



Course Introduction:

Assertiveness is a communication skill in much the same way that 'negotiating', 'delegating', and other identifiable business skills are. It is a communication skill that enables people to be more confident and develop the appropriate interpersonal skills for dealing with people. The course teaches you how to say the right thing at the right time - especially when interacting with aggressive or difficult people. Assertiveness increases the chance of success in any human transaction.

Course Objectives:

- To increase self-esteem and confidence when dealing with difficult situations
- To be able to identify your own behavioural style and that of others
- To learn the difference between aggressive, passive, and assertive behaviours
- To learn a variety of assertiveness techniques
- To improve communication skills and interpersonal skills
- To have the opportunity to practice new behaviours in a safe and supportive environment

Who Should Attend?

This course is essential for supervisors, managers, sales executives, secretarial staff, customer service staff, telephone operators, and all who have to deal with different personalities and difficult situations in the workplace - whether with customers, or colleagues.

Course Outline:

What Is 'Assertiveness'?

- What It Is Not
- Why We Need It

Behavioral Styles

Communicating Effectively

- First Impressions
- Body Language
- Verbal Communication

- Listening Skills
- Assertiveness In Communication
- How To Be Assertive

Assertiveness Techniques

- Positive Inner Dialogue
- Fogging
- The 'Broken Record' Technique
- Discrepancy Assertion > > Negative Feelings Assertion
- Saying "No" Constructively • The D.E.S.C. Script (Describe, Explain, Say, Commitment)

Workable Compromise

- 'Win : Win'

Choosing Different Techniques to Handle Difficult Situations Role Plays

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

