

Say What You Mean: Assertive Communication

What This Course Is About

This course is designed to help individuals to understand better their personal communication traits and to develop their skills in building rapport and productive, positive working relationships with the people around them.

Who Should Attend

Anyone who wishes to improve their personal confidence and ability in achieving positive outcomes in their communications with others.

Benefits For Your Organisation

Better staff-manager and intercolleague relationships; increased management effectiveness; improved morale; fewer conflicts and quicker, more effective conflict resolution.

Course Content

- What it means to be assertive
- Assertiveness versus passive and aggressive communication: what works and why
- Rights versus responsibilities: asserting your needs whilst respecting the needs of others
- Productive and unproductive feelings
- Positive thinking and self-confidence
- Positive body language, tone and language
- Understanding and responding to different communication styles
- Using questioning and listening assertively
- Building trust and rapport with individuals
- Recognising and addressing causes of conflict
- Different types of power and their effect
- Using power positively and assertively
- Responding assertively to pressure, challenge and criticism
- Assertive management: balancing firmness with fairness
- Preparing for difficult encounters
- Saying no with confidence
- Presenting and stating your case with confidence and conviction
- Working towards win-win outcomes.

Learning Outcomes

Participants will be able to:

- Explain the role of assertiveness in managing communication and relationships
- Explain the differences between assertive, passive and aggressive communication styles
- Recognise strengths and weaknesses in their own personal communication style
- Use positive thinking and positive communication techniques to project personal confidence, build rapport and create trust
- Recognise when and how to make constructive use of personal and other types of power
- Achieve agreed resolutions in conflict situations
- Remain resilient and confident in the face of challenge and pressure.

Learning Delivery

Courses run for 1 or 2 days. All courses include pre- and post-course assessments, are practical in their approach and use the following delivery methods:

- Group discussions
- Self-analysis exercises
- Case studies
- Quizzes and knowledge tests
- Observed role play.