Broken Record, Fogging, Negative Assertion, and Negative Inquiry
- Say "No" and Survive
- Respond to Common Put-Down Statements

### Assertiveness Case Study Workshop

- Review the Uses of Strategic Tools, Models, and Techniques
- Apply Assertiveness Techniques to Analyze and Plan Around Your Own "Must-Solve" Challenges
- Receive Feedback and Suggestions on Your Plan for How to Best Address Your "Must-Solve" Challenges
- Give Feedback and Suggestions to Others on Their Plans to Assertively Address Their "Must-Solve" Challenges

### Assertiveness and Leading

- Assess Leadership Styles
- Discuss Five Dimensions of Centered Leadership
- Identify New Ways to Use Assertive Leadership in Your Personal and Professional Life

### Leading a Balanced Life

- Name at Least Five Techniques to Deal with Anger
- Identify Techniques for Preventing and Coping with Stress
- Discuss the Nature and Value of Women Support Networks and Resources
- Plan for Continuing Assertiveness Growth

## Booking details

 <b>Duration</b>	<b>3 Days</b>
 <b>Type</b>	<b>Classroom</b>
 <b>Price</b>	<b>€2950</b>



**ALSO AVAILABLE AS AN  
IN-COMPANY PROGRAMME**

## Register Now

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-  **www.mce.eu**